

SPONSORSHIP PROSPECTUS

2025



**SPRAYFOAM
Convention & Expo**

Daytona Beach, FL  February 9-12



Sponsor to get the Recognition Your Business Deserves

2025 
SPRAYFOAM
Convention & Expo
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With a variety of options to fit your company’s budget, the opportunities available to a SprayFoam 2025 Sponsor are unparalleled. Demonstrate your commitment, leadership, and dedication to customers by sponsoring in 2025!

Sponsorships are available on a first come basis and requests must be submitted in writing.

Email Lori Beier (lbeier@sprayfoam.org) with questions and submissions.



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Why You Should Sponsor

Industry leaders reach their target market through SPFA

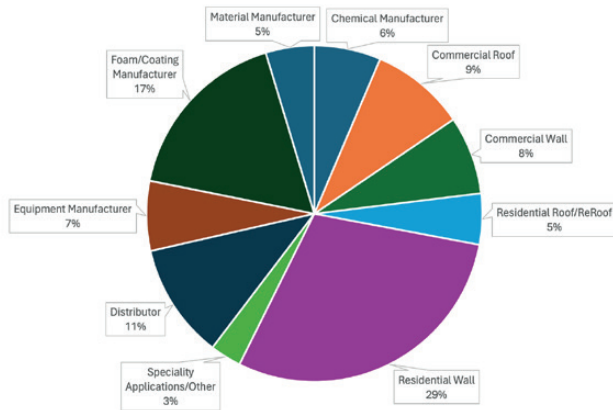
Every year there are several industry events that demand your time, attention, and resources. However, the SprayFoam 2025 Convention & Expo is the only organized show that represents the entire SPF value chain.

The SprayFoam 2025 Convention and Expo will help you achieve the following objectives:

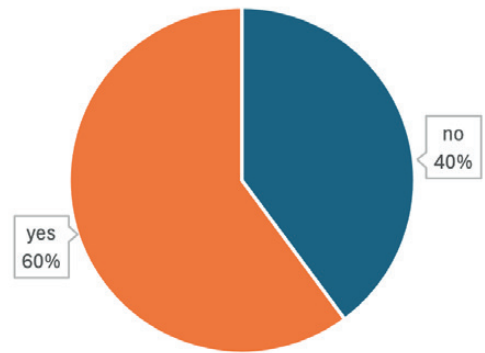
- ✓ Generate awareness of products and services
- ✓ Increase name recognition
- ✓ Reach target markets
- ✓ Build relationships with existing and future customers
- ✓ Differentiate products and services from the competition
- ✓ Connect with key decision makers

