Contribute this Year and Get the Recognition Your Business Deserves

With a variety of options to fit your company’s budget, the opportunities available to a Sprayfoam Show Sponsor are unparalleled. Demonstrate your commitment, leadership, and dedication to customers by sponsoring in 2020!

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Why You Should Sponsor

*Industry leaders reach their target market through SPFA*

Every year there are a lot of conventions that demand your time, attention, and resources. There is always the next big thing or must-go-to event that might carry the prospect of success and excitement, but the Sprayfoam 2020 Convention and Expo is the only organized show that represents your tie to the entire SPF value chain and industry. The Sprayfoam 2020 Convention and Expo will help you achieve the following objectives:

- **Build awareness of your products and/or services**
- **Increase name recognition**
- **Reach your industry target market**
- **Build relationships with your existing and future customers**
- **Differentiate your products or services from the competition**
- **Position your company among key decision makers**

*SPFA offers our contractor clients the tools to succeed. From PCP training and certification to leadership on key issues affecting field use, our industry association (SPFA) has informed, educated, partnered and come to the defense of Spray Foam roofers and insulators. We see a bright opportunity for Spray foam growth, but there are some mutual challenges needing pooled industry resources and cooperative response. It’s always been clear that SPFA is the best end use focused association to invest in and to lead certification of the installer network. Our company (GCMC / UPC) is committed to sustained excellence and is excited to increase our support to SPFA and the Sprayfoam Show 2020.**

—Will Lorenz / Vice President of Sales - General Coatings Manufacturing Corp.
“Two Minutes-at-the-Mic”:
• During the General Session present a two-minute overview of your company, coming attractions, and your commitment to SPFA and the industry. Time slot to coincide with introduction of Keynote speaker.
• Opening of the SPFA Education Stage in the Exhibit Hall allowing for a two-minute overview of your company, coming attractions, and your commitment to SPFA and the industry.

Logo Placement
• Opening reception
• Closing dinner
• Contractor Awards Luncheon including year long promotion in the Sprayfoam Professional Magazine featured articles
• On-site Program
• Contractor Awards Luncheon Program
• General Session dynamic screens
• Convention badge
• Hotel room key
• Two (2) Window Clings* (max 3’x3’)
• Two (2) Floor Decals* (max 3’x3’)
• Sponsorship Signage at Registration
• Pre-Convention / Post-Convention Advertising
• SPFA Convention website

Wellness Massage Center
Local, Licensed, Professional Massage Therapists wearing your logo apparel provide a refreshing upper body massage on professional massage chairs. Signage at center as well as promotional materials.

Plasma TV Advertisement
Continuous 60-second promotional loop displayed near the registration desk.** (Sponsor provides file prior to January 10, 2020.)

Four (4) Full Convention Passes ($3,180 Value)

Presentation at Awards Luncheon
Present contractors’ awards during the annual Awards Luncheon.

Literature Placement
Thin company brochure/marketing material to be placed in Convention bag. ** (maximum 4 pages - must be provided to SPFA Headquarters by Monday, January 10, 2020.)

One free Lead Retrieval Generation Device
For booth, if exhibiting

Additional Exhibitor Priority Points
10 additional points added to your existing Exhibitor Priority Points for use in reserving space for the following year Sprayfoam Show (2021).

** Requires final approval by SPFA
GOLD Sponsorship

$15,000

(Full benefits not guaranteed for late commitments)

“Two Minutes-at-the-Mic”:
  • During the General Session present a two-minute overview of your company, coming attractions, and your commitment to SPFA and the industry.

Logo Placement
  • Opening reception
  • Closing dinner
  • Contractor Awards Luncheon including year long promotion in the Sprayfoam Professional Magazine featured articles
  • On-site Program
  • Contractor Awards Luncheon Program
  • General Session dynamic screens
  • Convention badge
  • Hotel room key
  • One (1) Window Cling* (max 3’x3’)
  • One (1) Floor Decal* (max 3’x3’)
  • Sponsorship Signage at Registration
  • Pre-Convention / Post-Convention Advertising
  • SPFA Convention website

Mobile App
  • Sponsored Listing – additional exposure with an expanded profile including photos, brochures, and other marketing materials.***

Plasma TV Advertisement
  Continuous 30-second promotional loop displayed near the registration desk.**
  (Sponsor provides file prior to January 10, 2020.)

Three (3) Full Convention Passes
($2,385 Value)

Presentation at Awards Luncheon
  Present contractors’ awards during the annual Awards Luncheon.

