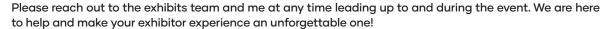


EXHIBIT OPPORTUNITIES

Greetings from the Aerospace Center for Excellence (ACE), home of the SUN 'n FUN Aerospace Expo in Lakeland, Florida! Our Mission here at ACE is to ENGAGE, EDUCATE and ACCELERATE the next Generation of Aerospace Professionals. Your participation as an exhibitor during the SUN 'n FUN Aerospace Expo helps us deliver on that mission. In return, we can change the lives of countless young people through the Magic of Aviation.

As you read, the team is planning the 49th annual SUN 'n FUN Aerospace Expo held on March 28 – April 2, 2023. We aim to deliver the best possible exhibitor experience during our event. If you were an exhibitor in 2022, we thank you for joining us and look forward to welcoming you back in 2023.





Gene Conrad - President & CEO - Aerospace Center for Excellence and SUN 'n FUN



GAIN MAXIMUM VISIBILITY OF YOUR PRODUCTS AND SERVICES!

Take advantage of the opportunities that are available to exhibitors:

Advertise in our Email Marketing Campaigns, In-Flight Guide, Event Map, Trams, SnF Radio or website at flysnf.org. Connect with our pilots by participating in our Fly-In Style Pilot Program. Host potential and current clients in a private chalet on the flightline.

Be the center of attention for 750 media reps worldwide and host a breakfast or lunch at the media center.

Sponsor venues, events or activities during the week to gain exposure to your targeted client base. Activations such as logoed banners hung throughout the campus in high-traffic areas.

Share news about your business on our Exhibitor News Listing.

NEW THIS YEAR! Take a break and cool off at our air-conditioned Exhibitor Oasis. Located behind Perkins Exhibit Office.

Check out **flysnf.org** for additional information about exhibitor opportunities during the SUN 'n FUN Aerospace Expo. We have a team ready to work with you and answer all of your questions. Let us connect you to SUN 'n FUN in new ways and most importantly, enjoy your experience at our Aerospace Expo!

Helpful exhibit forms and info can be found at: flysnf.org/exhibits/why-exhibit/

EVENT STATS

ATTENDANCE



volunteers 3,100

staff

AVERAGE AGE: 51

AVERAGE INCOME: \$92K







29

of SUN 'n FUN VISITOI S v in the Aviation Industry of SUN 'n FUN Visitor's work

72% REPEAT 28% NEW ATTENDEE

TOP 10 STATES

FLORIDA RESIDENTS

North Carolina **New York** South Carolina

Florida Georgia

Texas

Virginia Ohio

Tennessee Illinois

TOP 5 COUNTRIES

Brazil Canada **United Kingdom**

Argentina

Germany

ECONOMIC IMPACT

Over \$249M of direct, indirect, and induced economic value

2,400 jobs across several industries.



Registered Aircraft:



PREFERRED SEATING

4,400

9/27 CLUB

2,070



CAMPING RV/TENT/AIRCRAFT

CAMPING SPACES

of Visitor's relied on Google to plan their trip to SUN 'n FUN.

EXHIBITORS



1ST TIME EXHIBITORS: 60 **EXHIBIT SPACES SOLD: 663** FLY-IN STYLE EXHIBITORS: 60

MEDIA REPS.





MORE STATS

SnF Forums Attendance: 5,160

Workshops Attendance: 3,810

Career Fair Participants: 250

Blood Donors: 130

Volunteer Sandwiches: 16,847

Bottled Water Sold: 24,192

Porta Potties: 480

Carshow participants: 175

SUN 'n FUN EMAIL SUBSCRIBERS

52K

12.4M Impressions / 625K Engagements



107,028 Followers



21,603 Followers



31,695 Followers



4,951 Followers

29%

of Visitor's relied on Social Media to plan their trip to SUN 'n FUN.

Use #snf23 when mentioning SUN 'n FUN on Social Media.

EXHIBIT SPACES & AMENITIES

All exhibitors enjoy access to the Exhibitor Office and the NEWLY UPGRADED Exhibitor Oasis (behind Exhibitor Office), located between Hangars B & C.

