



2023 Sponsorship / Advertising Agreement

SPONSORSHIPS

REGISTRATION SPONSOR

- \$5,000** On-Site Registration Sponsor: All 4,000+ attendees must pick up their badges!
 - Logo on main entrance signage
 - Logo featured on kick panels in the registration area
 - Staff can greet attendees as well as distribute literature in the registration area
 - ½ page ad in Expo Program Guide
 - Logo with company listing
 - ½ page ad in issue of *Florida Pool Pro*sm with link in digital version
- \$7,500** Online Registration Sponsor: 80% of attendees register online!
 - Logo on main entrance signage
 - Logo on registration page of Expo website
 - Ad with link in registration confirmation e-mail
 - Staff can greet attendees as well as distribute literature in the registration area
 - ½ page ad in Expo Program Guide
 - Logo with company listing
 - ½ page ad in issue of *Florida Pool Pro*sm with link in digital version
- \$10,000** Combine Online and Onsite Registration Sponsorships

FRIDAY NIGHT PARTY SPONSOR

Be a sponsor of the biggest party during the Florida show! Guests will enjoy an open bar, entertainment and food.

- \$7,500** Platinum Sponsor
 - Display company banner up to 10' x 4'
 - Company logo exposure on Show promotional materials (online, pre-show and on-site)
 - Active logo link on event page of Show website
 - Full page ad in Expo Program Guide
 - ½ page ad in *Florida Pool Pro*sm
 - Logo on exhibit hall locator map in program guide
 - 25 event tickets
- \$5,000** Gold Sponsor
 - Display company banner up to 8' x 4'
 - Company logo exposure on Show promotional materials (online, pre-show and on-site)
 - Active logo link on event page of Show website
 - ½ page ad in Expo Program Guide
 - ¼ page ad in *Florida Pool Pro*sm
 - Logo on exhibit hall locator map in program guide
 - 20 event tickets
- \$3,000** Silver Sponsor
 - Display company banner up to 7' x 3'
 - Company logo exposure on Show promotional materials (online, pre-show and on-site)
 - Active logo link on event page of Show website
 - ¼ page ad in Expo Program Guide
 - Logo in *Florida Pool Pro*sm
 - 10 event tickets

LANYARD SPONSOR

- \$7,500** Registration Badge Lanyards
 - ½ page ad in Expo Program Guide and logo with company listing
 - ½ page ad in February *Florida Pool Pro*sm with link in online version

RESTROOM SPONSOR

- \$1,500** 8 ½" x 11" signs on mirrors, stall doors and above urinals
 - Your message will be where every attendee will probably visit! An uncluttered environment with undivided attention, all mirrors and stall doors will have your graphic.

HAND SANITIZER SPONSOR

- \$6,500** Personal Hand Sanitizer Sprays to all Attendees
 - Your logo on hand sanitizers and sign
 - ½ page ad in Expo Program Guide and logo with company listing
 - ½ page ad in *Florida Pool Pro*sm with link in digital version

EDUCATION SPONSOR

- \$750** Coffee Break Sponsor (pay per day) Thursday Friday Saturday
 - Logo on onsite coffee signage
- \$1,000** Seminar Sponsor (pay per day) Thursday Friday Saturday
 - Logo / link on education page of Expo website
 - Logo on master education schedule wall onsite
- \$2,750** Education Bag Sponsor (exclusive) **\$10,000** Attendees Bag Sponsor (exclusive)
 - Logo on one side of bag given to education attendees or all attendees
 - Literature can be placed in bags
 - ½ page ad in Expo Program Guide
- ¼ page ad in *Florida Pool Pro*sm
 - Logo / link on education page of Expo website
 - Logo on at-a-glance master schedule

ADDITIONAL EXHIBITOR OPPORTUNITIES

- \$500** Hands-On Learning Lab (pay per course)
 - Teach attendees about your product in a classroom space within the exhibit hall
 - Class will be listed in registration materials
 - Class will be listed in registration; attendees must register to attend
- \$200** Product Showcase +\$50 for 4' Floor Space +\$60 for electricity
 - Display your product and literature on 3' table space in designated Product Showcase area
 - Company, logo and 30-word description in Expo Program Guide

ADVERTISING

DIRECTIONAL SIGNAGE

- \$3,500** 7' x 3' Directional signs leading attendees from the parking lot to the exhibit hall
- \$1,500** 22" x 28" Entrance area one-sided sign

PROGRAM GUIDE ADVERTISING

- \$200** Logo Listing: Color logo printed next to company description
- \$350** ¼ page ad
- \$600** ½ page ad
- \$1,200** Full page ad
- \$1,550** Back Cover full page ad
- \$2,300** Two-page Spread

WEB ADVERTISING

- \$500** Expo Home Page Ad: Nov. - March (120 px x 240 px)
- \$350** Registration Pricing Page Ad: Nov. - March (120 px x 240 px)

Company _____ Contact _____

Address _____ City / St/ Zip _____

Phone _____ E-mail address _____

Company Website: _____ (for web ads to link to from FSPA website)

Signature _____ Date _____

Check enclosed Mastercard Visa American Express Discover

Card # _____ Exp. Date (Month/Yr) _____

Cardholder Name _____ Billing Zip Code _____ Cardholder Signature _____

PLEASE RETURN WITH PAYMENT • 2555 Porter Lake Drive, Suite 106 • Sarasota, FL 34240 • Phone: (941) 952-9293 • Fax: (941)366-7433