Literature Placement
  Thin company brochure/marketing material to be placed in Convention bag.**
  (maximum 4 pages - must be provided to SPFA Headquarters by Monday, January 10, 2020.)

One free Lead Retrieval Generation Device
  For booth, if exhibiting

Additional Exhibitor Priority Points
  5 additional points added to your existing Exhibitor Priority Points for use in reserving space for the following year Sprayfoam Show (2021).

** Requires final approval by SPFA

ADDITIONAL GOLD OPTIONS

Mobile App
  Companion piece to the printed schedule. The mobile app will include a searchable agenda, searchable floor plan, calendar reminders, speaker biographies, and more.
  • Banner Ads - $1,000
    Banner ads will be available to Gold Sponsors on a first come, first serve basis. (Limited opportunities available)
  • Push Notifications - $1,500
    Push notifications help you instantly reach attendees with valuable information, alerts, updates and more. (Limited opportunities available)
**SILVER** Sponsorship

**Convention Bag Sponsorship – Exclusive: $6,000 (Limited to 1)**
- Your logo on the convention bag along with SPFA’s. Criteria for size and placement must be adhered to.**
- Logo placement in related marketing materials, SPFA website, and program materials
- One (1) Full Convention Pass ($795 Value)
- Sponsorship Signage at Registration
- Additional Exhibitor Priority Points – 3 additional points added to your existing Exhibitor Priority Points for use in reserving space for the following year Sprayfoam Show (2021).

**Golf Tournament Transportation - Exclusive: $3,500 (Limited to 1)**
- Includes logo signage on transportation, four (4) green fees, and listing in the Contractor Awards Luncheon program
- Logo placement in related marketing materials, SPFA website, and program materials
- One (1) Full Convention Pass ($795 Value)
- Sponsorship Signage at Registration
- Additional Exhibitor Priority Points – 3 additional points added to your existing Exhibitor Priority Points for use in reserving space for the following year Sprayfoam Show (2021).

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**BRONZE** Sponsorship

$3,000 per item

Choose one of the following:
*Subject to availability on a first-come, first-choice basis.*
- **Coffee/Soda Break:** Available TUE / WED / THUR / FRI  *(Choose One)*
- **PCP Certification Course:** Available TUE / WED  *(Choose One)*
- **Breakout Session:** Available THUR / FRI  *(Choose One)*

**Bronze Sponsorship also includes:**
*(Full benefits not guaranteed for late commitments)*
- Placement on signage for your sponsored event(s)
- Placement in all related marketing materials, SPFA website, and program materials
- Sponsorship Signage at Registration
Additional Sponsorship Opportunities

**Golf Tournament (1) Hole: $1,000**
- Includes logo signage on hole, four (4) green fees, and listing in the Contractor Awards Luncheon program

**Company Literature in Convention Bag: $450**
- Place a thin (max 4 pages) company brochure or other promotional literature in convention bag. Must be provided to SPFA Headquarters by Monday, January 10, 2020 to guarantee placement in bag.**

**Floor Decals: $75/sq. ft.**
- Sizes and locations are flexible. Please contact for details and availability.
- Customized artwork throughout the convention center.**

**Suspended Banners: $100/sq. ft.**
- Sizes and locations are flexible. Please contact for details and availability.
- Customized artwork throughout the convention center.**

**Window Clings: $75/sq. ft.**
- Sizes and locations are flexible. Please contact for details and availability.
- Customized artwork throughout the convention center.**