Attendee Demographics based on SprayFoam 2025

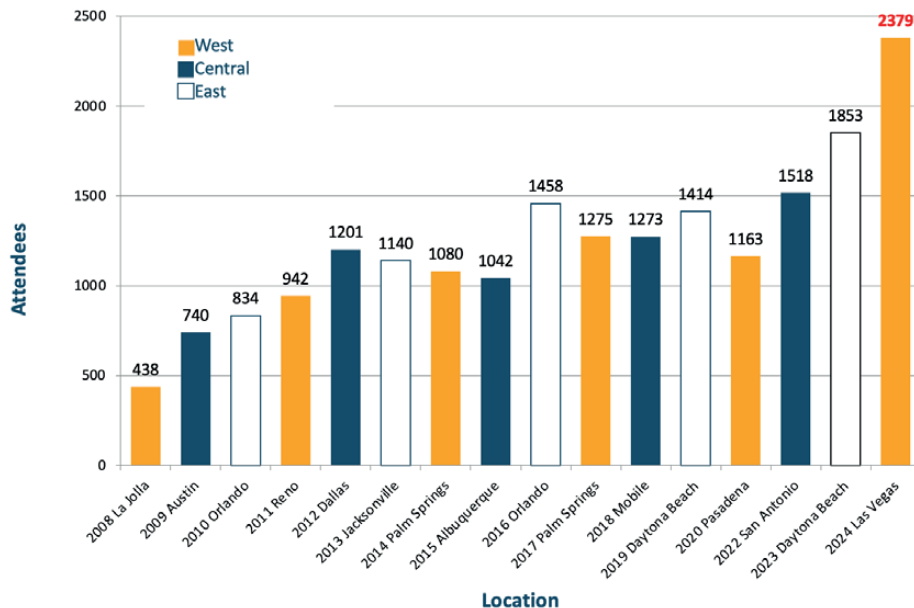
PRIMARY MARKET



RETURNING ATTENDEES



SprayFoam Attendance



PLATINUM Sponsorship

\$25,000 (Limited to One)

(Full benefits not guaranteed for late commitments)



Priority Booth Selection

- First choice of exhibit booth

Logo Placement

- Attendee Brochure (digital format)
- Welcome reception
- Onsite Program
- Advertisement in Spray Foam Magazine
- General Session dynamic screens
- Hotel key holder at headquarter hotel
- Sponsorship Signage at Registration
- Pre-Convention / Post-Convention Advertising
- SPFA Convention website
- Exclusive placement on the online registration form
- Exclusive placement on the bottom of the Exhibit Hall Aisle signs
- Exclusive placement on the escalator in convention center

“Two Minutes-at-the-Mic”

- During the opening General Session present a two-minute overview of your company, coming attractions, as well as your commitment to SPFA and the industry. Time slot to coincide with introduction of Keynote speaker during first day of convention.

Exclusive Main Page Banner Ad Position

Webpage banner for 6 months (September through February) as the SprayFoam 2025 Platinum Sponsor. Banner appears on the main page for every sprayfoam.org visitor.

Mobile App

- Opening Splash Screen - exclusive
- Banner Ad – one (1)**
- Sponsored Icon/Listing
- Push Notification – two (2)**

Tips and Tricks Demo Area

Demonstration areas will be set up near the back of the Exhibit Hall to show Tips and Tricks that make the work of an SPF contractor more productive. Your logo will be on signage in area.

Social Media Posts

Platinum Sponsor mentioned in appropriate SPFA social media platforms.

TV Monitor Advertisement

Continuous 60-second promotional loop displayed near the registration desk.**
(Sponsor provides file no later than Friday, January 17, 2025.)

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

Presentation at Awards Ceremony

Present an award to a winning contractor during the annual National Industry Excellence Awards Ceremony.

Literature Placement

Company brochure/promotional items to be placed in Convention bag.
** (maximum 2 pages - must be provided to SPFA by Friday, January 17, 2025.)

One FREE Lead Retrieval Access

For booth, if exhibiting

Additional Exhibitor Priority Points

10 additional points added to your existing Exhibitor Priority Points for use in reserving space for SprayFoam 2026.

** Requires final approval by SPFA

GOLD Sponsorship

\$15,000 (Full benefits not guaranteed for late commitments)

At Gold Sponsor Level, a company may choose to be the National Industry Excellence (NIE) Awards Sponsor. Most benefits are the same but an NIE Awards Sponsor enjoys unique recognition/logo placement. See next page for details.



“Two Minutes-at-the-Mic”

- A two minute overview of your company, coming attractions, as well as your commitment to SPFA and the industry. (Two Minutes-at-the-Mic will be assigned in the order in which company commits to sponsorships. Speaking opportunities are limited and will be determined by the number of breaks at each convention-wide gathering).

Logo Placement

- Welcome reception
- Onsite Program
- General Session dynamic screens
- SPFA website main page slider
- Hotel room key holder at headquarter hotel
- 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.
- 1 Push Notification on set date and time.

Social Media Posts

Sponsor mentioned in appropriate SPFA social media platforms.

TV Monitor Advertisement

Continuous 30-second promotional loop displayed near the registration desk.** (Sponsor provides file no later than Friday, January 17, 2025.)

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

Presentation at Awards Ceremony

Present an award to a winning contractor during the annual National Industry Excellence Awards Ceremony (available on first-come basis).

Literature Placement

Company brochure/promotional items to be placed in Convention bag.