Each exhibit space includes staff credentials and access to the Exhibitor Parking Lot located across from the Central Florida Aerospace Academy. The same parking pass also allows direct access to the exhibit areas for loading/unloading supplies before 9 a.m. and after 5 p.m. daily. (Exception: 6:00 p.m. on closing day)

Priority exhibit space is given to aviation-based companies to keep the focus on SUN 'n FUN and attract a highly interested, motivated audience ready to do business with our exhibitors.

Tents, shipping services and more can be found on our APPROVED SUPPLIERS List on page 4. If interested in becoming a NEW Exhibitor please complete the Exhibitor Application online at Flysnf.org. If you have questions, please contact the Exhibits Manager, Lindsey Herrington, at 863-904-4026 or email Exhibits@flysnf.org.





INDOOR EXHIBITS - Four 20,000 sq. ft. hangars at "Show Center" offer 10x10 and 10x20 exhibit spaces including electricity, back and side curtain, pipe and drape, a sign and credentials. Food vendors and restrooms are located within a short walking distance for the convenience of guests and exhibitors alike.

OUTDOOR EXHIBITS - Exhibit spaces are available in various sizes and locations. Footprints range from 100 to 7,500 sq. ft and are priced accordingly. Most spaces include electricity and may have wireless internet capability. Please inquire for details about a specific exhibit space.



LARGE DISPLAY (LD) - Aircraft or other general exhibitors requiring more space, along Laird Blvd. south of the FAA bldg.

LIGHT AIRCRAFT & LIGHT ROTORCRAFT (LP) (Paradise City)

- Home to light aircraft, light rotorcraft, just south of vintage & classic aircraft parking and on a major tram route. Includes an FAA-approved grass strip with daily flight activity.

MANUFACTURERS DISPLAY (MD) - Reserved primarily for aircraft manufacturers, the northern most outdoor exhibit area just south of runway 10/28.

NORTH EXHIBITS (N) - Exhibitors and small aircraft, just north of the exhibit hangar doors facing runway and airshow box.

NORTH EAST EXHIBITS (NE) - Exhibitors and some aircraft, between Hangar A and FAA building.

SOUTHEAST EXHIBITS (SE) - Large spaces for aircraft and exhibitors requiring a large footprint, just inside the SUN 'n FUN front gate; also the location of the Veteran's Plaza, International Visitors Hospitality and Career Expo.

SOUTHWEST EXHIBITS (SW) - General exhibitors, east of the food court. Generators allowed. No electricity available.

SUN 'N FUN EXHIBITS (SNF) - Large spaces primarily for aircraft manufacturers east of the FAA building and south of the Manufacturers Display area.

APPROVED SUPPLIERS/SERVICES

TABLES, CHAIRS, CARPET & ASTRO TURF, LABOR, SHIPPING & FREIGHT RECEIVING, ETC.

GES EXPO SERVICES

Contact: Ben Cramer-bcramer@ges.com

Stacy Muller - smuller@ges.com

National Service Center: (800) 801-7648 M-F 6am-4pm PST

GES Ordering
GES Quick Facts

TENT RENTAL

NATIONAL STRUCTURES EVENTS & SERVICES

Contact: Lexis - 833-475-8368 sunnfun@nationaltents.com

GENERATOR RENTAL

HERC RENTAL

Contact: Nicole Glascow • 813.459.8703 4710 Dranefield Rd. Lakeland , FL 33801 nicole.glasgow@hercrentals.com hercrentals.com

FLOWERS

FLOWER CART

Contact: Antonio Marreo • 813-687-1783
1125 Lakeland Hills Blvd, Lakeland, FL 33805
flowercartoflakeland@gmail.com
shopthecart.com

PRINTING SERVICES

SIR SPEEDY

Contact: Julian Robins • 863-647-5500 4175 S. Pipkin Rd. Unit 108, Lakeland FL 33811 orders@sirspeedylakeland.com sirspeedylakeland.com

LANDSCAPING

JOHNSONS PLANT RENTAL LLC

863-698-6148

peggislappey@yahoo.com johnsonplantrental.com

EXHIBIT SPACE MINI-HANGAR

MYBOX

Contact: Garrett williamson • 863-327-6458 3021 Waterfield Ln. • Lakeland, FL 33803 info@rentmybox.com • rentmybox.com

AIR-CONDITIONING RENTAL & ELECTRICAL SERVICES

SUN 'n FUN

Contact: Mike Woodley sparky@flysnf.org



ICE SALES

Ice is available for purchase starting Saturday, March 25, 8 a.m. to 5 p.m. at the Exhibitor Office.

