

**Company Name:** \_\_\_\_\_ **Booth #:** \_\_\_\_\_

**Exhibiting As Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Fulfillment Contact Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

*All sponsorships subject to availability. Items in blue are suggested for year-round solutions.*

## Digital

### Show Planner

- ☐ Planner Ad (Full Page)..... \$1,500
- ☐ Planner Ad (Half Page).....\$850
- ☐ Planner Ad (Quarter Page).....\$500

### Email Blasts

- ☐ Attendee Email, Targeted (Mid Nov - Sept 30).....\$225/CPM
- ☐ Attendee Email, Targeted (Premium) ..... \$4,750
- ☐ Product Highlights 1x Shared email ..... \$725
- ☐ Product Highlights 3x Shared email..... \$1,295
- ☐ Product Highlights 6x Shared email..... \$1,950

### Mobile App

- ☐ Mobile App - Custom Push Alert..... \$500
- ☐ Mobile App - Gold Sponsor (Exclusive).....\$4,000
- ☐ Mobile App - Silver Sponsor .....\$2,800
- ☐ Mobile Banner Ad (Three available).....\$3,500

### Website/Retargeting

- ☐ Registration, Travel & Housing Sponsor ..... \$1,500
- ☐ Smart Ads Retargeting, 50,000 Impressions.....\$1,100
- ☐ Smart Ads Retargeting, 100,000 Impressions.....\$1,975
- ☐ Web Ad (Homepage -180 x 150).....\$1,750
- ☐ Website Sponsor (Exclusive).....\$2,300 - **SOLD**
- ☐ Geo-Fencing (On-Site, Exclusive).....\$3,500
- ☐ Geo-Fencing (Post Show, 125K impressions).....\$2,500
- ☐ Geo-Fencing (Post Show, 250K impressions).....\$4,800

### Audience Engagement

- ☐ Social Media Posts..... Call for pricing
- ☐ Focus Groups (Two available).....\$10,000

## Print Advertising

### Show Program

- ☐ Program Ad (Quarter Page)..... \$1,500
- ☐ Program Ad (Half Page)..... \$2,700
- ☐ Program Ad (Full Page)..... \$3,375
- ☐ Program Ads (Spread)..... \$5,050
- ☐ Program Ad (Inside Front Cover)..... \$4,200
- ☐ Program Ad (Inside Back Cover)..... \$4,200
- ☐ Program Ad (Outside Back Cover)..... \$4,200 - **SOLD**
- ☐ Program Ad (Page 1)..... \$4,200
- ☐ Program Cover Note (3" x 3")..... \$5,400
- ☐ Program Expanded Listing..... \$375
- ☐ Program Exhibitor Listing Logo..... \$225

*All ads are 4C*

## On-Site Sponsorships

### Miscellaneous

- ☐ Attendee Bags (Exclusive) ..... Call for pricing - **SOLD**
- ☐ Attendee Bag Insert.....\$1,200 - \$1,500
- ☐ Badge Lanyards (Exclusive).....\$17,000 - **SOLD**
- ☐ Hand Sanitizer Station..... Call for pricing

### Meeting Rooms on the Show Floor

- ☐ Private Meeting Rooms - Large ..... \$3,500
- ☐ Private Meeting Rooms - Medium ..... \$2,500
- ☐ Private Meeting Rooms - Small ..... \$1,500

### Product Showcase

- ☐ Product Showcase: 3' X 2 Table ..... \$590
- ☐ Product Showcase: 4' X 4' Floor ..... \$875
- ☐ Product Showcase: 6' X 2' Table ..... \$850
- ☐ Product Showcase: 8' X 8' Floor.....\$1,275

### Special Events, Education, and Show Floor

- ☐ Pool Prize Party ..... Call for pricing
- ☐ Power Panel (Three Available) ..... Call for pricing
- ☐ Show Floor Education ..... Call for pricing
- ☐ Booth Shoot Videos .....\$3,200