** (maximum 2 pages - must be provided to SPFA by Friday, January 17, 2025.)

One FREE Lead Retrieval Access

For booth, if exhibiting

Additional Exhibitor Priority Points

5 additional points added to your existing Exhibitor Priority Points for use in reserving space for SprayFoam 2026.

** Requires final approval by SPFA

NATIONAL INDUSTRY EXCELLENCE AWARDS

Sponsorship (Limit of no more than two sponsors)

\$15,000 (Full benefits not guaranteed for late commitments)

Systems Houses and SPF Equipment Manufacturers are not eligible to sponsor the NIE Awards.

NIE Sponsors receive all Gold Sponsor benefits along with the following exclusive benefits.

★ EXCLUSIVE

Recognition / Logo Placement

- NIE Awards page of SPFA website (with link to sponsor website)
- “Two Minutes-at-the-Mic” at NIE Awards Ceremony
- NIE Awards Program (printed)
- NIE Awards signage, as appropriate
- Sponsor mentioned in appropriate SPFA social media postings regarding NIE prize(s)



“OMG...after several years submitting for the NIE awards, I am so humbled to win the Small Contractor Award in 2024. To be honest, the job submitted for this award was the toughest in my 8 year career in SPF so this was truly rewarding. In all, I think of the NIE award as the apex of what I have worked hard for so many years in SPF and will always cherish this award in the future. We are a family business, and so for my wife and kids this is a very big deal.

Thank you all who have rooted for me.”

—Dan Dorneanu, Palmetto Spray Foam, LLC

SILVER Sponsorship

\$10,000 (Full benefits not guaranteed for late commitments)

- Logo placement in related marketing materials, SPFA website, and program materials
- Sponsor mentioned in appropriate SPFA social media platforms
- Two (2) Full Convention Passes (\$1,590 Value)
- Sponsorship Signage at Registration and/or Expo Entrance
- **Additional Exhibitor Priority Points – 3 additional points** added to your existing Exhibitor Priority Points for use in reserving space for SprayFoam 2026.
- Company brochure/promotional items to be placed in Convention bag. (Maximum 2 pages - must be provided to SPFA by Friday, January 17, 2025.)

Choose one of the following: (Subject to availability on a first-come, first-choice basis.)

Convention T-shirt Sponsorship* (Limited to 1)

- Your logo (one color) on the t-shirt along with SPFA's. Criteria for size and placement must be adhered to.
- T-shirt distributed to attendees. **While supplies last.*

Convention Bag Sponsorship* (Limited to 1)

- Your logo (one color) on the convention bag along with SPFA's. Criteria for size and placement must be adhered to.
- Bag distributed to attendees. **While supplies last.*

Commemorative Coin* (Limited to 1)

- Logo and sponsor ad/QR code on the coin envelope insert.
- Coin distributed to attendees. **While supplies last.*



BRONZE Sponsorship

\$5,000 per item

(Full benefits not guaranteed for late commitments)

Choose one of the following:

(Subject to availability on a first-come, first-choice basis.)

- **NEW** Charging Tower (2 available) Compatible with phones and tablets
- **NEW** Interactive Kiosk (2 available) 43" Touch screen
- Signage outside PCP Course Classrooms
- Signage outside Breakout Session Track – Roofing, Insulation, Business and Legal, Foam Safety and Quality, General Interest, or Government Affairs
- Golf Tournament Transportation
- Coffee Break during Breakout Sessions OR in Exhibit Hall: Tuesday OR Wednesday

Bronze Sponsorship also includes:

- Logo placement in related marketing materials, SPFA website, and program materials
- Sponsor mentioned in appropriate SPFA social media platforms
- Sponsorship Signage at Registration and/or Expo Entrance
- Golf Tournament Transportation Sponsor receives four (4) greens fees



MEDIA Sponsorships

Media Partnerships and Industry Partners are structured under an 'in-kind' exchange system. There are three different types available: Premier Media | Media Sponsor | Industry Partners

