

2010 SPONSORSHIP & ADVERTISING OPPORTUNITIES

EXCLUSIVE SPONSORSHIPS

WELCOME PARTY \$20,000

This is a great opportunity to increase your exposure, meet face-to-face with attendees and take center stage as the industry comes together to celebrate on opening night. You will be the exclusive sponsor of the party; there will be no co-sponsors.

As the sponsor, you will receive:

- Tickets for distribution to your customers
- Reserved VIP area at the party
- Logo printed on napkins, cups or other promotional items
- Recognition on the admission tickets and show website
- Recognition on event signage
- Recognition in the Expo Brochure and Program & Event Guide

BADGE LANYARDS \$18,000

Hang your company's name around the neck of every attendee at the show. Just provide us with your logo and we'll make sure every attendee receives a lanyard with their badge holder as they arrive at the show. Show Management will produce lanyards.

As the sponsor, you will receive:

- One-color logo on lanyards
- One-time use of attendee list through bonded mail house
- Recognition in the Expo Brochure and Program & Event Guide

EXPOCARD - FRONT \$11,000

The ExpoCard stores vital attendee information and is a key component of the show for every attendee and exhibitor. These sturdy plastic, wallet-sized cards are mailed in advance to pre-registered buyers and distributed on-site at registration. Show Management will produce the ExpoCard.

As the sponsor, you will receive:

- Color logo and booth number on the front of the ExpoCard
- Recognition in the Expo Brochure and Program & Event Guide

EXPOCARD - BACK \$5,000

The ExpoCard stores vital attendee information and is a key component of the show for every attendee and exhibitor. These sturdy plastic, wallet-sized cards are mailed in advance to pre-registered buyers and distributed on-site at registration. Show Management will produce the ExpoCard.

As the sponsor, you will receive:

- Black and white logo and booth number on the back of the ExpoCard
- Recognition in the Expo Brochure and Program & Event Guide

SHOW BAGS \$9,500

Receive long-lasting exposure and reach thousands of attendees with these convenient bags that are the ultimate "walking billboard." Bags bearing your logo will be distributed at prominent locations throughout the venue. Show Management will produce the bags.

As the sponsor, you will receive:

- One-color logo printed on the plastic bag
- A supply of bags to distribute from your booth
- Brochure or flyer (up to 8 1/2" x 11") placed in bag
- Recognition in the Expo Brochure and Program & Event Guide

EXPO BROCHURE AD \$7,500

Reach prospects and past attendees before they ever get to the show by placing an ad in the Expo Brochure. 90,000 copies of this useful planning tool are mailed, giving you an exclusive opportunity to get the jump on your competition and put your company in front of a highly-qualified audience. Two available.

As the sponsor, you will receive:

- Half-page, four-color horizontal ad in the Expo Brochure
- Recognition in the Expo Brochure and Program & Event Guide

BADGE HOLDER PICK-UP COUNTER \$6,000

For the company that wants maximum visibility in a key location, this sponsorship is for you. Located near the entrance to the show, this is the one place attendees continue to visit to figure out where to go or what's going on. Even if they don't stop there, they have to pass by the desk when entering or exiting the Exhibit Hall.

As the sponsor, you will receive:

- Logo and booth number on the Badge Holder Pick-Up Counter
- Distribution of your sponsor-produced handout
- Recognition in the Expo Brochure and Program & Event Guide

BUILDER POWER PANEL \$3,000

Gain substantial pre-show and on-site exposure by sponsoring this event targeting pool and spa builders, back by popular demand.

As the sponsor, you will receive:

- Distribution of your sponsor-produced handout for seat drop
- Four-color logo on the podium
- Four-color logo on the overhead screen
- Reserved VIP seating
- Recognition on event signage and show website
- Recognition in the Expo Brochure and Program & Event Guide

HOT TUB POWER PANEL \$3,000

Take center stage by sponsoring this new event covering hot tub-related topics.