More info can be found at flysnf.org or contact Exhibits Manager at 863-904-4026 or email Exhibits@flysnf.org.

PRIVATE VENUE RENTALS

LOOKING FOR A WAY TO IMPRESS YOUR CLIENTS? Rent a FLIGHTLINE CHALET during SUN 'n FUN and entertain them with a front-row seat to the airshow action! Contact Rebecca Fortier at 863-904-4024 or rfortier@flysnf.org for more information.

FLIGHTLINE CHALETS



- Chalet tents are located on the north side of the Warbird Ramp and provides Premium Airshow Seating
- Air-conditioned
- Outdoor patio seating
- Air-conditioned restrooms
- Catering options with exclusive SUN 'n FUN caterers





CATERERS

ARTHUR'S CATERING

Hayli@arthurscatering.com • arthurscatering.com 860 Sunshine Lane • Altamonte Springs, FL 32714

CATERING OASIS

Michelle Holley • 863-969-2423

michelle@cateringoasis.com

www.facebook.com/cateringoasis/

104 W Central Ave • Winter Haven, FL 33880

FRESCOS

Tina Calhoun • 863-608-1347
catering@frescoslakeland.com
frescoslakeland.com

132 S. Kentucky Ave. • Lakeland, FL 33801

PUFF 'N STUFF CATERING

Lauren Balden • 813-352-5901
lauren@puffnstuff.com
puffnstuff.com
5804 E. Columbus Dr. • Tampa, FL 33619

NINETEEN 61

catering@nineteen61.com www.nineteen61.com 215 East Main St. • Lakeland, FL 33801

TERRIE LOBB CATERING, INC.

Terrie Lobb • 863-533-6483 terrie@terrielobbcatering.com terrielobbcatering.com 1239 E. Main St. • Bartow, FL 33830

TPI EVENT SOLUTIONS

Abby Thomas • 252-671-1062 or 252-636-0033 abby@tpieventsolutions.com
www.tpieventsolutions.com
3310 Trent Rd • New Bern, NC 28562

If you are hosting an event, you must confirm your event with a SUN 'n FUN Event Coordinator before contacting the caterers. Contact Rebecca Fortier, Event Sales Manager, at 863.904.4024 or rfortier@flysnf.org for more information.

SPONSORSHIP OPPORTUNITIES

Positioning your brand at the SUN 'n FUN Aerospace Expo enables you to reach the 225,000 people who pass through our gates each spring. We combine cutting-edge technology, event asset inte-gration and creative targeting to get your message out and the customers in! Contact Malonie Ayers at 863-904-4061 or mayers@flysnf.org for more information.

SPONSORSHIP OPPORTUNITIES INCLUDE:

- Naming Opportunities
- On-site activations
- Branding Recognition
- Advertising and Media Presence
- Sampling and Product Placement
- VIP/Exclusive access for your guests
- Employee Engagement
- Hospitality Venues for Hosting Meetings and Events
- Golf Cart transportation
- Experiential Marketing



CHECK OUT OUR SPONSOR PACKET
AT <u>FLYSNF.ORG</u> FOR MORE SPONSORSHIP
OPPORTUNITIES









ADVERTISING OPPORTUNITIES

Promote your business during the SUN 'n FUN Aerospace Expo with several event advertising opportunities and gain year-round visibility by advertising throughout the year on the SUN 'n FUN website. Our site is visited by aviation enthusiasts worldwide with interests in all things SUN 'n FUN and the Aerospace Center for Excellence.