**Requires final approval by SPFA**

**MEDIA Sponsorships**
For information contact Julie Fornaro at: Juliemfornaro@me.com  |  562-587-3957

**SPRAYFOAM STREET FESTIVAL Sponsorships**
For information contact Mickey Riesenberg at: michele@sprayfoam.org  |  703-222-4267
<table>
<thead>
<tr>
<th><strong>SPONSOR PACKAGE BENEFITS</strong></th>
<th><strong>PLATINUM</strong></th>
<th><strong>GOLD</strong></th>
<th><strong>SILVER</strong></th>
<th><strong>BRONZE</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>“Two Minutes-at-the-Mic” during the General Session</strong></td>
<td>✔ Keynote Speaker Introduction</td>
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<tr>
<td><strong>“Two Minutes-at-the-Mic” during Opening of Exhibit Hall Education Stage</strong></td>
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<td><strong>LOGO Placement</strong></td>
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<tr>
<td>Opening reception</td>
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<td>Closing dinner</td>
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<tr>
<td>Contractor Awards Luncheon</td>
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<td>Year long promotion in <em>Sprayfoam Professional Magazine</em></td>
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<td>General Session Dynamic screens</td>
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<td>On-site Program</td>
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<tr>
<td>Contractor Awards Luncheon Program</td>
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<td>Convention Badge</td>
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<td>Hotel room Key</td>
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<td>Window Cling(s)</td>
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<td>Floor Decal(s)</td>
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<td>Sponsorship Signage at Registration</td>
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<tr>
<td>Pre- and Post-Convention Advertising</td>
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<tr>
<td>SPFA Convention Website</td>
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<tr>
<td><strong>Wellness Massage Center</strong></td>
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<tr>
<td><strong>Convention Bag Sponsorship (EXCLUSIVE)</strong></td>
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<td>OPTION</td>
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<td><strong>Golf Tournament Transportation (EXCLUSIVE)</strong></td>
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<td>OPTION</td>
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<tr>
<td><strong>Additional Exhibitor Points for following year (2020)</strong></td>
<td>10</td>
<td>5</td>
<td>3</td>
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<td><strong>PCP Certification Course</strong></td>
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<td>OPTION</td>
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<td><strong>Breakout Session</strong></td>
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<td>OPTION</td>
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<td><strong>Coffee Break</strong></td>
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<td>OPTION</td>
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<tr>
<td><strong>Mobile App</strong></td>
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<tr>
<td>Opening Splash Screen in Mobile App</td>
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<tr>
<td>Banner Ad in Mobile App</td>
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<td>ADD-ON</td>
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<td>Sponsored Listing in Mobile App</td>
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<td>Push Notification through Mobile App</td>
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<td>ADD-ON</td>
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<td><strong>Plasma TV Advertisement</strong></td>
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<tr>
<td>Continuous 60-second Ad Loop</td>
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<td>Continuous 30-second Ad Loop</td>
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<tr>
<td><strong>Full Convention Pass</strong></td>
<td>4</td>
<td>3</td>
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<tr>
<td><strong>Presentation at Awards Luncheon</strong></td>
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<tr>
<td><strong>Free Lead Retrieval Generation Device (EXHIBITORS ONLY)</strong></td>
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<tr>
<td><strong>Golf Tournament (1) Hole</strong> (includes 4 greens fees/listing in Awards Program)</td>
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<tr>
<td><strong>Literature Placement in Convention Bag</strong></td>
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<td><strong>Floor Decals</strong></td>
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<td><strong>Suspended Banners</strong></td>
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<tr>
<td><strong>Window Clings</strong></td>
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Sprayfoam Show 2020 Sponsor Commitment Form

☐ PLATINUM  $25,000 (Limited to one)

☐ GOLD  $15,000
Additional Options:
☐ Banner Ads  $1,000
☐ Push Notifications  $1,500

☐ SILVER
☐ Convention Bag Sponsorship  $6,000
☐ Golf Tournament Transportation  $3,500

☐ BRONZE  $3,000 per item
Choose ONE of the following:
☐ Coffee/Soda Break
☐ TUE ☐ WED ☐ THUR ☐ FRI
☐ PCP Certification Course
Session Preference: ☐ TUE ☐ WED
☐ Breakout Session
Session Preference: ☐ THUR ☐ FRI

ADDITIONAL OPPORTUNITIES
☐ Golf Tournament (1) Hole  $1,000
☐ Company Literature in Convention Bag  $450
☐ Floor Decals*  $75/sq ft
    _____ x ____ Qty: _______
☐ Suspended Banners*  $100/sq ft
    _____ x ____ Qty: _______
☐ Window Clings*  $75/sq ft
    _____ x ____ Qty: _______

Total Sponsorship Due: $____

APPLICANT INFORMATION: Please type or print.

Company Name
Name of Authorized Representative/Contact
Company Business Address
City
State/Country
ZIP Code
Email
Telephone
Fax

BILLING INFORMATION: Please type or print.

Name on the Card
Billing Address
City
State/Country
ZIP Code
Credit Card Number
Expiration Date
CVV Code
Authorized Name for Commitment
Authorized Signature for Commitment

PLEASE SEND YOUR SIGNED FORM TO:
Spray Polyurethane Foam Alliance
11 Hope Street  I  Suite 111 #308
Stafford, VA 22554

FAX TO: 703-563-7425    EMAIL TO: michele@sprayfoam.org
Visit SPFA at www.sprayfoam.org/expo for more information about SPFA and the Expo