As the sponsor, you will receive:

- Distribution of your sponsor-produced handout for seat drop
- Four-color logo on the podium
- Four-color logo on the overhead screen
- Reserved VIP seating
- Recognition on event signage and show website
- Recognition in the Expo Brochure and Program & Event Guide

RETAIL POWER PANEL \$3,000

Generate exposure for company by sponsoring this event targeting pool, spa and backyard retailers, back by popular demand.

As the sponsor, you will receive:

- Distribution of your sponsor-produced handout for seat drop
- Four-color logo on the podium
- Four-color logo on the overhead screen
- Reserved VIP seating
- Recognition on event signage and show website
- Recognition in the Expo Brochure and Program & Event Guide

SERVICE POWER PANEL \$3,000

Take center stage by sponsoring this new event targeting pool and spa service management and technicians.

As the sponsor, you will receive:

- Distribution of your sponsor-produced handout for seat drop
- Four-color logo on the podium
- Four-color logo on the overhead screen
- Reserved VIP seating
- Recognition on event signage and show website
- Recognition in the Expo Brochure and Program & Event Guide

SCHEDULE-AT-A-GLANCE \$3,000

Gain maximum visibility by sponsoring the Schedule-at-a-Glance unit in the lobby that attendees look at to find the schedule for each day.

As the sponsor, you will receive:

- Four-color logo on the Schedule-at-a-Glance unit
- Recognition in the Expo Brochure and Program & Event Guide

NON-EXCLUSIVE SPONSORSHIPS

WELCOME PARTY \$10,000

This is a great opportunity to increase your exposure, meet face-to-face with attendees and take center stage as the industry comes together to celebrate on opening night. You will be the co-sponsor of the party, along with another sponsor.

As the sponsor, you will receive:

- Tickets for distribution to your customers
- Reserved VIP area at the party
- Logo printed on napkins, cups or other promotional items
- Recognition on the admission tickets and show website
- Recognition on event signage
- Recognition in the Expo Brochure and Program & Event Guide

EXHIBITOR PRODUCT CLINICS \$7,500

Exhibitor Product Clinics allow you to present your own demonstration of your equipment, materials and techniques in a booth on the show floor, but separate from your regular booth. Contracted to your company for all three days of the Expo, times are at your discretion.

Sponsor is responsible for all fees/expenses including but not limited to electric, water, shipping, drayage, labor, etc.

As the sponsor, you will receive:

- 600 sq. ft. (400 sq. ft. for clinic; 200 sq. ft. for seating)
- Hanging banner identifying clinic location
- Eight side chairs, sound system and microphone
- Recognition in the Expo Brochure and Program & Event Guide

BRAND BUILDING PACKAGE \$6,500

This sponsorship provides unlimited opportunities for you to expand your brand recognition.

As the sponsor, you will receive:

- One 8' double-sided billboard ad in a high-traffic area
- Two floor logos in the aisle next to your booth
- Logo and link on one e-mail blast to registered attendees and prospects
- One-page, four-color ad in the Program & Event Guide
- Company name placed at the top of the page through hanleywoodCONNECT Product Category Placement
- Recognition in the Expo Brochure and Program & Event Guide

BADGE MAILING INSERT \$4,000

A perfect way to get your promotion into the hands of 6,000+ pre-registered attendees as they make their show plans. Showcase giveaways, product launches and other strategic options that will drive attendees to your booth. You provide the 3 5/8" x 8 1/2" (folded size) insert and we'll mail it to every pre-registered attendee. Insert paper weight not to exceed .2 ounces. Limited number available.

As the sponsor, you will receive:

- Distribution of your sponsor-produced insert
- Recognition in the Expo Brochure and Program & Event Guide

VOICE MAIL MESSAGE \$4,000

Reach every pre-registered attendee one-on-one! We will leave a voice mail message to each of our pre-registered attendees reminding them of the show. Let us highlight your company and booth in our message.

As the sponsor, you will receive:

- Company name and booth included in the message
- Recognition in the Expo Brochure and Program & Event Guide

BUILD YOUR BUSINESS PACKAGE \$3,000

Increase your visibility and stand out by purchasing a package of opportunities.