Choose from printed event publications such as the In-flight Guide and Expo Map, distributed to over 30,000 guests during the week. They provide event information and a souvenir to take home. Secure an advertising panel on our trams, including our Exhibitor Express Tram and Parking Trams (people-movers) and promote your company from one end of the campus to the other!

Review our advertising opportunities by accessing the Advertising Packet at Flysnf.org. For more info please contact Laura Vaughn at 863-904-4003 or email Ilvaughn@flysnf.org.



IN-FLIGHT GUIDE

EVENT MAP

TRAMS

WEBSITE

EMAIL NEWSLETTER

WATER BOTTLE



Secure your ad placement with contract and payment by December 31, 2022 and receive an additional 10% discount. Check our website for additional advertising bundle discounts.







WEBSITE AND EMAIL MARKETING STATS

79% NEW VISITORS

JANUARY 1 TO APRIL 15, 2022

PAGE VIEWS

1.3M

SESSIONS

611K

USERS

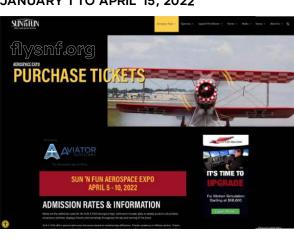
387K

DURATION

2.7 MIN

NEW USERS

385K





EMAIL SUBSCRIBERS

52K

AVERAGE

Opens: 22.5K Open Rate: 49%

Click Rate: 5.9%

INTERNET & WIFLOPTIONS

WIRED INTERNET ACCESS IN HANGARS A, B, C, D **

- \$150 for 20 mbps down/20 mbps up
- **A wired internet connection for a booth that is not in or against a hangar wall is an additional fee of \$200. Electric is also required.(not available in all areas).

A switch is required to connect multiple computers (customer must provide).

Wireless routers will not be allowed inside or around hangars A, B C or D unless it operates on 5 GHz only.



WIRELESS INTERNET CONNECTIONS

- · No pre-registration necessary for wireless connections
- · Access Speeds: 10 mbps down/10 mbps up
- Password will be available to all exhibitors (just ask for your password when checking in)

WIFI is a best-effort service with no guarantee of connectivity or performance. Performance depends on your location and the number of devices connected.

Must be purchased in advance by March 10, 2023. After March 10, contact the IT Department at 863-904-4009 or email IT@flysnf.org.









STAY CONNECTED...STAY INFORMED

FOLLOW US!













SUBSCRIBE TO OUR NEWSLETTER
Text SNFCAMPUS to 22828

TEXT UPDATES DURING THE EVENT

- Airshow & event updates Text snfupdate to 863-644 0808
- Weather & emergency alerts Text snfalert to 863-644-0808

Text STOP to 863-644-0808 to discontinue receiving messages

Message and data rates may apply. Participation in our service is free of charge but standard carrier text messaging & data charges will apply

FUTURE DATES:

- April 9-14, 2024
- April 1-6, 2025
- April 14-19, 2026
- April 6-11, 2027
- April 4-9, 2028

IMPORTANT DATES TO REMEMBER:

September 16, 2022 Exhibitor Application and Payment Due

October 3 Forward First-time Exhibitor applications Issued

December 30, 2022 Advertising discount deadline

February 10, 2023 Advertising Deadline for In-Flight Guide and Expo Map

February 15, 2023 Tent info to come.

March 1, 2023 Deadline for all other advertising

March 1, 2023 Certificates of Insurance due

March 10, 2023 Submit exhibitor contact information

March 10, 2023 GES rental discount deadline

March 10, 2023 Wired internet access order deadline (see page 9)

March 24, 2023 Sponsor only set-up indoor, no security

March 25-26, 2023 8 a.m.-5 p.m. exhibit set-up and credential pick-up

March 27, 2023 8 a.m.-8 p.m. exhibit set-up and credential pick-up

March 28, 2023 5 p.m.-6 p.m. Exhibitor Welcome Reception

Mar. 28-Apr. 2, 2023 8 a.m.-9 a.m. Exhibit Hangars open to exhibitors only

March 30, 2023 7:30 a.m.-9:30 a.m. Exhibitor Appreciation Breakfast - tickets available at Perkins Exhibit Office

March 28, 2023 9 a.m.-5 p.m. exhibits open to public

April 2, 2023 9 a.m.-4 p.m. exhibits open to public

April 2, 2023 4 p.m.-9 p.m. Hangars open to exhibitors only for breakdown

April 2, 2023 3 p.m.-6:00 p.m. Aircraft towing for departure

April 2, 2023 6:00 p.m. Exhibitor vehicles allowed into the exhibit area (est.)

