

SUN n FUN

AEROSPACE  EXPO

#SNF23



A World to
SEA at 53!



ADVERTISING OPPORTUNITIES

FlySnF.org



GET TICKETS!

Proceeds fuel

AEROSPACE
Center For Excellence

Post-Event Analytics

Attendance
220K

Volunteers
3.2K

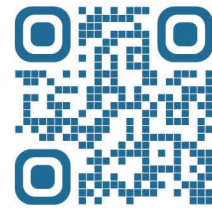
Exhibitors
571

Aircraft Attending
4K+

Aircraft Operations
8K+



Official Sponsors of
SUN 'n FUN 2026



RV/Tent/Aircraft
Camping
11.2K



TOP 10 STATES

Florida
Georgia
Ohio
Alabama
Texas
South Carolina
Michigan
Virginia
Arizona
New York

TOP 10 COUNTRIES

Brazil
Canada
United Kingdom
Germany
Argentina
Australia
Spain
Chile
Colombia
Mexico

Guests came
from all 50
states and
over 80
countries!

Sponsors
100

Media Guests
740

Preferred Seating
6K

9/27 Club Guests
3.5K

Youth Attendance
21K

In-Flight Guide

Every guest is offered a complimentary copy of the SUN 'n FUN In-Flight Guide making it one of the most widely distributed marketing opportunities available at the event. Your message remains in attendees' hands throughout their visit as they reference schedules, maps, exhibitor locations and event information.

When preparing an ad for submission:

- Convert all fonts to outline
- Convert to CMYK color
- Resolution must be 300 dpi



In-Flight Guide	
Finished Size	7" x 10"
Bleed Area	7.5"x10.5"
1/2 Page	6.375"x 4.625"
1/4 Page	3" x 4.625"
1/8 Page	3" x 2.2"

- Cover, full & partial-page advertisements are available in the In-Flight Guide
- All paid attendees are offered a complimentary copy
- Over 25,000 copies of the In-Flight Guide will be produced
- Eco-friendly paper & inks

Ad Contract & Artwork Submission

Send completed ad materials to advertise@flsfnf.org



Digital Copy of the In-Flight Guide



Pathway Promotions

Capture attendee attention at some of the busiest pedestrian traffic points on the SUN 'n FUN campus. Pathway ads are strategically installed at hangar entrances, delivering repeated brand exposure throughout the week.

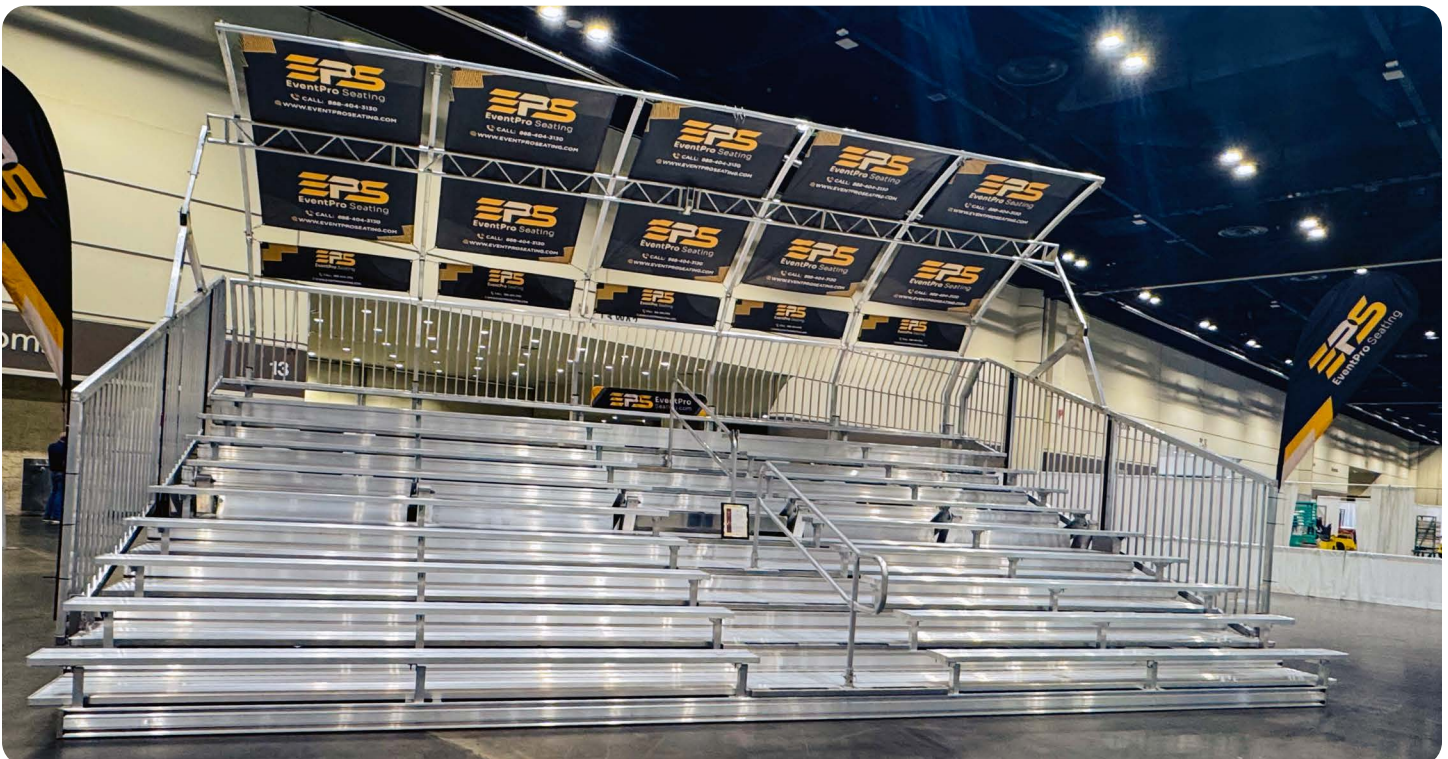
Graphics will be produced on a durable, textured laminate. Artwork will be produced and installed locally by Digitech Graphics Group.

