

Sponsorship & Promotional Opportunities Application & Contract

EXHIBITS: November 6 - 8, 2012 | **CONFERENCE:** November 3 - 8, 2012
 Morial Convention Center | New Orleans, Louisiana USA

Complete the online contract at www.PoolSpaPatio.com



Legal Company Name: _____
 Exhibiting as: _____
 Contact: _____ Title: _____
 Address: _____
 City: _____ State/Province: _____ Country: _____ Zip/Postal Code: _____
 Phone: _____ Toll-Free: _____ Fax: _____
 Email: _____ Web Address: _____

Exclusive Sponsorships

- Welcome Party\$ 20,000 \$ _____
- Badge Lanyards\$ 16,000 \$ _____
- Show Bags\$ 9,500 \$ _____
- Expo Brochure Ad.....\$ 7,500 \$ _____
- Badge Holder Pick-Up Counter\$ 6,000 \$ _____
- Keynote.....\$ 7,500 \$ _____
- Show Program Bookmark.....\$ 5,000 \$ _____
- Education Sponsor
 - Retail.....\$ 7,500 \$ _____
 - Builder.....\$ 7,500 \$ _____
 - Service.....\$ 7,500 \$ _____

Non-Exclusive Sponsorships

- Welcome Party - Two Available.....\$ 10,000 \$ _____
- Brand Building Package\$ 6,500 \$ _____
- Exhibitor Product Clinics\$ 7,500 \$ _____
- Badge Mailing Insert\$ 4,000 \$ _____
- Build Your Business Package\$ 3,000 \$ _____
- Registration Ticket Giveaway\$ 3,000 \$ _____
- Aisle Sign.....\$ 2,500 \$ _____
 - Upgrade to Main Aisle.....\$ 500 \$ _____
- Exhibitor Video Gallery\$ 2,000 \$ _____
- Kiosk.....\$ 1,800 \$ _____
- APSP Live Workshops\$ 1,600 \$ _____
- Email Blast Sponsor\$ 1,500 \$ _____
- Billboard Signs\$ 1,500 \$ _____
- Floor Logo\$ 1,250 \$ _____
- Create Your Own Package.....Call \$ _____

Product Showcase

- Anchor Package (Exclusive)\$ 5,000 \$ _____
- Product Package A\$ 1,400 \$ _____
- Product Package B\$ 850 \$ _____
- 4' x 4' free standing display\$ 700 \$ _____
- 6' x 2' table display\$ 550 \$ _____
- 3' x 2' table display\$ 350 \$ _____

Commercial Pavilion

- Overall Sponsor (exclusive).....\$ 15,000 \$ _____
- Overall Sponsor (2 non-exclusive).....\$ 7,500 \$ _____
- Vendor Demonstration.....\$ 1,600 \$ _____
- 4' x 4' free standing display\$ 700 \$ _____
- 6' x 2' display table\$ 550 \$ _____
- 3' x 2' display table\$ 350 \$ _____

Show Program Advertising

- Floor Plan 2 1/3" x 3 1/3" Ad.....\$ 1,100 \$ _____
- Floor Plan Booth Listing & Highlight...\$ 725 \$ _____
- Exhibitor Listing Logo 4C\$ 695 \$ _____
- Exhibitor Listing Logo B/W\$ 495 \$ _____
- New Product E-letter.....\$ 415 \$ _____
- Show Program Product Spotlight\$ 415 \$ _____
- Green Showcase.....\$ 415 \$ _____
- Advertisement: Size & Type\$ _____

Total Sponsorship Cost \$ _____

DIGITAL MARKETING OPPORTUNITIES

- Mobile App Sponsorship**
 Numerous opportunities for branding and response throughout our new mobile app...\$ Call \$ _____
- Upgraded Profile**
 (Company Logo, Profile Video, Keyword Sponsorship, Product Previews Show Specials).....\$ 495 \$ _____
- Attendee Follow Up Program**.....\$ 500 \$ _____
- Exclusive Keyword Sponsorship**.....\$ 750 \$ _____

WEB ADS

- Premium Web Ad.....\$ 1,250 \$ _____
- Button Web Ad 125 x 125\$ 750 \$ _____

CONNECT MESSAGE CREDITS

- 500 CONNECT Messages\$ 250 \$ _____

Call Charlia Owens at 972.536.6437 for customized packages and options.

Total Digital Marketing Cost \$ _____

RETURN APPLICATION & PAYMENT TO:

Int'l Pool | Spa | Patio Expo
 P.O. Box 612128
 Dallas, Texas USA 75261-2128

FOR OVERNIGHT MAIL:

6191 N. Hwy. 161, Suite 500
 Irving, Texas USA 75038

Toll-free: 888.869.8522
 Outside USA: 972.536.6350
www.PoolSpaPatio.com

PLEASE SEND ORIGINAL, SIGNED CONTRACT (NO COPIES).

METHOD OF PAYMENT:

Please check one:

- Check made payable to:
Int'l Pool | Spa | Patio Expo
- Wire / Money Order
- Credit Card
 Complete the online contract or contact us for a credit card form.

QUESTIONS?

Please contact Show Management at 888.869.8522, 972.536.6350 or Exhibit@PoolSpaPatio.com.

All payments should be in U.S. funds. Exhibitors are responsible for all bank collection fees and/or discounts associated with their payments.

FOR SHOW MANAGEMENT USE ONLY

Date Received: _____
 Deposit Received: _____
 CO ID#: _____
 AE: _____

The 2011 exclusive sponsorship holders have first right-of-refusal for the 2012 Expo until March 22, 2012. Above promotion rates are non-commissionable. Sponsorships and advertising are non-refundable. Detailed descriptions of all promotions are available in the online Sponsorship Gallery at www.PoolSpaPatio.com.

50% x Sponsorship Cost*	+	100% x DIGITAL MARKETING Cost	=	DEPOSIT REQUIRED
\$ _____		\$ _____		\$ _____

Please enclose a check for this amount. Make check payable to: Int'l Pool | Spa | Patio Expo.
PAYMENT DUE: JUNE 29, 2012

We have read and understand the eligibility requirements stated above. We also understand this application becomes a binding contract when accepted by Hanley-Wood and that all deposits/final payments are non-refundable.

Required

Signature: x _____

Printed Name: _____

By providing your contact information and signature, you are authorizing Hanley-Wood to send you promotional materials via mail, fax, email or SMS.