For information contact Julie Fornaro at:
juliemfornaro@me.com | 562-587-3957



SPFA PCP Field Exam Sponsorships

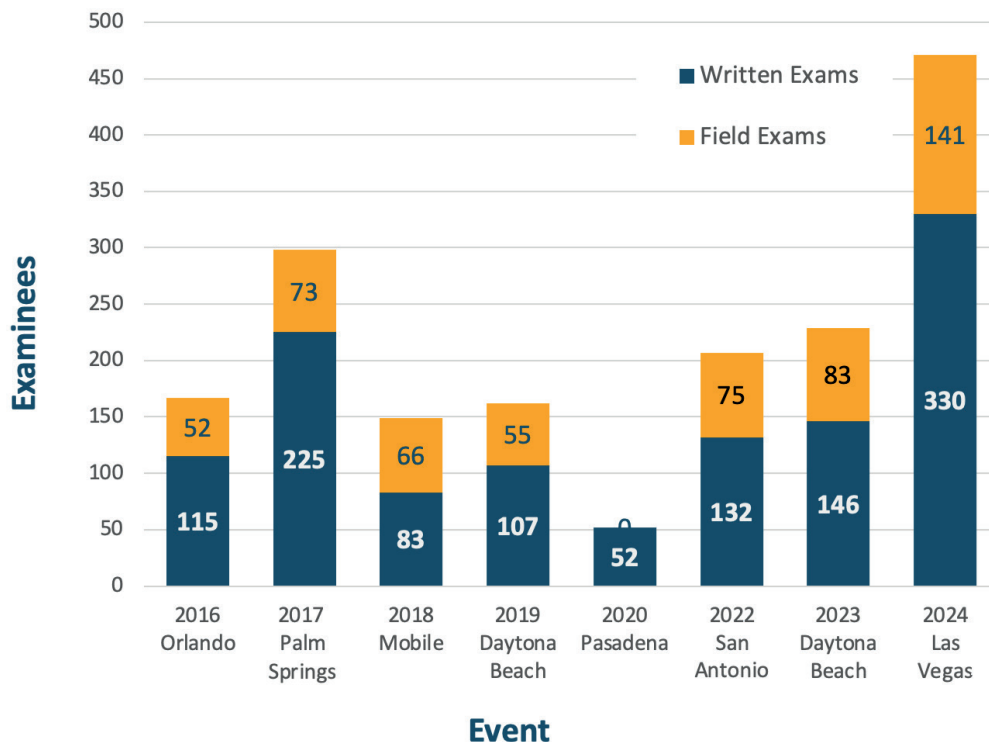
Field Exams are over-the-shoulder exams necessary for individuals seeking SPF Master Installer Certification through the SPFA Professional Certification Program (PCP). They are offered for FREE at the SprayFoam Convention & Expo thanks to the generous donations of the Field Exam Sponsors. There are two different types of sponsors: Equipment, Material & Supplies Sponsorship and Sig Hall Memorial Fund Scholarship

Your generous sponsorships are helping SPFA Field Exams grow!

Contact Kelly Marcavage:
kmarcavage@sprayfoam.org | 571-748-5003



PCP Certification Exams at SprayFoam



Additional Sponsorship Opportunities

Golf Tournament (1) Hole: \$1,200

- Includes logo signage on hole, four (4) green fees

Company Literature in Convention Bag: \$450

- Printed company brochure/promotional items (2 pages or less) to be placed in Convention bag. *Must be provided to SPFA by Friday, January 17, 2025 to guarantee placement in bag.***

Suspended Banners:

Pricing varies on size and location

- Sizes and locations are flexible. *Please contact SPFA for details and availability.*
- Customized artwork throughout the convention center.**

Column Wraps:

Pricing varies on size and location

- Sizes and locations are limited. *Please contact SPFA for details and availability.*
- Customized artwork throughout the convention center.**

Elevator Wrap:

Pricing varies on size and location

- Sizes and locations are limited. *Please contact SPFA for details and availability.*
- Customized artwork throughout the convention center.**

Floor Graphics:

Pricing varies on size and location

- Sizes and locations are limited. *Please contact SPFA for details and availability.*

Giveaways at Closing Reception

Examples: Equipment, tools, material, supplies, gadgets, tech tools, etc. (\$200 value minimum)

Shipping to winner is responsibility of sponsor if the winner cannot carry it with them.

