



February 19-20, 2021 | Orlando

# pools...

Learn it + Love it + Live it

[www.UnderTheSunExpo.com](http://www.UnderTheSunExpo.com)

## *Exhibitor Guide*

Presented by the Florida Swimming Pool Association



Everything Under the Sun Expo • 2555 Porter Lake Dr., Ste. 106 • Sarasota, FL 34240  
Wendy Parker Barsell • Ph: 800-548-6774 • [wendy@FloridaPoolPro.com](mailto:wendy@FloridaPoolPro.com)



UnderTheSunExpo.com

No other industry event allows you to engage with the 12-month pool professional all in one place like the Everything Under the Sun Expo<sup>SM</sup>. Attendees are your audience of buyers looking to meet the faces behind the products and learn about new products in a way which only you can provide.

71%\* make or influence the purchasing decisions at their company

86%\* of attendees attend the show to see new products

81%\* of attendees attend no other pool industry trade show.

\*As reported in post-show attendee evaluation

### Cost of making face-to-face contact with potential customer



\$ = With exhibitions \$96\*\*

\$ = Without \$1,039\*\*

\*\*CEIR - Center for Exhibition Industry Research

92% of 2020 Exhibitors rate the Everything Under the Sun Expo good or excellent

### Year-round promotion included with booth

All booths include a year round marketing program - FREE with your booth - through the Florida Swimming Pool Association's web sites, print magazine and social media feeds. Complete your exhibitor marketing program forms reach the Florida pool industry using:

- print / digital advertising
- blog posts
- training videos on the FSPA member website
- post show emails to targeted audiences
- social media posts

# Schedule

## Thursday, February 18

Exhibitor move-in  
Education Courses  
Welcome & Awards Reception

## Friday, February 19

Education Courses  
Exhibit Hall Open  
Learning Labs in the hall  
Friday night industry event

## Saturday, February 20

Education Courses  
Exhibit Hall Open  
Learning Labs in the hall  
Exhibitor move out



## Types of Businesses\*

14% Retail

42% Builder

68% Service/Repair/  
Maintenance

## Position / Titles

47% Owner / CEO / President

8% VP / Executive Management

11% Sales / Sales Manager

9% Construction / Service Manager

19% Technician / Tradesman / Maintenance

*\*2020 registration data; attendees can select more than one category of business*

## Market Segments in which attendees work

95% Residential

62% Commercial

**Promote your company's booth for free**

Some great tools included with your booth take just a few minutes of setup to optimize your visibility:

Online Profile - Once booths are assigned, attendees can search by company or by product to find you. Be sure to complete your company profile, brands and categories. Upgrades range from \$150 to \$500 and include your logo, expanded profiles and more.

Print Profile - Summarize your company information for this listing printed in the onsite program guide.

Rapid Reference Categories - Choose the applicable categories so attendees can find you when they are looking for a specific product.

Promo Codes - Provide your customers with a promo code for free entry into the exhibit hall.

Social Media - Post show logo and promotional messages on your company's social media. Just request artwork from us and we can customize it with your booth number and a link to registration.

**Exhibitor Splash Zone: (FREE)**

We are looking for exhibitors wishing to have their product included in the prize giveaways planned throughout the Expo. Prizes will be awarded during exhibit hall hours, during the Welcome Reception and the Friday night party.

This is an opportunity for your company to get some "splash" exposure with attendees during the Expo as well as afterwards in event wrap up photos and articles. There is no limit to the number of products we will award to attendees.

If you are willing to donate or provide items at minimal cost you can be included.



## Advertising Options

Advertising in the full color Expo Program Guide can make your company stand out.

### Logo with Guide Listing - \$200

Have your color logo printed next to your company print profile.

### Guide 1/4 Page Ad - \$350

Full color ad / 3.5" w x 5" h

### Guide Full Page Ad - \$1,200

Full color ad / 7.5" w x 10" h

### Guide 1/2 Page Ad - \$600

Full color ad / 7.5" w x 5" h

### Guide Back Cover - Full Page Ad - \$1,750

Full color ad / 8.5" w x 11" h (plus 1/4" bleed)

### Florida Pool Pro<sup>sm</sup> Advertising

The February issue of the FSPA monthly newsletter is the Expo issue. Includes digital version with active link to your website. FSPA Blue Supplier members receive 20% off ad rates. Full color ad rates for one time ad are listed.

