

# EVERYTHING UNDER THE SUN EXPO

March 14 - 15, 2025

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## EXHIBIT AND SPONSOR GUIDE

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**5,477**

registered attendees  
at 2024 Expo

**70%**

of attendees do not  
attend any other pool  
industry trade shows

**75%**

make or influence  
purchasing decisions  
at their company

**4.0 / 5**

Satisfaction rating



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





Join us at the Everything Under the Sun<sup>SM</sup> Expo, the premier event for Florida pool professionals. This is your chance to connect with industry buyers, meet the faces behind the products, and discover the latest innovations - all in one place.

**72%\*** of attendees attend the show to see new products

"Great quality of attendees. Easy to exhibit from a cost and logistics perspective, with great support from FSPA..."

BRITT GODFREY, LYON FINANCIAL

### WHAT IS INCLUDED WITH YOUR BOOTH

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

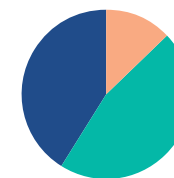
Booth packages are available for a one-stop-shop experience (only for 10x10, see back page). Arata Expositions is the event decorator and carpet/furniture orders other than the booth package are made through them. Electricity, internet, water, etc. are purchased through the convention center. Any food 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.

**COST OF MAKING FACE-TO-FACE CONTACT WITH POTENTIAL CUSTOMERS**

**\$96\*\***  
With Exhibitions

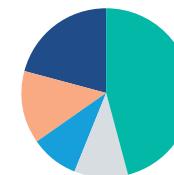
**\$1,039\*\***  
Without Exhibitions

### TYPES OF BUSINESSES\*



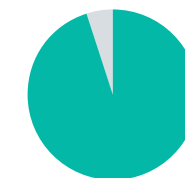
- 46% Builder
- 41% Service / Repair / Maintenance
- 13% Retail

### POSITION / TITLES

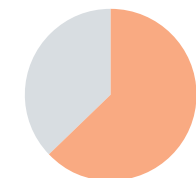


- 40% Owner / CEO / President
- 18% Technician / Tradesman / Maintenance
- 12% Construction / Service Manager
- 9% VP / Executive Management
- 8% Sales / Sales Manager

### MARKET SEGMENTS IN WHICH ATTENDEES WORK



95% Residential



63% Commercial

### SCHEDULE

#### THURSDAY, MARCH 13

- Exhibitor Move-In
- Education Courses
- FSPA Awards & After Party

#### FRIDAY, MARCH 14

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

#### SATURDAY, MARCH 15

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

# ADVERTISING OPTIONS

## PROMOTE YOUR COMPANY'S BOOTH FOR FREE

- Online Profile
- 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 - Personalized code to invite customers to enjoy free entry into the exhibits.
- Social Media - Post promotional messages on your company's social media.

## DIGITAL ADVERTISING

### UnderTheSunExpo.com

- Banner Ad - Primary \$450
  - Banner Ad - Secondary \$275
- Price is for ad to be posted from time of receipt of payment and run until two months after the Expo.*

### Social Media

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

## PRINT ADVERTISING

### Program Guide handed out to attendees

- Logo added to Company Description \$225
- 1/4 page ad \$365
- 1/2 page ad \$680
- Full Page ad \$1,250
- Back Cover Full page ad \$1,800

### Florida Pool Pro<sup>SM</sup> Magazine Advertising

The March 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 \$939
- 1/2 page \$1,130
- Full page \$2,030
- Spread \$3,897

# SPONSORSHIPS

## \*\*EXCLUSIVE\*\* ATTENDEE BAGS \$10,000

Bags for only education attendees: \$3,250

- Logo on one side of bag given to education attendees
- Literature can be placed in bags
- 1/2 page ad in Expo Program & Event Guide
- 1/2 page ad in 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

## \*\*EXCLUSIVE\*\* APP SPONSOR \$7,750

- Logo featured on exclusive show app
- Logo featured on app download signage
- Full page ad in Expo Program & Event Guide
- 3 push notifications in app during Expo

## \*\*EXCLUSIVE\*\* BADGE LANYARDS \$7,750

- Logo on badge lanyard given to all attendees alongside event logo
- Logo on page of attendee registration site
- 1/2 page ad in Expo Program & Event Guide
- 1/2 page ad in Florida Pool Pro<sup>SM</sup> with link in online version

## \*\*EXCLUSIVE\*\* ONLINE REGISTRATION \$7,500

The online registration site is used by 90% of attendees. Make an impression from the moment someone chooses to attend.