Request for specific giveaway must be submitted in writing and approved by SPFA.

Questions? Please contact:

Lisa Smith - SPFA Director of Member Engagement (lsmith@sprayfoam.org)

Lori Beier - SPFA Operations Manager (lbeier@sprayfoam.org)

** Requires final approval by SPFA

SPONSOR PACKAGE BENEFITS	PLATINUM (EXCLUSIVE)	GOLD	SILVER (CHOICE OF 1)	BRONZE (CHOICE OF 1)	NIE AWARDS
Priority Booth Selection					
“Two Minutes-at-the-Mic” during convention-wide attendee gathering					
“Two Minutes-at-the-Mic” during NIE Awards					
Website banner ad on SPFA homepage (6 months)					
Website main page slider					
LOGO Placement					
Exclusive logo placement on online registration form					
Exclusive logo placement on Exhibit Hall aisle signs					
Welcome reception					
Promotion in Sprayfoam Professional Magazine					
General Session Dynamic screens					
On-site Program					
Sponsorship Signage at Registration and/or Expo Entrance					
Pre- and Post-Convention Advertising					
SPFA Convention Website					
Social Media Posts					
Hotel room Key Card Holder					
NIE Awards / Advertisement in NIE Awards Program					
Company Brochure/Promotional Materials in Convention Bag					
Tips and Tricks Demo Area					
Additional Exhibitor Points for following year (2026)	10	5	3		5
Mobile App					
Opening Splash Screen in Mobile App					
Banner Ad in Mobile App					
Sponsored Listing in Mobile App					
Push Notification through Mobile App					
TV Advertisement (Registration Area)					
Continuous 60-second Ad Loop					
Continuous 30-second Ad Loop					
Full Convention Pass	4	3	2		3
Presentation at Awards Ceremony (available on a first-come or space available basis)					
Free Lead Retrieval Access (EXHIBITORS ONLY)	1	1			1

Sponsor Agreement

Sponsor Duties and Responsibilities

As an approved SprayFoam 2025 Sponsor, Sponsor agrees to:

- a. Timely pay SPFA-specified Sponsor fee for the level of sponsorship agreed upon by both parties, understanding that some sponsorships have limited availability and are assigned on a first come basis. Upon receipt of the Sponsor's completed Commitment Form, SPFA will send invoice to Sponsor. Prompt payment is required. Failure to pay within agreed upon time and payment terms may result in forfeiture of sponsorship.
- b. Assist SPFA in promoting to its customers, vendors, and industry partners the SPFA's 2025 SprayFoam Convention & Expo to be held February 9-12, 2025 in Daytona Beach, FL.
- c. Provide and maintain a link from the Sponsor to the SPFA website.
- d. Provide SPFA with access to and a limited license to make use of the Sponsor's name, logo(s), marks(s) and acronym exclusively for use in connection with identifying and crediting the Sponsor and publicly promoting the 2025 SprayFoam Convention & Expo
- e. Comply with all SPFA disclosed deadlines applicable to the level of sponsorship. A failure on the part of the Sponsor to comply with the SPFA's deadlines for providing timely and necessary information or materials may result in some sponsorship benefits being unavailable.

SPFA Duties and Responsibilities

In consideration of the Sponsorship Fee received, SPFA agrees to provide the benefits for the Sponsorship Level agreed upon by SPFA and the Sponsor and as detailed in the Sponsorship Brochure. Full benefits of the sponsorship are not guaranteed for a sponsorship commitment received by SPFA after August 09, 2024 since some sponsorship levels include six-month logo placement on the SPFA homepage from August 14, 2024 – February 12, 2025. SPFA reserves the exclusive right to substitute any benefit listed in the Sponsorship Brochure with one of comparable value. In such event, the Sponsor will be notified prior to the substitution.

