

**ATTENTION EXHIBITORS!**  
Maximize Your Exhibit Experience  
at the Condo, HOA & Co-op Expo!

**ALL NEW!**  
Powerful Event Marketing  
Opportunities to Maximize  
Your Exhibitor ROI!

Call Now For  
**Special  
Package  
Pricing**



**Exhibitors:**

- > Heighten Visibility
- > Increase Booth Traffic
- > Generate Sales Leads
- > Increase Your Exhibit ROI

Call today for complete details.

**The South Florida Cooperator's  
Condo, HOA & Co-op Expo**



**One Day. One Location. Endless Solutions.**  
[www.yrpubs.com](http://www.yrpubs.com) | [www.fl-expo.com](http://www.fl-expo.com)

# Pre-Show

Before the show, it's vital to let prospects know that YOU are exhibiting, the location of your booth and the benefits of the solutions being offered. Use one or all of these pre-show marketing vehicles to reach attendees as they are making their short list of "must see" exhibitors.



- < Advertise on the show website [www.fl-expo.com](http://www.fl-expo.com)
  - Home Page
  - Registration Page
  - Floor Plan Page



Company-Specific Custom Postcards >

Advertise in  
*The South Florida* >  
*Cooperator*



# At-Show

During the show, make sure your company presence is big and bold—keeping your company TOP OF MIND with important attendees during every minute of the day.



Show Bag Sponsor >



< Kickplate  
3' x 7'



Aisle Signs >  
4' x 6'



< Advertise in the Program Guide

☎ Call Today: 754-333-1003

🌐 Go Online: [www.yrpubs.com](http://www.yrpubs.com) | [www.fl-expo.com](http://www.fl-expo.com)

# Comprehensive Exhibitor Marketing Opportunities

Create your own unique event marketing campaign by selecting your favorite opportunities from the offerings below.

Marketing Opportunity		Rack Rate	<input checked="" type="checkbox"/>
Pre-Show	Pre-Show Attendee List <i>(Selected category)</i>	FREE	<input type="checkbox"/>
	Attendee Brochure Listing	FREE	<input type="checkbox"/>
	Attendee VIP Invitations	FREE	<input type="checkbox"/>
	Evites	FREE	<input type="checkbox"/>
	Online Listing on Show Website	FREE	<input type="checkbox"/>
	Pre-Printed Attendee Postcard for Personal Imprinting	FREE	<input type="checkbox"/>
	Buyer's Action Pack-Card Deck*	\$1,200	<input type="checkbox"/>
	Full-Page B&W Ad in <i>The South Florida Cooperator</i>	\$2,050 per edition	<input type="checkbox"/>
	Junior-Page B&W Ad	\$1,575 per edition	<input type="checkbox"/>
	Half-Page B&W Ad	\$1,300 per edition	<input type="checkbox"/>
	Quarter-Page B&W Ad	\$690 per edition	<input type="checkbox"/>
	Industry-Specific Insert-1,500 units <i>(Printing not included)</i>	\$500	<input type="checkbox"/>
	Company-Specific Custom Postcard- <i>includes layout, lettershop, setup and printing of 1,000 units (Postage additional)</i>	\$950	<input type="checkbox"/>
	Show Website Ad <i>(Skyscraper/Banner/Button)*</i>	\$750	<input type="checkbox"/>
	<i>The South Florida Cooperator Website Ad (Skyscraper/Banner/Button)*</i>	\$750	<input type="checkbox"/>
At-Show	Full Page B&W Ad in Show Program Guide	\$925	<input type="checkbox"/>
	Raffle Drawing Donation	FREE	<input type="checkbox"/>
	At-Show Insert in <i>The South Florida Cooperator</i> - 1,500 units <i>(Printing not included)</i>	\$500	<input type="checkbox"/>
	Show Bag Insert* <i>(Printing not included)</i>	\$300	<input type="checkbox"/>
	Literature Wall Rack for Your Inserts	\$250	<input type="checkbox"/>
	Header Sign on Literature Wall Rack*	\$300	<input type="checkbox"/>
	Show Map	\$300	<input type="checkbox"/>
	Kickplate	\$700	<input type="checkbox"/>
	Aisle Sign* <i>(4 x 6 Feet)</i>	\$750	<input type="checkbox"/>
Buyer's Action Pack-Card Deck*	\$1,200	<input type="checkbox"/>	
Post-Show Attendee List <i>(Selected category)</i>	FREE	<input type="checkbox"/>	

\* Limited Availability

## Here is what our exhibitors say about our Expos:

*"The turnout was nothing short of phenomenal! We were so busy meeting and greeting visitors at our booth that at the end of the day we could still feel the adrenaline flowing."*

**Franklin Cruz**  
President  
Direct Environmental Corp.

*"In the months following our exhibit, our sales increased drastically. The show not only paid for itself but also made the company a great profit. I'm not only looking forward to the larger booth that I registered for but also to the future exhibits that I will be more than happy to participate in."*

**Salvatore Bacarella**  
President  
Garden Works

*"The show has resulted in business that more than covered the cost of the event. We stayed open until the end of the show at 5 p.m. Leads captured at the end of the day resulted in much of the business we generated during the Expo."*

**Jeffrey Dworkin**  
President  
Ecology Exterminating Service

*"In the months following our exhibit, our sales increased drastically. The show not only paid for itself but also made the company a great profit. I'm not only looking forward to the larger booth that I registered for but also to the future exhibits that I will be more than happy to participate in."*

**Salvatore Bacarella**  
President  
Garden Works