As the sponsor, you will receive:

- One 8' double-sided billboard ad in a high-traffic area
- 3' x 3' floor logo displayed (exact location to be determined by Show Management)
- Recognition in the Expo Brochure and Program & Event Guide

REGISTRATION TICKET GIVEAWAY \$3,000

Looking to hold a giveaway or raffle at your booth? This is the perfect sponsorship to draw attendees to your booth. Tickets are distributed to all pre-registered attendees along with their name badge. Must be purchased no later than 90 days prior to the start of the show.

As the sponsor, you will receive:

- Ticket in the badge packet
- Recognition in the Expo Brochure and Program & Event Guide

APSP LIVE WORKSHOP AND VGB DEMO \$2,150

Receive double exposure by presenting a Live Workshop and VGB Pavilion Vendor Demonstration.

As the sponsor, you'll receive:

- 30-minute VGB Pavilion Vendor Demonstration
- 40-minute Live Workshop
- PA announcement of workshop title and start time
- Recognition on event signage
- Recognition in the Expo Brochure
- Recognition in the Program & Event Guide

NEW! DECK PAVILION \$2,000

Increase your visibility by participating in the Deck Pavilion where you will display your decking products and provide a 30-minute product demonstration.

As the sponsor, you will receive:

- 10x10 (or 10x20) area for product display
- 30-minute presentation slot with an additional 15 minutes for Q&A
- Logo and web link on one e-mail blast to registered attendees and prospects
- Recognition on 22x28 event signage
- Recognition in the Expo Brochure and Program & Event Guide

NEW! KIOSK \$1,800

Stand out from the crowd by having your company information on a lighted, rotating kiosk featuring three 46 7/16" x 67" panels. The kiosk will be strategically placed in the lobby next to the show entrance. You provide the artwork, Show Management will produce the kiosk.

As the sponsor, you will receive:

- Your ad on one panel of the rotating kiosk
- Recognition in the Expo Brochure and Program & Event Guide

NEW! needs to be in green or orange

APSP LIVE WORKSHOPS \$1,600

A highly-visible, cost-effective opportunity to present a hands-on demonstration of your products in a real, jobsite working atmosphere. Workshops are strategically located on the show floor with bleacher seating for attendees. Sponsored by the APSP Builders & Service Councils.

As the sponsor, you will receive:

- 40-minute workshop
- PA announcements of workshop title and start time
- Recognition on event signage
- Recognition in the Expo Brochure and Program & Event Guide

BILLBOARD SIGNS \$1,500

Attract attendees to your booth by placing your company information on strategically placed billboards in high-traffic areas. You provide the artwork; we'll provide the production.

As the sponsor, you will receive:

- One double-sided 3' wide x 8' high billboard advertisement
- Recognition in the Expo Brochure and Program & Event Guide

E-MAIL BLAST \$1,500

Reach past attendees and prospects by sponsoring one of the e-mail blasts sent by Show Management. These show updates place your company directly in front of attendees as they start planning for the upcoming event, so make sure your company is at the top of their must-see list. Limited number available.

As the sponsor, you will receive:

- Logo and link on one e-mail blast
- Recognition in the Expo Brochure and Program & Event Guide

FLOOR LOGO \$1,250

Your color company logo printed on a vinyl overlay in the aisle next to your booth will catch the eyes of attendees and draw them to your booth. Exact location to be determined by Show Management.

As the sponsor, you will receive:

- 3' x 3' color logo displayed in the aisle
- Recognition in the Expo Brochure and Program & Event Guide

ENCLOSED MEETING SPACE - 300 SQ. FT. \$3,500

Need a private area for introducing new products or for a meeting? Need a separate hospitality suite? Separate from your regular booth, the Enclosed Meeting Space is a great option to fill these needs.