April 2, 2023 4:00 p.m. Golf cart shuttle to parking lot from exhibit office (southside of Exhibit Hangars)

April 3, 2023 8 a.m.-5 p.m. Hangars open for continued breakdown

April 4, 2023 8 a.m.-12 p.m. Hangars open for continued breakdown.

BREAKDOWN POLICY

Breakdown of exhibit booth/tent prior to 4:00 p.m. on Sunday, April 2, 2023, IS PROHIBITED.

We will tug or otherwise assist aircraft in departing the Outdoor Exhibit Areas beginning at 3:00 p.m.

GES will begin positioning trailers in front of Exhibit Hangars A, B, C, and D at 4:30 p.m. (est.) and be in place by 6:00 p.m. (est.) Crates will be delivered between 5:00 p.m. – 6:00 p.m. (est.)

Vehicles will be permitted access beginning at 6:00 p.m. (est.)

Hangars will remain open until 9:00 p.m. on April 2 and reopen on Monday, April 3 at 8:00 a.m. (est. – estimated time)

CREDENTIAL POLICY

Access control is an important element of the security program at the SUN 'n FUN Aerospace Expo. Your credential for access to our site is a lanyard and (must be visibly worn at all times). If you or your team do not have your credentials, you will not be allowed access to the SUN 'n FUN Aerospace Expo Campus.

If you have someone attending who needs a lanyard from your allotment, you may leave an envelope with their name at Window 1 at the Main admission gate for convenient pick-up.

If you need additional credentials (a daily or weekly wristband), they may be purchased at Main admission gate

WINDOW 1 is open from 8 a.m. to 6 p.m. No entry to the event will be permitted without an Exhibitor Credential or wristband.

SUN 'N FUN OPERATIONS SUPPORT

ADVERTISING

Laura Vaughn 863-904-4003 • advertise@flysnf.org

EXHIBITS

Lindsey Herrington 863-904-4026 • Iherrington@flysnf.org

FLIGHTLINE CHALETS/PRIVATE EVENTS/ CATERING

Rebecca Fortier 863-904-4024 • rfortier@flysnf.org

FLY-BY SHOWCASE

BJ Kirby 352-344-5678 • bj@bjkirbycom

FORUMS

Laura Vaughn 863-904-4003 • Ilvaughn@flysnf.org

INTERNET/WIFI/AUDIOVISUAL

David McQueary 863-904-4009 • IT@flysnf.org

LIGHTPLANE/PARADISE CITY

Gary Furdell 239-357-9551 • ahcaman@msn.com

MAINTENANCE

Tim Wells 863-904-4021 • twells@flysnf.org

MEDIA CENTER/PRESS CONFERENCES

melinda@hartlinecommunications.com

SPONSORSHIPS

Malonie Ayers 863-904-4061 • mayers@flysnf.org

AEROSPACE CENTER FOR EXCELLENCE EXECUTIVE DIRECTOR

Eric Crump 863-904-6848 • ecrump@flysnf.org







EXHIBITOR WEB GRAPHICS

Once you become an OFFICIAL Exhibitor at the SUN 'n FUN Aerospace Expo, you will have the opportunity to download a SUN 'n FUN Exhibitor graphic to display on your website. To include your booth number in the graphic, please visit flysnf.org/exhibits/why-exhibit/.



OUTDOOR PRICE SHEET

AIRCRAFT SPACES

No electric

Up to 6 exhibitor passes

1 parking pass per booth

One aircraft only at \$1,700 Call for availability and 10x10 tent approval

NORTH EAST EXHIBITS (NE)

Includes electric

Up to 6 exhibitor passes

1 parking pass per booth

Approx. \$2.43 per sq. ft.

