

2017 APPLICATION & CONTRACT

November 1-3, 2017 at the Orange County Convention Center in Orlando, FL USA



SPONSORED BY APSP

COMPANY INFORMATION: Exhibitors are responsible for updating their profiles and product categories.

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

SHOW CONTACT INFORMATION: (If the Show Contact is not responsible for the overall health and safety at the event, then please email the contact information to Krista.Lemoine@informa.com) This information is used for correspondence only and is not published.

Contact Name: _____ Title: _____
 Phone: _____ Mobile: _____
 Email: _____

INVOICE/ACCOUNTING CONTACT INFORMATION: (If different than show contact)

Contact Name: _____
 Mailing Address: _____
 Phone: _____ Email: _____

Are you an APSP member? YES, membership # (REQUIRED): _____ NO

| APSP MEMBER RATES (per square foot) | *On-Site Rate Through November 4 | Space Draw Through April 14 | Post Space Draw Through November 3 | NON-MEMBER RATES (per square foot) | *On-Site Rate Through November 4 | Space Draw Through April 14 | Post Space Draw Through November 3 |
|--|--|-----------------------------------|--|---------------------------------------|--|-----------------------------------|--|
| 100 - 599 sq. ft. | \$26.25 | \$27.75 | \$29.75 | 100 - 599 sq. ft. | \$30.75 | \$32.00 | \$33.50 |
| 600 - 1499 sq. ft. | \$25.50 | \$27.75 | \$29.75 | 600 - 1499 sq. ft. | \$30.25 | \$32.00 | \$33.50 |
| 1,500 - 2,499 sq. ft. | \$22.50 | \$25.75 | \$29.75 | 1,500 - 2,499 sq. ft. | \$26.75 | \$30.00 | \$33.50 |
| 2,500 sq. ft. & more | \$21.50 | \$21.50 | \$21.50 | 2,500 sq. ft. & more | \$23.50 | \$23.50 | \$23.50 |

*To receive this rate, your contract must be submitted to the Sales Office #1975 by 3 PM on November 4, 2016.

EXHIBIT BOOTH SELECTIONS I will exhibit in: Genesis Pavilion Outdoor Living Pavilion

Corner Booth: In-line corner booth selections will be charged \$200 per corner.

List all preferred booth space(s). Booth space is allocated in 100 square foot increments. If your space selections are not available, Int'l Pool I Spa I Patio Expo will assign what it considers to be the best space available.

(Please provide 6 options)

1. Booth # _____ (_____ sq.ft.) 3. Booth # _____ (_____ sq.ft.) 5. Booth # _____ (_____ sq.ft.)
 2. Booth # _____ (_____ sq.ft.) 4. Booth # _____ (_____ sq.ft.) 6. Booth # _____ (_____ sq.ft.)

BOOTH DIMENSIONS X = TOTAL SQUARE FEET X SQUARE FOOT RATE \$ + CORNER BOOTH FEE \$ (A) \$
 (SEE DEPOSIT SCHEDULE)

SPONSORSHIP & PROMOTIONAL OPPORTUNITIES (Available to 2017 PSP Exhibitors Only)

The 2016 exclusive sponsorship holders have first right-of-refusal for the 2017 PSP until April 14, 2017.

PRODUCT SHOWCASE

- Product Showcase 4' x 2' Table\$ 495 \$ _____
- Product Showcase 6' x 2' Table\$ 750 \$ _____
- Product Showcase 4' x 4' Floor.....\$ 800 \$ _____
- Product Showcase 8' x 8' Floor.....\$ 1,200 \$ _____

MARKETING SUPER PACK

Book this Super Pack by December 15 and save 30% off of the total list price of \$1,450.

- Exhibitor Listing 4C Logo (Show Program)
- Product Spotlight (Show Program)
- Upgraded Online Profile

TOTAL SUPER PACK\$ 1,015 \$ _____

PROGRAM & EVENT GUIDE ADVERTISING

- Full Page Ad 4C\$ 3,500 \$ _____
- Half Page Ad 4C.....\$ 2,700 \$ _____
- Quarter Page Ad 4C.....\$ 1,500 \$ _____
- Product Spotlight Ad.....\$ 750 \$ _____
- Logo Listing 4C.....\$ 200 \$ _____

DIGITAL SPONSORSHIPS

- Email Blast Attendee - Targeted.....\$ 2,950 \$ _____
- Premium Web Ad 180x150.....\$ 1,500 \$ _____
- Registration, Travel & Housing Sponsor.....\$ 1,750 \$ _____
- Upgraded Online Booth Profile.....\$ 500 \$ _____

CALCULATE SPONSORSHIP TOTAL

(B) Sponsorship Cost
 \$ _____

CALCULATE CONTRACT TOTAL

(A) Exhibit Space Cost \$ _____
 (B) Sponsorship Cost \$ _____
CONTRACT TOTAL \$ _____

CALCULATE THE DEPOSIT

On-site Space Draw Deposit \$ _____
 +50% x Sponsorship Cost \$ _____
DEPOSIT TOTAL \$ _____

RETURN APPLICATION AND PAYMENT TO:

Int'l Pool I Spa I Patio Expo
 6191 N. Hwy. 161, Suite 500
 Irving, Texas USA 75038

Toll-free: 888-869-8522
 Outside USA: +1 972-536-6350
 Fax: 972-536-6365
 www.PoolSpaPatio.com

List specific companies (not product lines) you do not wish to be next to, limit of three companies. (See item #4 on reverse side.)

Please note: Int'l Pool I Spa I Patio Expo will make every attempt to avoid locating companies next to each other, BUT there is no guarantee this won't occur.

1. _____
2. _____
3. _____

METHODS OF PAYMENT:

Please check one:

Check made payable to:
 Int'l Pool I Spa I Patio Expo

Wire / ACH
 *Refer to clause 7 on Page 2

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.

QUESTIONS?

Please contact Show Management at 888-869-8522, 972-536-6350 or email 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.

ON-SITE DEPOSIT TERMS

Eligibility for on-site rates are subject to receipt of deposits.

100 - 599 SF = 50% due by April 14, 2017

600 SF + = \$3,500 due with onsite contract

PAYMENT TERMS

50% deposit due on all booth/sponsorship contracts by April 14, 2017.

100% payment due on all booth/sponsorship contracts by June 14, 2017

FOR SHOW MANAGEMENT USE ONLY

Date Received: _____
 Booths Assigned: _____
 TSF: _____
 Deposit Received: _____
 AE: _____
 CO ID#: _____

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.