As the sponsor, you will receive:

- One enclosed 15 x 20 area on the show floor
- Complimentary choice of conference or reception style set-up
- Standard furnishings and daily cleaning



NON-EXCLUSIVE SPONSORSHIPS cont'd

ENCLOSED MEETING SPACE – 200 SQ. FT. \$2,500

Need a private area for introducing new products or for a meeting? Need a separate hospitality suite? Separate from your regular booth, the Enclosed Meeting Space is a great option to fill these needs.

As the sponsor, you will receive:

- One enclosed 10 x 20 area on the show floor
- Complimentary choice of conference or reception style set-up
- Standard furnishings and daily cleaning

ENCLOSED MEETING SPACE – 100 SQ. FT. \$1,500

Need a private area for introducing new products or for a meeting? Need a separate hospitality suite? Separate from your regular booth, the Enclosed Meeting Space is a great option to fill these needs.

As the sponsor, you will receive:

- One enclosed 10 x 10 area on the show floor
- Complimentary choice of conference or reception style set-up
- Standard furnishings and daily cleaning

CREATE YOUR OWN PACKAGE CALL FOR DETAILS

Don't see what you're looking for? Let us assist you in creating a cost effective promotional package designed specifically to your needs and budget.

PRODUCT SHOWCASE SPONSORSHIPS

PRODUCT SHOWCASE

4' x 4' free standing display \$700

6' x 2' table display \$550

3' x 2' table display \$350

Get a head start on the competition and let your new, cool and green products take center stage by participating in this special showcase of the hottest industry trends and the latest environmentally-friendly products and services.

As the sponsor, you will receive:

- Space in the pavilion for product display
- Recognition on show website
- Recognition on event signage (name and booth number)
- Post-show lead generation reports
- Recognition in the Expo Brochure and Program & Event Guide

ANCHOR PACKAGE \$5,000

Get more bang for your buck with this multi-tiered package that allows you to gain more exposure for your new products.

As the sponsor, you will receive:

- Logo on pavilion decor and signage
- 6' x 2' table in the pavilion
- Logo and link on one e-mail blast to attendees and prospects
- 1/2 page 4C ad in the Program & Event Guide
- One double-sided 3' wide x 8' high billboard advertisement
- 3' x 3' color logo displayed in the aisle
- Post-show lead generation reports
- Product and company name listed in a searchable database linking to your Online Booth Profile, complete with product photo and description (hanleywoodCONNECT)
- Pop to the top of search results for your product category (hanleywoodCONNECT)
- Product Showcase icon next to online company listing (hanleywoodCONNECT)

PRODUCT PACKAGE A \$1,400

This package is a must for exhibitors looking to make a positive first impression, to get out in front of the competition and to get noticed in a crowded field.

As the sponsor, you will receive:

- 3' x 2' space in the pavilion (add \$200 for a 6' x 2' or \$350 for a 4' x 4')
- 1/6-page 4C ad in the Program's New Products section
- Inclusion in the *Pool & Spa News* Insider e-blast
- Post-show lead generation reports
- Product and company name listed in a searchable database linking to your Online Booth Profile, complete with product photo and description (hanleywoodCONNECT)

PRODUCT PACKAGE B \$850

This product package can be a launching pad to your booth for attendees who might not be familiar with your product.

As the sponsor, you will receive:

- 3' x 2' space in the pavilion (add \$200 for a 6' x 2' or \$350 for a 4' x 4')
- Post-show lead generation reports
- Product and company name listed in a searchable database linking to your Online Booth Profile, complete with product photo and description (hanleywoodCONNECT)
- Pop to the top of search results for your product category (hanleywoodCONNECT)

VGB PAVILION SPONSORSHIPS

VGB PAVILION EXCLUSIVE SPONSOR \$15,000

Highlight your commitment to safety by sponsoring the VGB Pavilion. You will be the exclusive sponsor of the pavilion; there will be no co-sponsors.