All spaces 20 X 30 at \$1,460 except:

NE-001 and NE-012 Approx. 20 x 40 at \$1,950

NE-059 available only with NE-058 or NE-060

LARGE DISPLAY (LD)

Includes electric

Up to 12 exhibitor passes

2 parking passes per booth

Approx. \$1.64 per sq. ft.

LD-002, LD-003, LD-004, LD-005, Approx. 50 x 50 sq. ft. at \$4,100 LD-008, LD-009, LD-010, LD-011, Approx. 50 x 50 sq. ft. at \$4,100

LD-006 @ \$4,630

LD-007 @ \$5,975

LD-012 @ \$7,155

LD-013 @ \$6,475

MANUFACTURER'S DISPLAY (MD)

Includes electric- MD- A,B, and C

2 parking passes per booth

Approx. \$1.56 per sq. ft.

MD-As at \$10,240 Approx. 7500 sq. ft. (18 passes)

MD-Bs at \$7,680 Approx. 4950 to 5950 sq. ft. (18 passes)

MD-Cs at \$7,680 Approx. 5250 to 5625 sq. ft (18 passes)

MD-Ds at \$4,235 Approx. 2500 to 3600 sq. f.t. (12 passes)

NORTH EXHIBITS (N)

Includes electric

Up to 6 exhibitor passes

1 parking pass per booth

* N-12 and N-13 receive+ 2 exhibitor passes

and 1 parking pass only

\$2.44 per sq. ft. except N-012 and N-013

N-001 thru N-006 20 x 30 at \$1,460

N-008 thru $N-01130 \times 30$ at \$2.192

N-012 and N-013 10 x 10 at \$ 1,050

 $N-014 \text{ thru } N-018 \ 30 \times 25 \ \text{at } \$1,827$

N-019 and N-020 25 x 40 at \$2,440

 $N-021 \text{ thru } N-025 30 \times 25 \text{ at } $1,827$

 $N-026 \text{ thru } N-030 \ 30 \times 30 \ \text{at } \$2,192$

 $N-03130 \times 40$ at \$2.923

N-007 30 x 40 at \$2,923

N-032 25 x 40 at \$2,436

N-033 thru N-042 30 x 25 at \$1,827

N-043 and N-044 25 x 40 at \$2.436

N-045 thru N-054 30 x 25 at \$1,827

N-055 25 x 40 at \$2,436

N-056 20 x 40 at \$1,950

N-057 thru N-066 30 x 20 at \$1,460

N-067 and N-068 20 x 40 at \$1,950 N-069 thru N-078 30 x 20 at \$1,460

N-079 and N-080 20 x 40 at \$1,950

N-081 thru N-090 30 x 20 at \$1,460

N-091 and N-092 20 x 40 at \$1,950

N-093 thru N-102 30 x 20 at \$1,460

N-103 20 x 40 at \$1,950

SUN 'n FUN EXHIBITS (SnF)

Includes electric

2 parking passes per booth

Approx. \$1.37 per sq. ft.

(Excluding SNF-007 - \$2.32 per sq. ft.)

SnF-001 at \$13,435 (Up to 18 passes)

SnF-002 at \$6,576 (Up to 12 passes)

SnF-003 at \$6,576 (Up to 12 passes)

SnF-004 at \$12,310 (Up to 18 passes)

SnF-005 at \$3,082 (Up to 9 passes)

