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## POOL INDUSTRY EXPO

### POOL INDUSTRY EXPO 25<sup>TH</sup> ANNIVERSARY SPONSORSHIP OPPORTUNITIES

#### **PLATINUM SPONSORSHIP – \$10,000**

Sponsor the entire three-day **Show Education Program**, Thursday - Saturday

*Get the following benefits:*

- Insertion of sponsor's flyer in Show brochure mailed to 5,000 prospects
- Sponsor's logo displayed prominently in the Show brochure mailed to 5,000 prospects
- Sponsor's logo displayed prominently on the main entrance unit of the exhibit hall.
- Sponsor's logo in Show ads in *Pool & Spa News* magazine, *Aqua* magazine, *Service Industry News*
- Sponsor's logo with hyperlink on the Pool Industry Expo website
- Full-page sponsor's ad on the *inside front cover* of the Show Brochure
- Insertion of sponsor's flyer or promotional piece in the registration portfolio bag
- Sponsor recognition and logo on signs for complimentary Morning Coffee Service
- Sponsor recognition and logo on signs at the entrances to the seminar rooms
- Complimentary Product Display Table in the registration area of the Show

#### **GOLD SPONSORSHIP – \$5,000**

Sponsor the 25<sup>th</sup> Anniversary celebration, Friday evening, September 30, 2011

*Get the following benefits:*

- Sponsor's logo in the Show brochure mailed to 5,000 prospects
- Sponsor's logo in Show ads in *Pool & Spa News* magazine, *Aqua* magazine and *Service Industry News*
- Sponsor's logo with hyperlink on the Pool Industry Expo website
- Full-page sponsor's ad on the *inside back cover* of the Show Program & Directory
- Insertion of sponsor's flyer or promotional piece in the registration portfolio bag
- Complimentary Product Display Table in the registration area of the Show

#### **SILVER SPONSORSHIP – \$2,500**

*Choose to sponsor one of the following:*

- ▶ **Complimentary Beer & Wine** during the Party, Friday evening, September 30, 2011
- ▶ **Band and Entertainment** during the Party, Friday evening, September 30, 2011
- ▶ **Lanyards with Sponsor's Logo** (sponsor provides lanyards or plus cost)
- ▶ **Registration Bags with Sponsor's Logo** (sponsor provide bags or plus cost)

*Get the following benefits:*

- Sponsor's logo in the Show brochure mailed to 5,000 prospects
- Sponsor's logo in Show ads in *Pool & Spa News* magazine, *Aqua* magazine and *Service Industry News*
- Sponsor's logo with hyperlink on the Pool Industry Expo website
- Full-page sponsor's ad on an inside page of the Show Program & Directory
- Insertion of sponsor's flyer or promotional piece in the registration portfolio bag
- Complimentary New Product Display table in registration area of the Show

#### **BRONZE SPONSORSHIP – \$1,250**

*Get the following benefits:*

- Sponsor's logo with hyperlink on the Pool Industry Expo website
- Half-page sponsor's ad on an inside page of the Show Program & Directory
- Insertion of sponsor's flyer or promotional piece in the registration portfolio bag

#### **"INSERT YOUR STUFF" SPONSORSHIP – \$750**

*Get the following benefits:*

- Insertion of sponsor's flyer or promotional piece in the registration portfolio bag

All sponsors are acknowledged in the Show Program & Directory and on a "Thank You Sponsors" sign at the show entrance. They also receive individual "Thank You Sponsor" signs to display in their exhibits.

*In addition, Show Sponsors are given priority over other exhibitors at time of space assignment and seminar space.*

**Call Bill Hoy or Don Koss, (650) 323.7743, if you have questions or to create a custom sponsorship package.**