Miscellaneous

- This Sponsor Agreement will remain in effect from the date of signature below until the close of the 2025 SprayFoam Convention & Expo, unless noted otherwise in the Sponsorship Brochure.
- The limited use of the SPFA's and Sponsor's name, logo(s) and mark(s) in identifying and crediting the Sponsor and promoting the 2025 SprayFoam Convention & Expo will expire at the conclusion of the 2025 event. Such use is strictly limited to identifying the Sponsor as an SPFA 2025 SprayFoam Convention & Expo sponsor and promoting the 2025 SprayFoam Convention & Expo.

- SPFA and the Sponsor each acknowledge that the recognition and sponsorship activities described in this Agreement do not constitute an endorsement or recommendation by SPFA of any product, service, or other activity of the Sponsor, and Sponsor is not making any representation for the specific performance of the products, services or activities contemplated under this Agreement.
- Both the Sponsor and SPFA agree to use their best efforts and to cooperate in good faith in the performance of this Agreement so that its purposes may be successfully carried out.
- Each party agrees that it will indemnify, defend and hold harmless the other party and its officers, directors, employees, volunteers and authorized contractors ("Indemnified Parties") from and against any third party claim(s) or action(s), judgment(s), liabilities, injuries or damages to persons or property, costs and expenses, including reasonable attorneys' fees which arise out of or result from the Indemnifying Party's (or those of its officers, directors, employees, volunteers or contractors) negligence, intentional or willful misconduct or failure of performance of its duties under this Agreement. This duty of indemnification will survive the termination or expiration of this Agreement.
- Each party recognizes that during the term of this Agreement it may be provided access to or come into possession of certain confidential and/or proprietary information, data, or documents of the other party, which would include, but not be limited to, membership data, attendee, and exhibitor lists and data, as well as business and financial plans, data, and records ("Confidential Information"). Each party agrees that it shall maintain such Confidential Information in strict confidence and shall not disclose, share, sell, or divulge the same to any third party (except as required to fulfil its specific obligations under this Agreement) without the prior written consent of the disclosing party. Each party also agrees that it shall adopt reasonable precautions to guard against unauthorized use, release, disclosure or distribution of such confidential and proprietary information and documentation, and that it shall not use such information or documentation in any manner that will unfairly benefit itself or damage the other party. Each party agrees that it shall return to the other all confidential and proprietary information and documentation pertaining to the other party upon termination or expiration of this Agreement for any reason. Each party agrees that it shall designate its confidential and proprietary information and documentation disclosed under this Agreement as "CONFIDENTIAL AND PROPRIETARY." If initially disclosed orally, such information

must be identified by the disclosing party as confidential and proprietary at the time of disclosure and reduced to writing within thirty (30) days of the initial disclosure.

- The parties each acknowledge and agree that the maximum liability of either party under any legal theory for damages arising directly or indirectly out of the performance or non-performance of this Agreement will not exceed the sum(s) actually paid by the Sponsor to SPFA pursuant to this Agreement.
- Neither party may assign its rights or responsibilities under this Agreement without the prior written consent of the non-assigning party.
- This Agreement will be governed in all respects, except as to conflicts of laws, by the laws of the Commonwealth of Virginia.
- The parties each agree that any dispute between them arising out of this Agreement will be resolved exclusively by binding arbitration conducted in Northern Virginia pursuant to the Commercial Rules of Arbitration of the American Arbitration Association. Each party shall bear its own costs, except that fees and costs of any arbitrator(s) shall be shared equally by the parties. The arbitration determination and award, if any, shall be final and binding upon the parties and may be entered in the highest court of competent jurisdiction. Notwithstanding the above, each party will be permitted to seek equitable relief from a court of competent jurisdiction to prevent unauthorized use of its name, logo(s), marks, or other intellectual property.
- This Sponsor Agreement may not be altered, amended, or supplemented except by mutual agreement of both parties confirmed in writing.
- Sponsorship benefits are subject to change.

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sprayfoam.org/sprayfoam25