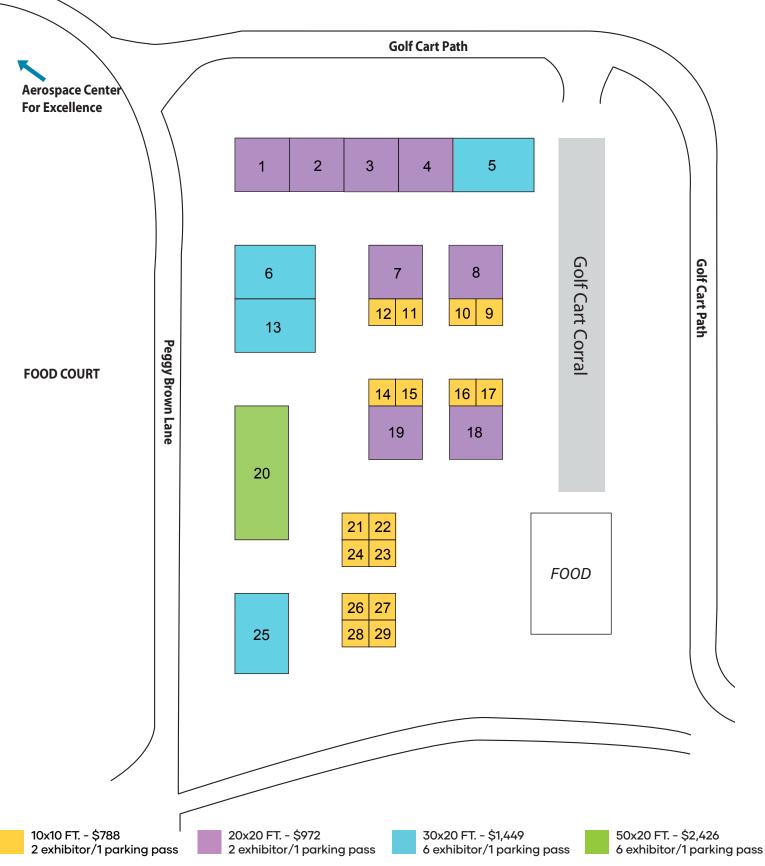
SnF-006 at \$5,520 (Up to 9 passes)

SnF-007 at \$4,825 (Up to 9 passes)

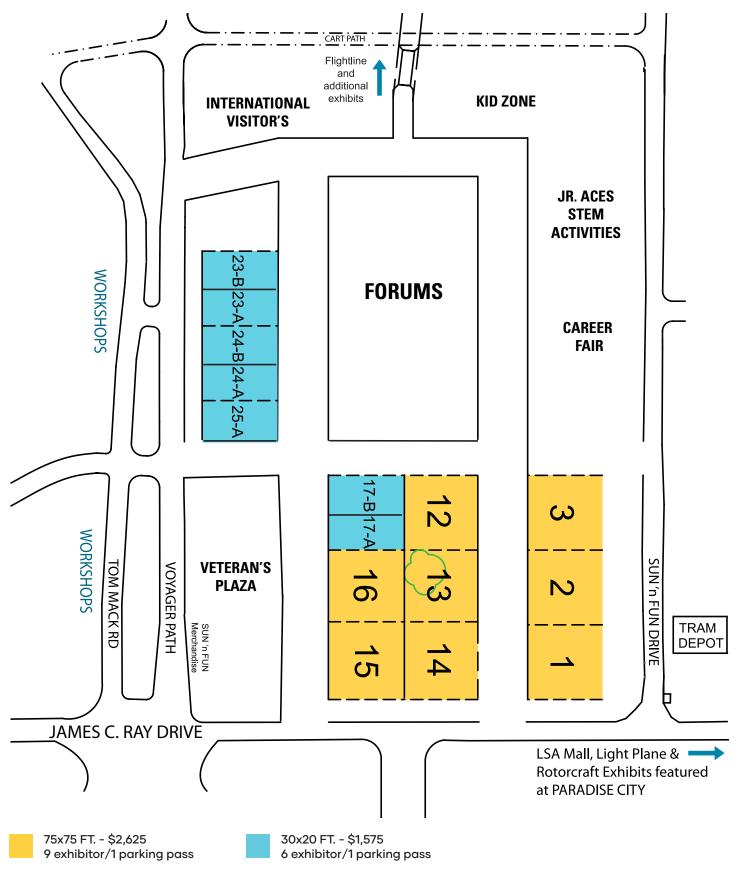
EXHIBITS



SOUTHWEST



SOUTHEAST



LIGHTPLANE





50x50 FT. - \$1,155 4 exhibitor/1 parking pass A-\ Llg

A-Y Light SPort Mall Aircraft Spaces Managed by Light Sport Manufacturers Association.

INDOOR EXHIBITS

HANGARS A-B-C-D

