

Sponsorship & Promotional Opportunities Application & Contract

EXHIBITS: November 3 - 5, 2010 | **CONFERENCE:** October 31 - November 5
Mandalay Bay Convention Center | Las Vegas, Nevada USA | www.PoolSpaPatio.com

Complete the online Booth Contract at
www.PoolSpaPatio.com



Exhibiting Company: _____
 Contact: _____ Title: _____
 Address: _____
 City: _____ State/Province: _____ Country: _____ Zip/Postal Code: _____
 Phone: _____ Toll-Free: _____ Fax: _____
 E-mail: _____ Web Address: _____

Exclusive Sponsorships

- Welcome Party\$ 20,000 \$ _____
- ExpoCard - front\$ 11,000 \$ _____
- ExpoCard - back\$ 5,000 \$ _____
- Show Bags\$ 9,500 \$ _____
- Expo Brochure Ad\$ 7,500 \$ _____
- Badge Holder Pick-Up Counter\$ 6,000 \$ _____
- Builder Power Panel.....\$ 3,000 \$ _____
- Retail Power Panel\$ 3,000 \$ _____
- Service Power Panel\$ 3,000 \$ _____
- Hot Tub Power Panel.....\$ 3,000 \$ _____
- Schedule-at-a-Glance.....\$ 3,000 \$ _____

Non-Exclusive Sponsorships

- Welcome Party - 2 Available.....\$ 10,000 \$ _____
- Exhibitor Product Clinics\$ 7,500 \$ _____
- Brand Building Package\$ 6,500 \$ _____
- Badge Mailing Insert\$ 4,000 \$ _____
- Voice Mail Message\$ 4,000 \$ _____
- Build Your Business Package\$ 3,000 \$ _____
- Registration Ticket Giveaway\$ 3,000 \$ _____
- APSP Live Workshop + VGB Demo.....\$ 2,150 \$ _____
- NEW!** Deck Pavilion\$ 2,000 \$ _____
- NEW!** Kiosk.....\$ 1,800 \$ _____
- APSP Live Workshops\$ 1,600 \$ _____
- E-mail Blast\$ 1,500 \$ _____
- Billboard Signs.....\$ 1,500 \$ _____
- Floor Logo.....\$ 1,250 \$ _____
- Create Your Own PackageCall \$ _____
- Enclosed Meeting Space - 300 sq. ft. ...\$ 3,500 \$ _____
- Enclosed Meeting Space - 200 sq. ft. ...\$ 2,500 \$ _____
- Enclosed Meeting Space - 100 sq. ft. ...\$ 1,500 \$ _____

Product Pavilions (non-exclusive)

- Product Showcase**
- Anchor Package\$ 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 \$ _____

VGB Pavilion

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

Party on the Patio Pavilion

- Anchor Sponsor\$ 5,000 \$ _____
- Display/Demonstration Package.....\$ 1,950 \$ _____
- Décor Package.....\$ 750 \$ _____
- Beer Garden Passport Upgrade\$ 200 \$ _____

Program & Event Guide Advertising

- Floor Plan 2 1/3" x 3 1/3" Ad\$ 1,050 \$ _____
- Floor Plan Booth Listing & Highlight\$ 690 \$ _____
- Exhibitor Listing Logo 4C.....\$ 660 \$ _____
- Exhibitor Listing Logo B/W\$ 470 \$ _____
- New Product E-letter\$ 395 \$ _____
- New Product Showcase\$ 395 \$ _____
- Green Showcase.....\$ 395 \$ _____
- Additional Listing.....\$ 250 \$ _____
- Advertisement: Size & Type\$ _____

APSP Builder Institute Sponsorships

- Lunch [seated] – Monday\$ 9,000 \$ _____
- Lunch [seated] – Tuesday\$ 9,000 \$ _____
- Overall Program Sponsor\$ 6,000 \$ _____
- Lunch [voucher] – Monday\$ 4,500 \$ _____
- Lunch [voucher] – Tuesday.....\$ 4,500 \$ _____
- Refreshment Breaks [2] – Monday.....\$ 3,250 \$ _____
- Refreshment Breaks [2] – Tuesday\$ 3,250 \$ _____
- Refreshment Breaks – Monday am\$ 1,750 \$ _____
- Refreshment Breaks – Monday pm\$ 1,750 \$ _____
- Refreshment Breaks – Tuesday am\$ 1,750 \$ _____
- Refreshment Breaks – Tuesday pm\$ 1,750 \$ _____

APSP Technical Service Institute Sponsorships

- Tuesday Lunch [seated].....\$ 6,000 \$ _____
- Overall Program Sponsor\$ 4,000 \$ _____
- Tuesday Lunch [voucher].....\$ 3,000 \$ _____
- Refreshment Breaks [2] – Monday.....\$ 2,300 \$ _____
- Refreshment Breaks [2] – Tuesday\$ 2,300 \$ _____
- Refreshment Break.....\$ 1,250 \$ _____

ONLINE SPONSORSHIPS/hanleywoodCONNECT

- NEW PACKAGES**
- Online Value Package**
(upgraded web listing, online product preview, press release, show special & 1000 email credits).....\$ 1,350 \$ _____
 - Ultimate Online Profile**
(upgraded web listing, online product preview, press release & show special)\$ 750 \$ _____
 - Upgraded Web Listing**\$ 350 \$ _____
- EXHIBITOR VIDEOS**
- Exhibitor Video PLUS.....\$ 1,250 \$ _____
 - Exhibitor Video\$ 750 \$ _____
- WEB BANNERS**
- Homepage Premium (180 x 150px).....\$ 3,500 \$ _____
 - Homepage Button (125 x 125px).....\$ 2,000 \$ _____
- E-MAIL ATTENDEES**
- 500 E-mail Credits.....\$ 250 \$ _____
- *100% due at contract submission for all hanleywoodCONNECT items

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 2009 exclusive sponsorship holders have first right-of-refusal for the 2010 Expo until April 1, 2010. 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.

CONTRACT TOTAL

\$ _____

Please enclose a check for this amount. Make check payable to: Int'l Pool | Spa | Patio Expo.
100% PAYMENT DUE: JULY 6, 2010

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, e-mail or SMS.