## On-Site Signage & Graphics

### Floor Graphics

- ☐ Exhibit Hall: 3' x 3' ..... \$475
- ☐ Exhibit Hall: 5' x 5' ..... \$825
- ☐ Lobby: 5' x 5' .....\$1,200

### Billboards & Lightboxes

- ☐ Exhibit Hall, Double Sided, Billboard, 1M ..... \$1,000
- ☐ Lobby, Double Sided, Billboard, 1M ..... \$1,500
- ☐ Lobby, Double Sided, Lightbox, 1M.....\$2,700
- ☐ Exhibit Hall, Double Sided, Lightbox, 1M.....\$3,000

### Aisle Signs

- ☐ Main Aisle, Double Sided (Qty: 3) ..... \$1,875
- ☐ Common Aisle, Double Sided ..... \$650

### Clings: Columns and Lobby

- ☐ Lobby Wall, 11' x 17' .....\$7,500
- ☐ Framed Lobby Premium, 2' x 13' .....\$1,500
- ☐ Framed Lobby Premium, 3' x 14' .....\$1,600
- ☐ Framed Lobby Premium, 3' x 8' .....\$1,650
- ☐ Framed Lobby Standard, 2' x 13' .....\$1,300
- ☐ Framed Lobby Standard, 3' x 8' .....\$1,450

## Sponsorship Packages - Bundle and Save!

- ☐ Customer Acquisition: Lounge Pack..... \$3,800
- ☐ Product Promotion: Floatie Pack..... \$4,275
- ☐ Booth Traffic Driver: Firepit Pack.....\$5,175
- ☐ Digital Promo: Splash Pack.....\$6,100
- ☐ Branding Highlight: Sunny Pack.....\$7,250

## RETURN APPLICATION AND PAYMENT TO:

International Pool | Spa | Patio Expo  
222 West Las Colinas Boulevard  
Suite 450E | Irving, Texas 75039

Toll-free: 888-869-8522  
Outside USA: 972-536-6350  
Fax: 972-536-6365

## METHODS OF PAYMENT:

Please check one:

☐ **Check made payable to:**

International Pool | Spa | Patio Expo

☐ **Wire / ACH\***

☐ **Credit Card\*:** PCI compliance requires credit card information must only be received via our secure fax line 972.550.5390 or through our online contract portal.

*\*Refer to clause 7 on Page 2*

## QUESTIONS?

Please contact PSP Expo Show Management at 888-869-8522, 972-536-6350 or Exhibit@PoolSpaPatio.com. All payments should be in USD funds. Exhibitors are responsible for all bank collection fees and/or discounts associated with their payments.

## PAYMENT TERMS

50% deposit due with all contracts through May 15, 2020

Full payment due with all contracts through July 24, 2020

## FOR SHOW MANAGEMENT USE ONLY

Date Received: \_\_\_\_\_

Booths Assigned: \_\_\_\_\_

TSF: \_\_\_\_\_

Deposit Received: \_\_\_\_\_

AE: \_\_\_\_\_

CO ID#: \_\_\_\_\_

*Contact us for details on what's included with sponsorship packages. Or, thinking outside of the box and interested in something different? We'd love to create a new and exciting sponsorship exclusively for you!*

**TOTAL SPONSORSHIP AMOUNT:** \_\_\_\_\_

**x 50% = TOTAL DEPOSIT DUE:** \_\_\_\_\_

We understand this application becomes a binding contract when accepted by Informa Exhibitions U.S. Construction & Real Estate, Inc. We agree to abide by the General Information, Exhibitor Contract Terms and Conditions, rules listed in the Exhibitor Service Manual and regulations adopted by Informa Exhibitions U.S. Construction & Real Estate, Inc. in accordance with the terms herein. We understand that all deposits/final payments are non-refundable.

**REQUIRED**

**Signature: x** \_\_\_\_\_

**Printed Name:** \_\_\_\_\_

By providing your contact information and signature, you are authorizing Informa Exhibitions U.S. Construction & Real Estate, Inc. to send you promotional materials via mail, fax, email, or SMS.