- Prominently displayed logo on pages of attendee registration site
- Logo included in registration confirmation e-mail
- 1/2 page ad in Expo Program & Event Guide
- 1/2 page ad in March issue of Florida Pool Pro<sup>SM</sup> with link in online version

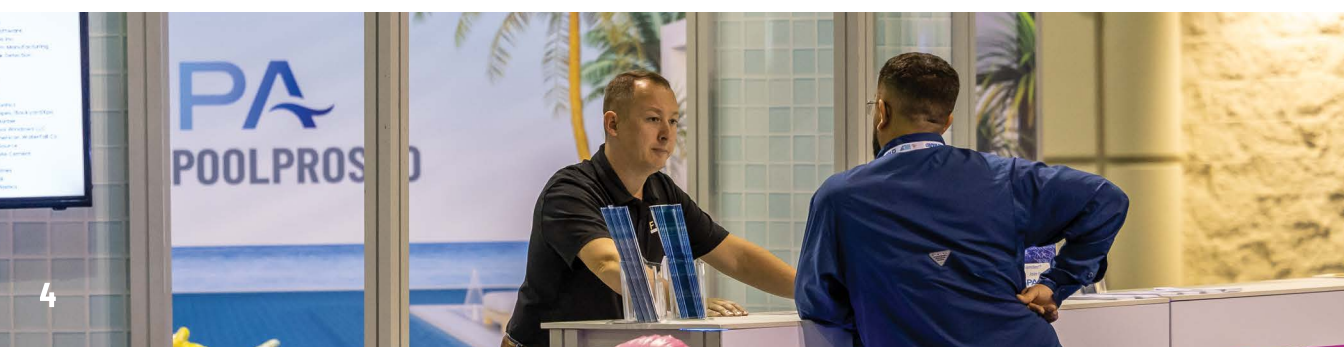
## \*\*EXCLUSIVE\*\* ON-SITE REGISTRATION \$7,500

All attendees must pick up their badge on-site.

- 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 & Event Guide and logo with company listing
- 1/2 page ad in Florida Pool Pro<sup>SM</sup> with link in online version

<b>EXPO DATA*</b>	5,480 Attendees	1,200 Education Attendees
	241 Exhibitors	780 Friday Night Party Attendees

\*Based on 2024 Expo





## ADDITIONAL SPONSORSHIPS

Showcase your company to more than 1,200 Education registrants on-site.

### EDUCATION PEN / PAPER SPONSOR \$4,000

Branded pens and paper for education attendees to use during education sessions and take with them to use every day.

### EDUCATION BREAK SPONSOR \$1,100/DAY

Thursday, Friday, and Saturday available.

- Logo signage in coffee area announcing sponsorship.
- Recognition in Expo Program & Event Guide.
- Logo on All Sponsors sign in lobby.

### DAILY EDUCATION SPONSOR \$1,000/DAY

- Logo / link on education page of Expo website.
- Logo on at-a-glance master schedule board in registration area.

## HIGHLIGHT YOUR PRODUCTS

### LEARNING LAB \$600 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 are product-specific. Session is listed in registration for attendees to register to attend.

### PRODUCT SHOWCASE \$315-\$475

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*™.

A small sign with your logo and booth number will be provided. Your company, logo, and 30-word description will be listed in the Expo Program & Event Guide as well.

\$315 per 3' table space      \$395 per 4' floor space      \*Access to electricity: +\$80

## SIGNAGE SPONSORS

### DIRECTIONAL SIGNAGE AT OCCC (HALL) \$3,750

Logo on 3' x 7' one-sided signs directing attendees to the hall include your logo

### DIRECTIONAL SIGNAGE AT OCCC (ENTRANCE) \$1,575

Logo on 22" x 28" one-sided sign directing attendees at hall entrance include your logo

### FLOOR STICKERS \$300 (18" x 18")      \$450 (36" W x 18" H)

Placed in aisle directly in front of your booth for the duration of the show

## FRIDAY NIGHT PARTY SPONSORSHIPS

All party sponsorships include the following:

- Company logo on Expo promotional materials and event ticket
- Digital ad shown at registration and FSPA membership booth
- Active logo link on event page of Expo website
- Digital ad displayed at venue (if available)

### PLATINUM SPONSOR \$10,000

- Display company banner up to 8' x 4'
- Tabletop space at venue entrance to promote business (i.e. giveaways, networking)
- \*Note: No soliciting allowed inside event.
- 25 event tickets
- Full page ad in Expo Program & Event Guide
- 1/2 page ad in Florida Pool Pro™ with link in online version
- Logo on exhibit hall locator map in program guide
- Two sponsored social media posts
- One featured spotlight in FSPA e-newsletter

### GOLD SPONSOR \$7,500

- Display company banner up to 7' x 4'
- Digital ad displayed at venue (if available)
- 20 event tickets
- 1/2 page ad in Expo Program & Event Guide
- 1/4 page ad in Florida Pool Pro™ with link in online version
- Logo on exhibit hall locator map in program guide
- Included in sponsor "Thank You" social media post
- Included in featured section of FSPA e-newsletter

### SILVER SPONSOR \$5,000

- Display company banner up to 6' x 3'
- 10 event tickets
- 1/4 page ad in Expo Program & Event Guide
- Included in sponsor "Thank You" social media post
- Included in featured section of FSPA e-newsletter

## ENTERTAINMENT SPONSORSHIPS

### \*\*EXCLUSIVE\*\* FSPA AWARDS SPONSOR \$10,000

*Be seen as the one and only sponsor for the highly anticipated 2025 FSPA Awards!*

- Exclusive logo placement at the Awards
- Display on the tradeshow floor – with exposure to 5,000+ attendees!
- 1/2 page ad in Expo Program & Event Guide
- Active logo link on event page of Expo website

- 6 event tickets to both FSPA Awards & After Party
- Logo included throughout entire ceremony presentation on screen
- Speaking opportunity for one (1) representative at beginning of awards ceremony

*\*Sponsor cannot be a company submitting for any Design Awards or Service Awards.*

### \*\*EXCLUSIVE\*\* AWARDS AFTER PARTY SPONSOR \$15,000

*Shine a spotlight on your company as exclusive sponsors of the Awards After Party, the premiere pre-Expo event for a limited number of attendees and exhibitors.*

- Display company banner up to 8' x 4'

- Company logo on Expo promotional materials
- Active logo link on event page of Expo website
- Full page ad in Expo Program & Event Guide
- Sponsored social media post
- 15 event tickets

### \*\*EXCLUSIVE\*\* OPENING CEREMONY SPONSOR \$3,000

*Promote your company through fun live entertainment to kick off the 2025 Expo.*

- Live on-mic shout-out at top of performance
- Live on-mic shout-out by FSPA Board President after performance

- Photo opportunity with FSPA Board President and FSPA representatives at 2025 Expo ribbon cutting ceremony
- Recognition on sponsor thank you sign
- Sponsored social media post



# IMPORTANT DATES

- 7/31/24** Priority Points Deadline
- 11/15/24** Balance Due
- 1/13/25** Print Deadline - Company Description, Product Categories, Advertising Art
- 3/13/25** Move-In
- 3/15/25** Move Out - 11:59 p.m. Deadline

# BOOTH RATES

**STANDARD BOOTH: \$23/sq ft**

*Want a corner booth? + \$100/sq ft/corner*

**FSPA BLUE SUPPLIER MEMBER RATE: \$22 /sq ft**

*Want a corner booth? + \$100/sq ft/corner*

**FSPA BLUE SUPPLIER WITH 600+ SQ FT: \$21/sq ft**

*(No extra charge for corners)*

## 10X10 BOOTH OPTIONS:

**PACKAGE A: \$3,445**

*(Includes booth, blue carpet, 2 chairs, 6' draped table, wastebasket, lead retrieval with 3 activations)*

**PACKAGE B: \$2,950**

*(Includes booth, blue carpet, 2 chairs, 6' draped table, wastebasket)*



**EVERYTHING  
UNDER THE  
SUN EXPO**

**PRODUCED BY FSPA**

Interested in Exhibiting?

[Jessica@FSPA.com](mailto:Jessica@FSPA.com)

Interested in Advertising/Sponsoring?

[Charis@FSPA.com](mailto:Charis@FSPA.com)

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

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