



EVERYTHING UNDER THE SUN EXPO

February 26-27, 2027

Orange County Convention Center | West Hall E | Orlando, Florida

EXHIBITOR GUIDE

5,650

Registered
Attendees at
2026 Expo

71%

of attendees do not
attend any other pool
industry trade shows

73%

Make or influence
purchasing decisions
at their company

4.5/5

Exhibitor
Satisfaction
Rating



Presented by





The energy on the floor and the quality of conversations made it an incredibly valuable event for both exhibitors and attendees.

We had a fantastic experience: there was strong traffic at the booth, great conversations with pool professionals, and overall, it was a very well-executed show.

No other industry event allows you to engage with the year-round Florida pool professionals all in one place like the Everything Under the Sun® 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.

79%* of attendees attend the show to see new products

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 included per 10x10 space. \$10 per additional badge.
- Company description online, in event app, and in print program guide.

Booth packages are available for a one-stop-shop experience (only for 10x10, pricing on 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. 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 CUSTOMER

\$

\$ = With exhibitions \$96**

\$ = Without \$1,039**

**CEIR - Center for Exhibition Industry Research

TYPES OF BUSINESSES*

6%

Retail

6%

Subs

42%

Builder

44%

Service/
Maintenance



POSITION / TITLES

40% Owner / CEO / President

6% VP / Executive Management

7% Sales / Sales Manager

11% Construction / Service Manager

21% Technician / Tradesman / Maintenance

SCHEDULE

Thursday, February 25

Exhibitor Move-In

Education Courses

FSPA Awards Reception and
After-Party

Friday, February 26

Education Courses

Exhibit Hall

Learning Labs in the Hall

Friday Night Industry Party

Saturday, February 27

Education Courses

Exhibit Hall

Learning Labs in the hall

Exhibitor Move Out

MARKET SEGMENTS IN WHICH ATTENDEES WORK

97%

Residential

62%

Commercial

Attendees can select more than one category of business

PROMOTE YOUR COMPANY'S BOOTH FOR FREE

- Online Profile
- Print Profile in the onsite printed program guide.
- Product/Service Categories - Listed under specific products in printed guide so attendees find you. Make selections in exhibitor portal.
- Promo Codes - To invite customers to enjoy free entry into the exhibits.
- Social Media - Post promotional messages on your company's social media. Artwork provided.

DIGITAL ADVERTISING

www.UnderTheSunExpo.com

\$500: Banner Ad (schedule, hotel or registration fee page)

\$350: Block Ad (schedule, hotel or registration fee page)

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

Social Media

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

PRINT ADVERTISING

Program Guide handed out to attendees:

\$225: Logo added to Company Description

\$365: 1/4 Page Ad | \$680: 1/2 Page Ad | \$1,250: Full Page Ad

\$1,800: Back Cover Full Page Ad

Florida Pool Prosm 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: \$987

1/2 page: \$1,188

Full page: \$2,132

Spread: \$4,094

EXCLUSIVE Sponsorships

\$7,750 - ONLINE REGISTRATION: (exclusive)

- Prominently displayed logo on pages of attendee registration site
- Logo included in registration confirmation e-mail
- ½ page ad in Expo program guide
- ½ page ad in an issue of *Florida Pool Prosm* with link in online version

87%

of attendees register online

\$7,750 - ON-SITE REGISTRATION: (exclusive)

- 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
- ½ page ad in Expo Event Guide and logo with company listing
- ½ page ad in *Florida Pool Prosm* with link in online version

100%

of attendees pick up their badge on-site

\$7,750 - BADGE LANYARDS: (exclusive)

- Logo on badge lanyard given to all attendees
- Logo on page of attendee registration site
- ½ page ad in Expo Event Guide
- ½ page ad in *Florida Pool Prosm* with link in online version



\$10,000 - ATTENDEE BAGS: (exclusive)

- Logo on one side of bag with event logo
- Literature can be placed in bags
- ½ page ad in Expo Event Guide
- ¼ page ad in *Florida Pool Prosm* with link in online version
- Logo / link on education page of Expo website
- Logo on at-a-glance master schedule wall



\$10,000 - FSPA AWARDS RECEPTION: (exclusive)

- Logo on website
- ½ page ad in Expo Event Guide
- ¼ page ad in *Florida Pool Prosm* with link in online version
- Event tickets



\$15,000 - FSPA AWARDS AFTER-PARTY: (exclusive)

- Logo on website
- Full page ad in Expo Event Guide
- ¼ page ad in *Florida Pool Prosm* with link in online version
- Event tickets



FRIDAY NIGHT PARTY SPONSORSHIPS

\$15,000 - PLATINUM VIP SPONSOR

All features of Platinum Sponsorship but includes a VIP section at the party where you can decide who gets into the space and can provide them with giveaways or specialty drinks at your own cost.

\$10,000 - PLATINUM SPONSOR

- Display company banner up to 8' x 4'
- 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 Prosm* with link in online version
- Logo on exhibit hall locator map in program guide
- 25 event tickets



Full buy out of two venues connected by outdoor space for the ultimate party

\$7,500 - GOLD SPONSOR

- Display company banner up to 7' x 4'
- 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 Prosm* with link in online version
- Logo on exhibit hall locator map in program guide
- 15 event tickets



\$5,000 - SILVER SPONSOR

- Display company banner up to 6' x 3'
- 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
- 7 event tickets

\$3,500 - MECHANICAL BULL SPONSOR

- Display company banner up to 4' x 2'
- Logo on Expo promotional materials and event ticket
- Active logo link on event page of Expo website
- 3 event tickets



\$1,200 - EDUCATION BREAK SPONSOR:

Logo signage in coffee area announcing sponsorship. Recognition in Program Guide. Logo on All Sponsors sign in lobby. Thursday, Friday and Saturday available - \$1,200/day.

1,185

Education registrants in 2026

\$650 - LEARNING LAB:

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.

\$1,100 - DAILY EDUCATION SPONSOR:

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

\$4,000 - EDUCATION PEN / PAPER SPONSOR:

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

\$315 - 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 Prosm*.

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.

- \$315* per 3' table space
- \$395* per 4' floor space

**Access to electricity: +\$80*





WWW.UNDERTHESUNEXPO.COM

Important Dates

July 31, 2026	Priority Points Deadline
November 16, 2026	Balance Due
January 12, 2027	Print Deadline - Company Description, Product Categories, Advertising Art
February 25, 2027	Move-In
February 27, 2027	Move Out - 11:59 p.m. Deadline

Booth Rates

Standard Booth	\$24 / sq ft
Want a corner booth? + \$1/sq ft/corner	
FSPA Blue Supplier Member Rate	\$23 / sq ft
Want a corner booth? + \$1/sq ft/corner	
FSPA Blue Supplier Member with 600+ sq ft	\$22 / sq ft
(No extra charge for corners)	
10x10 Booth Package A	\$3,565
(Includes booth, blue carpet, 2 chairs, 6' draped table, wastebasket, lead retrieval)	
10x10 Booth Package B	\$3,070
(Includes booth, blue carpet, 2 chairs, 6' draped table, wastebasket)	

Everything Under the Sun® Expo
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