1/4 page: \$852

1/2 page: \$1,025

Full page: \$1,841

Spread: \$3,534

### Online Booth Upgrade 1 - \$150

- Logo added to online and print profiles.
- Information and image for up to 2 products.
- Expanded print profile - approx. 35 words.
- List your product brands online - up to 100 characters.

### Online Booth Upgrade 2 - \$300

Includes upgrade 1 plus:

- Increase your product brand list to 200 characters
- Post up to 5 press releases about company / products
- Increase to 5 products with information and image
- Announce up to 5 Show Specials online
- Expanded online profile - approx. 100 words
- Increase expanded print profile to approx. 45 words

### Web Advertising - UnderTheSunExpo.com

Home page:	Block ad (\$500)
Floorplan page:	Block ad (\$500)
Registration page:	Block ad (\$350)
Education page:	Block ad (\$ 100)
Hotel page:	Block ad (\$ 100)

Price is for ad to be posted from time of receipt of payment and ad until two months after the Expo.



## Sponsorship Options

# Registration

### **Online Registration:** \$7,500 (exclusive)

The online registration site for the Everything Under the Sun<sup>SM</sup> Expo is used by 89% of attendees. Make an impression from the moment someone chooses to attend by having your logo displayed in the online registration portal.

Benefits of sponsorship:

- Prominently displayed logo on all pages of attendee registration site
- Logo on registration page of Expo website with active link
- Logo included in registration confirmation e-mail
- 1/2 page ad in Expo program guide
- 1/2 page ad in January and February issues of Florida Pool Pro<sup>SM</sup> with link in online version

### **Product Showcase**

In a designated area exhibitors can display products and literature. This is a great place to gain attendees' attention to your new products, energy efficient products or GREAT products! A small sign with your logo and booth number will be provided. Your company, logo and 30-word description will be listed in the program guide as well.

\$200 per 3' table space

\$250 per 4' floor space

Access to electricity \$50 additional

**Badge Lanyards:** \$5,000\*

**Escalator Banner:** \$2,500\* (limit of 2)

**Column Wrap:** \$1,500 - \$3,000\*  
(varies based on location)

\*Each of the three sponsorships above include:

- 1/2 page ad in Expo program guide
- 1/2 page ad in February Florida Pool Pro<sup>SM</sup> with link in online version



# Exhibits



Education is the key to advancing the swimming pool industry. In 2020, 40% of attendees at the Everything Under the Sun Expo took at least one education course.

**Break Sponsor:** \$500 per day: Logo signage in coffee area. Limited to one per day.

**Learning Lab Course:** \$500 per course

Learning lab courses are offered in the exhibit hall during exhibit hours, are not approved for continuing education credit, and may be product specific.

**Hands On Experience** \$500 per course

Hands on sessions are offered in the exhibit hall during exhibit hours so you can demonstrate your product to attendees. These are not for continuing education credit. Sponsor must provide all materials.

**Seminar Sponsor:** \$1,000 per day:

- Logo / link on education page of Expo website
- Logo on at-a-glance master schedule

**Education Bags:** \$2,500 (exclusive):

- Logo on one side of bag given to education attendees
- Literature can be placed in bags
- 1/2 page ad in Expo program guide
- 1/4 page ad in February Florida Pool Pro<sup>sm</sup> with link in online version
- Logo / link on education page of Expo website
- Logo on at-a-glance master schedule
- Logo on mobile app education page





**Everything Under the Sun Expo<sup>sm</sup>**  
**produced by Florida Swimming Pool Association**  
**2555 Porter Lake Drive, Suite 106**  
**Sarasota, FL 34240**  
**Phone: (941) 952-9293 • Fax: (941) 366-7433**  
**[www.UndertheSunExpo.com](http://www.UndertheSunExpo.com)**

**Show Manager: Wendy Parker Barsell ([Wendy@FloridaPoolPro.com](mailto:Wendy@FloridaPoolPro.com))**  
**Continuing Education: Mary Anderson ([Mary@FloridaPoolPro.com](mailto:Mary@FloridaPoolPro.com))**  
**Advertising: Charis Tyson ([Charis@FloridaPoolPro.com](mailto:Charis@FloridaPoolPro.com))**