As the sponsor, you will receive:

- 6' x 2' table in the pavilion for product display
- One double-sided 3' wide x 8' high billboard advertisement
- 3' x 3' color logo displayed in the aisle next to your booth
- 30-minute presentation slot with an additional 15-minutes for Q&A
- Logo on pavilion overhead banner, décor and signage
- Logo and link on one e-mail blast to attendees and prospects
- PA announcement of session prior to the start
- Recognition on event signage (name and booth number)
- Recognition on show website
- Recognition in the Expo Brochure
- Recognition in the Program & Event Guide
- Post-show lead generation reports

VGB OVERALL SPONSOR (2 NON-EXCLUSIVE) \$7,500

Highlight your commitment to safety by sponsoring the VGB Pavilion. You will be the co-sponsor of the pavilion, along with another sponsor.

As the sponsor, you will receive:

- 6' x 2' table in the pavilion for product display
- One double-sided 3' wide x 8' high billboard advertisement
- 3' x 3' color logo displayed in the aisle next to your booth
- 30-minute presentation slot with an additional 15-minutes for Q&A
- Logo on pavilion overhead banner, décor and signage
- Logo and link on one e-mail blast to attendees and prospects
- PA announcement of session prior to the start
- Recognition on event signage (name and booth number)
- Recognition on show website
- Recognition in the Expo Brochure
- Recognition in the Program & Event Guide
- Post-show lead generation reports



VGB PAVILION SPONSORSHIPS cont'd

VGB VENDOR DEMONSTRATION \$1,600

Present a 30-minute demonstration of your product in the VGB Pavilion; also includes a 6'x2' table.

As the sponsor, you will receive:

- 30-minute presentation slot with an additional 15-minutes for Q&A
- PA announcement of session prior to the start
- 6' x 2' table in the pavilion for product display
- Recognition on event signage (name and booth number)
- Recognition on show website
- Recognition in the Expo Brochure
- Recognition in the Program & Event Guide
- Post-show lead generation reports

VGB 6X2 TABLE DISPLAY \$550

The VGB Product Pavilion provides an affordable opportunity to showcase your VGB compliant products.

As the sponsor, you will receive:

- 6' x 2' table in the pavilion for product display (multiple products can be displayed and literature can be distributed as well)
- Recognition on event signage
- Recognition on show website
- Recognition in the Program & Event Guide
- Post-show lead generation reports

PARTY ON THE PATIO PAVILION

ANCHOR SPONSOR [Exclusive] \$5,000

This is a great opportunity to increase your exposure, meet face-to-face with attendees and demonstrate your product while taking center stage in this new pavilion. You will be the exclusive sponsor of the party; there will be no co-sponsors.

As the sponsor, you will receive:

- Logo on pavilion décor and signage
- Product showcased in the pavilion (amount of space TBD)
- Food provided for grilling/cooking (quantity TBD)
- Up to 2 bottles of propane provided for grills; exhibitor responsible for all other utilities
- Two floor standing banners in pavilion
- Two 3'x3' floor logos displayed on main aisle
- Logo and link on one e-mail blast to attendees and prospects
- Official sponsor of the Beer Garden
- Logo on the Beer Garden Passport
- Product used in Beer Garden Passport drawing
- Company name/booth number included on Beer Garden Passport
- Recognition on the show website
- Recognition in the Expo Brochure
- Recognition in the Program & Event Guide
- Post-show lead generation reports

DISPLAY/DEMONSTRATION PACKAGE \$1,950

Increase your visibility by displaying and demonstrating your product in this new pavilion.

As the sponsor, you will receive:

- Product showcased in the pavilion (amount of space TBD)
- Food provided for grilling/cooking (quantity TBD)
- Up to 2 bottles of propane provided for grills; exhibitor responsible for all other utilities
- One floor standing banner in pavilion
- One 3'x3' floor logo displayed on main aisle
- Company name/booth number included on Beer Garden Passport
- Product category placement through hanleywoodCONNECT
- Recognition on the show website
- Recognition in the Expo Brochure
- Recognition in the Program & Event Guide
- Post-show lead generation reports

DECOR PACKAGE \$750

Build name recognition by displaying your product in this new pavilion with this very affordable opportunity.

