



Presented by the Florida Swimming Pool Association

Exhibitor Information & Opportunities

Presented by the Florida Swimming Pool Association



www.UnderTheSunExpo.com

Everything Under the SunSM Expo
Jessica Johnson • 941-952-9293 • Jessica@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 Sunsm Expo. 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.

72%* make or influence purchasing decisions at their company

77%* of attendees attend the show to see new products

89%* of attendees attend no other pool industry trade show

Average 2022 Expo Satisfaction Rating

4.4 / 5



"Event exceeded all expectations. Loved the 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

What is included with your booth

10x10 concrete floor, 8' drape along the back and 3' drape on the sides (corners will not have 3' drape on the open corner). You must provide floor covering in your booth space (carpet, connected foam squares, etc.). Four exhibitor badges can be claimed per 10x10 space. Company description online and in print is included.

Booth packages are available for a one-stop-shop experience (only for 10x10). Arata Expositions is the event decorator and orders other than a booth package are made through them. Electricity, internet, water, etc. are purchased through the convention center. Any food or beverage served in your booth must be approved by show management and arranged through the convention center's catering services CenterPlate. Rigging is only permitted on 20x20 or larger island booths and is arranged through the convention center.

Schedule

Thursday, February 23

Exhibitor Move-In
Education Courses
Welcome & Awards Reception

Friday, February 24

Education Courses
Exhibit Hall
Learning Labs in the Hall
Friday Night Industry Party

Saturday, February 25

Education Courses
Exhibit Hall
Learning Labs in the hall
Exhibitor Move Out



Types of Businesses*

15% Retail

41% Builder

49% Service/Repair/
Maintenance

Position / Titles

41% Owner / CEO / President

9% VP / Executive Management

11% Sales / Sales Manager

13% Construction / Service Manager

23% Technician / Tradesman / Maintenance

**2022 registration data; attendees can select more than one category of business*

Market Segments in which attendees work

95% Residential

63% Commercial

Promote your company's booth for FREE

- Online Profile at www.UnderTheSunExpo.com for attendees to view.
- Print Profile in the onsite printed program guide.
- Product/Service Categories - Make selections in exhibitor portal to be included in printed guide so attendees find you when looking for a specific product.
- Promo Codes - Provide your customers with a code for free entry into the exhibits.
- Social Media - Post show logo and promotional messages on your company's social media. Artwork provided.

Online Registration: \$7,500 (exclusive)

The online registration site for the Everything Under the Sunsm Expo is used by 89% of attendees. Make an impression from the moment someone chooses to attend with your logo displayed in the online registration portal.

Benefits of sponsorship:

- Prominently displayed logo on pages of attendee registration site
- Logo included in registration confirmation e-mail
- 1/2 page ad in Expo program guide
- 1/2 page ad in February issue of *Florida Pool Pro*sm with link in online version

On-Site Registration: \$5,000 (exclusive)

All attendees must pick up their badge on-site.

Benefits of sponsorship:

- Logo featured on kick panels in registration
- Logo on Registration Sponsor sign
- Sponsor staff (2) are permitted to greet attendees and distribute literature in registration area
- 1/2 page ad in Expo program guide and logo with company listing
- 1/2 page ad in February issue of *Florida Pool Pro*sm with link in online version



Badge Lanyards: \$7,500 (exclusive)

Benefits of sponsorship:

- Logo on badge lanyard given to all attendees
- Logo on page of attendee registration site
- 1/2 page ad in Expo program guide
- 1/2 page ad in February issue of *Florida Pool Pro*sm with link in online version

Print Advertising

Program Guide handed out to attendees:

- \$200: Logo added to Company Description
- \$350: 1/4 Page Ad (3.5" w x 5" h)
- \$600: 1/2 Page Ad (7.5" w x 5" h)
- \$1,200: Full Page Ad (7.5" w x 10" h)
- \$1,750: Back Cover Full Page Ad (8.25" w x 10.75" h (plus 1/4" bleed))



Florida Pool Prosm Magazine Advertising

The February issue of the FSPA monthly magazine is the Expo issue. Ad includes digital publication with active link to your website. FSPA Blue Supplier members receive 20% off ad rates.

1/4 page: \$852

1/2 page: \$1,025

Full page: \$1,841

Spread: \$3,534

Digital Advertising

www.UnderTheSunExpo.com

\$200: Banner Ad (schedule, hotel or registration fee page)

\$150: Block Ad (schedule, hotel or registration fee page)

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

Social Media Sponsor

\$500: Custom post to Facebook, Twitter, LinkedIn announcing company is exhibiting



Friday Night Party Sponsor

Platinum Sponsor - \$7,500:

- Display company banner up to 10' x 4'
- Company logo on Expo promotional materials and event ticket
- Active logo link on event page of Expo website
- Full page ad in Expo Program & Event Guide
- ½ page ad in *Florida Pool Pro*sm with link in online version
- Logo on exhibit hall locator map in program guide
- 25 event tickets

Gold Sponsor - \$5,000:

- Display company banner up to 7' x 4'
- Company logo on Expo promotional materials and event ticket
- Active logo link on event page of Expo website
- ½ page ad in Expo Program & Event Guide
- ¼ page ad in *Florida Pool Pro*sm with link in online version
- Logo on exhibit hall locator map in program guide
- 20 event tickets

Silver Sponsor - \$3,000:

- Display company banner up to 6' x 3'
- Company logo on Expo promotional materials and event ticket
- Active logo link on event page of Expo website
- ¼ page ad in Expo Program & Event Guide
- 10 event tickets



Education Break Sponsor: \$750 per day

Logo signage in coffee area announcing sponsorship. Thursday, Friday and Saturday available.

Learning Lab: \$500 per session

Present your product to attendees who register for the session. Learning lab hands-on sessions are offered in the exhibit hall during exhibit hours, are not approved for continuing education credit, and may be product specific.

Daily Education Sponsor: \$1,000 per day:

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



Education Bags: \$2,750 (exclusive)

Bags for all attendees: \$10,000 (exclusive)

- Logo on one side of bag given to education attendees
- Literature can be placed in bags
- ½ page ad in Expo Program & Event Guide
- ¼ page ad in *Florida Pool Pro*sm with link in online version
- Logo / link on education page of Expo website
- Logo on at-a-glance master schedule

Product Showcase

In a designated Product Showcase area, exhibitors display products and literature. This is a great place to gain attendees' attention to your new products as they vote for the Best Showcased Product! Winner is announced post-show in the *Florida Pool Pro*sm.

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: \$60

Important Dates

July 31, 2022	Priority Points Deadline
November 10, 2022	Balance Due
January 8, 2023	Print Deadline - Company Description and Product Categories
February 23, 2023	Move-In
February 25, 2023	Move Out - 11:59 p.m. Deadline

“We were really pleased with the professionalism and warmth of the show and all of the attendees. We are pleased with the outcome, and expect to return next year.”

- Peter Wasner, Founder & CEO of Pure Coastal Technologies

“I signed up and attended the first one as an exhibitor. And I’m glad I did! It was well organized, well attended and a great venue! Looking forward to next year!”

- Derek Robinson, Safety Grip

Everything Under the Sunsm Expo
Produced by Florida Swimming Pool Association
2555 Porter Lake Drive, Suite 106
Sarasota, FL 34240
Phone: (941) 952-9293
www.UndertheSunExpo.com

Please Contact:

Exhibiting: Jessica Johnson (Jessica@FloridaPoolPro.com)

Advertising / Sponsoring: Charis Tyson (Charis@FloridaPoolPro.com)