As the sponsor, you will receive:

- Product showcased in the pavilion
- Recognition on event signage
- Recognition in the Expo Brochure
- Recognition in the Program & Event Guide
- Post-show lead generation reports

BEER GARDEN PASSPORT UPGRADE \$200

Attendees will receive a Beer Garden Passport card when they register that will be stamped when they visit the booths of the Party on the Patio participating companies. Attendees will then redeem the stamped Passport for two free beers!

As the sponsor, you will receive:

- Company and booth number included on Beer Garden Passport

APSP CAREER INSTITUTE SPONSORSHIPS

APSP BUILDERS INSTITUTE

OVERALL PROGRAM SPONSOR \$6,000

Be recognized as an important industry player by sponsoring the overall APSP Builders Institute program.

As the sponsor, you will receive:

- Logo on conference promotions and direct mail pieces
- Distribution of your sponsor-produced handout in classroom
- Opportunity to welcome the attendees and/or introduce the speaker
- Recognition on conference signage and event tickets
- One-time use of the class attendee list through Show Management for a mailing or e-blast
- Recognition in the Expo Brochure and Program & Event Guide

LUNCH [Seated]..... \$9,000

Influence your target customers by hosting the seated lunch on Monday or Tuesday.

As the sponsor, you will receive:

- Recognition on event signage
- Company representative to welcome attendees at the lunch
- Distribution of your sponsor-produced handout (up to 8 1/2" x 11") for seat drop
- One-time use of the class attendee list through Show Management for a mailing or e-blast
- Opportunity to provide imprinted napkins or a giveaway for additional exposure
- Recognition in the Expo Brochure and Program & Event Guide

LUNCH [Voucher]..... \$4,500

Reach new customers by sponsoring the vouchers that attendees receive for lunch on Monday or Tuesday.

As the sponsor, you will receive:

- One-color logo printed on the voucher
- Company representative to distribute tickets and invite attendees to the lunch
- One-time use of the class attendee list through Show Management for a mailing or e-blast
- Opportunity to provide imprinted napkins or a giveaway for additional exposure
- Recognition in the Expo Brochure and Program & Event Guide

REFRESHMENT BREAKS [Morning and Afternoon] \$3,250

Maximize your visibility by hosting both the morning and afternoon refreshment breaks on Monday or Tuesday.

As the sponsor, you will receive:

- Recognition on event signage
- Opportunity to join the attendees for the break to mingle and interact
- Opportunity to provide imprinted napkins or a giveaway for additional exposure
- Recognition in the Expo Brochure and Program & Event Guide

REFRESHMENT BREAK \$1,750

Generate exposure by hosting a refreshment break. Choose from Monday morning, Monday afternoon, Tuesday morning or Tuesday afternoon.

As the sponsor, you will receive:

- Recognition on event signage
- Opportunity to join the attendees for the break to mingle and interact
- Opportunity to provide imprinted napkins or a giveaway for additional exposure
- Recognition in the Expo Brochure and Program & Event Guide

APSP TECHNICAL SERVICE INSTITUTE

OVERALL PROGRAM SPONSOR \$4,000

Take center stage by sponsoring the overall APSP Technical Service Institute program.

As the sponsor, you will receive:

- Logo on conference promotions and direct mail pieces
- Distribution of your sponsor-produced handout in classroom
- Opportunity to welcome the attendees and/or introduce the speaker
- Recognition on conference signage and event tickets
- One-time use of the class attendee list through Show Management for a mailing or e-blast
- Recognition in the Expo Brochure and Program & Event Guide

TUESDAY LUNCH [Seated] \$6,000

Access new attendee markets by hosting the seated lunch on Tuesday.

As the sponsor, you will receive:

- Recognition on event signage
- Company representative to distribute tickets and invite attendees to the lunch
- Distribution of your sponsor-produced handout (up to 8 1/2" x 11") for seat drop
- One-time use of the class attendee list through Show Management for a mailing or e-blast
- Opportunity to provide imprinted napkins or a giveaway for additional exposure
- Recognition in the Expo Brochure and Program & Event Guide

TUESDAY LUNCH [Voucher] \$3,000

Generate exposure for company by sponsoring the vouchers that attendees receive for lunch on Tuesday.

As the sponsor, you will receive:

- One-color logo printed on the voucher
- Company representative to welcome attendees at the lunch
- One-time use of the class attendee list through Show Management for a mailing or e-blast
- Opportunity to provide imprinted napkins or a giveaway for additional exposure
- Recognition in the Expo Brochure and Program & Event Guide

REFRESHMENT BREAKS [Morning and Afternoon] \$2,300

Build brand awareness by hosting the Tuesday morning and afternoon refreshment breaks.

As the sponsor, you will receive:

- Recognition on event signage
- Opportunity to join the attendees for the break to mingle and interact
- Opportunity to provide imprinted napkins or a giveaway for additional exposure
- Recognition in the Expo Brochure and Program & Event Guide

REFRESHMENT BREAK \$1,250

Maintain market visibility by hosting a refreshment break on Tuesday morning or afternoon.

As the sponsor, you will receive:

- Recognition on event signage
- Opportunity to join the attendees for the break to mingle and interact
- Opportunity to provide imprinted napkins or a giveaway for additional exposure
- Recognition in the Expo Brochure and Program & Event Guide



INTERNATIONAL EXPO
POOL | SPA | PATIO
THE BACKYARD EXPERIENCE

hanley wood SPONSORED BY APSP

Exhibits: November 3 - 5, 2010 | Conference: October 31 - November 5, 2010
Mandalay Bay Convention Center | Bayside Halls | Las Vegas, Nevada USA

PROGRAM & EVENT GUIDE ADVERTISING

BACK COVER 4/C \$4,985

Leave a lasting impression on attendees by placing a full-page ad on the back cover.

As the sponsor, you will receive:

- One four-color ad — 7" W x 10" H

INSIDE FRONT COVER 4/C..... \$4,880

Drive your message home by placing you're a full-page ad on the inside front cover.

As the sponsor, you will receive:

- One four-color ad — 7" W x 10" H

FULL-PAGE (PAGE 1) 4/C \$4,265

Reach new customers by placing a full-page ad on the first page of the Program.

As the sponsor, you will receive:

- One four-color ad — 7" W x 10" H

INSIDE BACK COVER 4/C \$4,235

Stand out from the crowd by placing you're a full-page on the inside back cover.

As the sponsor, you will receive:

- One four-color ad — 7" W x 10" H

FULL-PAGE 4/C \$2,920

Reach new customers by placing a full-page ad on the first page of the Program.

As the sponsor, you will receive:

- One black and white ad — 7" W x 10" H

FULL-PAGE BW..... \$2,395

Reach new customers by placing a full-page ad on the first page of the Program.

As the sponsor, you will receive:

- One black and white ad — 7" W x 10" H

1/2-PAGE 4/C \$2,270

Reinforce your brand by placing a four-color, half-page ad in the Program.

As the sponsor, you will receive:

- One horizontal ad: 7" W x 4 3/4" H — OR— one vertical ad: 4 3/4" W x 7 3/8" H

1/4-PAGE 4/C \$1,615

Draw more attendees to your booth by placing a quarter-page vertical ad in the Program.

As the sponsor, you will receive:

- One four-color ad — 3 1/4" W x 4 3/4" H

FLOOR PLAN AD..... \$1,050

Make it easier for attendees to locate your booth by placing a condensed ad on the Program's fold-out floor plan, which is also featured in the Pool & Spa News Pre-Show issue. Limited availability.

As the sponsor, you will receive:

- One four-color ad — 2 1/3" x 3 1/3"
- Booth number included in the ad

FLOOR PLAN BOOTH LISTING & HIGHLIGHT \$690

This large, fold-out floor plan is heavily used by all show attendees, so tag your exhibit space with your highlighted company name to let attendees know where you are. Does not include Floor Plan Ad.

As the sponsor, you will receive:

- Your company name written in or beside your highlighted booth

EXHIBITOR LISTING LOGO 4/C \$660

Enhance your listing by adding your logo next to your company's information. Ensure that your company stands out as attendees use this resource at the show and throughout the year.

As the sponsor, you will receive:

- One four-color logo next to your listing

2" X 2" DISPLAY AD (PRODUCT CATEGORIES SECTION)..... \$625

Generate more booth traffic by placing a display ad in the Product Categories section of the Program.

As the sponsor, you will receive:

- One four-color ad — 2" x 2"

EXHIBITOR LISTING LOGO BW..... \$470

Enhance your listing by adding your logo next to your company's information. Ensure that your company stands out as attendees use this resource at the show and throughout the year.

As the sponsor, you will receive:

- One black & white logo next to your listing

NEW PRODUCT E-LETTER \$395

Unveil your new product before the show even begins by supplying us with a photo and description of your product. We will design, format and deliver it. Don't leave it to chance; be sure that your new product is on their list.

As the sponsor, you will receive:

- An e-mail delivered 3 weeks before the show begins featuring a 65-word description of why attendees need to see your product at the show

NEW PRODUCT SHOWCASE..... \$395

Lead attendees to your booth with this special section in the Program. Just supply us the photo and description and we'll do the rest to make it easy for attendees to find you.

As the sponsor, you will receive:

- One 2 x 2 photo image of your product
- 65-word description of your product
- Your company name and booth number included

GREEN SHOWCASE \$395

Lead attendees to your booth with this special section in the Program. Just supply us the photo and description and we'll do the rest to make it easy for attendees to find you.

As the sponsor, you will receive:

- One 2 x 2 photo image of your product
- 65-word description of your product
- Your company name and booth number included

ADDITIONAL PROGRAM LISTING \$250

As an exhibitor, you will receive one complimentary listing in the Program & Event Guide. You may secure up to three (3) additional listings at \$250 each. All listings must be completed no later than September 3; listings received after this date will not be included.

As the sponsor, you will receive:

- An additional listing in the Program & Event Guide

SIGN UP NOW!

To build powerful brand exposure and help make the show a profitable investment, contact your account rep today!

Companies A-D: Sandi McMullen
SMcMullen@HanleyWood.com | 972.536.6386

Companies E-K: Tonya Stiles
TStiles@HanleyWood.com | 972.536.6387

Companies L-Z: Kayla VanCleve
KVanCleve@HanleyWood.com | 972.536.6326

New Business: Bill Mitchell
BMitchell@HanleyWood.com | 972.536.6360

If you find that our offerings do not provide a perfect match for your marketing needs, let us know and we will customize a sponsorship package for you.

To purchase sponsorships, please complete the interactive Booth Application & Contract at www.PoolSpaPatio.com/Exhibitor.

SPONSORSHIP ELIGIBILITY REQUIREMENTS

A company that has secured an Exclusive Sponsorship at the 2009 Int'l Pool | Spa | Patio Expo has first right-of-refusal for the 2010 Expo, based on availability. The deadline for exercising this right is April 1, 2010.

- Contract(s) received for any unclaimed Exclusive Sponsorship(s) by the sponsorship Space Draw deadline of April 1, 2010, will be assigned according to the date the contract and deposit are received.
- After April 1, 2010, available Exclusive Sponsorship(s) will be awarded on a first-come, first-served basis.
- All participants must be a current 2010 Int'l Pool | Spa | Patio Expo exhibiting company.
- All sponsorships are non-refundable.
- Promotion rates are non-commissionable.

ADVERTISING ELIGIBILITY REQUIREMENTS

- A company that has secured an exclusive advertisement at the 2009 Int'l Pool | Spa | Patio Expo has first right-of-refusal for the 2010 Expo, based on availability. The deadline for exercising this right is April 1, 2010.
- Any unassigned Program Advertising will be assigned on a first-come, first-served basis.
- All participants must be a current 2010 Int'l Pool | Spa | Patio Expo exhibiting company.
- All deposits and payments are non-refundable.
- Promotion rates are non-commissionable.

PROGRAM ADVERTISING QUESTIONS?

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