Advertising Contract must be sent to SUN 'n FUN to guarantee placement. Production fees are not included in SUN 'n FUN's pricing, production cost is the responsibility of the advertiser.

Pathway Ads	
Full Vinyl Panel	60" x 120"

Canopy Bleachers

Two sets of canopy-covered bleachers will be strategically placed on the Expo Grounds, creating popular gathering spaces for attendees throughout the event. Each bleacher structure features five customizable branding panels located along the canopy, providing advertisers with prominent visibility to thousands of guests as they move through the show grounds.



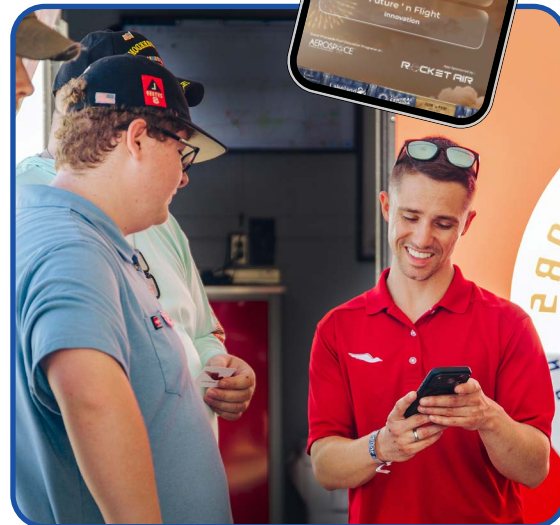
SUN 'n FUN Mobile App

This advertising opportunity will provide additional ad visibility, giving our guests another way to connect with our exhibitors, event activities and event promotions. This is a great way to share pre-event and event promotions which assists our guests with event planning and is a great tool while they are here. The app provides expanded exhibitor listings including social media links, booth locations, schedules, maps and general event information.

Banner Ad Size: 1,400px (w) x 200px (h)

Mobile App Stats

Users 14K	Page Views 26K	Saved Sessions 26K
Exhibitor Profile Interactions 13K	Banner Clicks 2K	



SUN 'n FUN Website

Reach aviation enthusiasts before, during and after the event. With more than 2.7 million page views and 870,000 users annually, flysnf.org is a year-round marketing platform for industry brands seeking qualified aviation audiences.

- Promote your product/service year-round on the SUN 'n FUN website
- Advertisements appear on every page of the event and mobile websites in a rotating format
- Statistical information for ads placed is available to advertisers
- **MULTI-TERM AD PLACEMENT AVAILABLE**

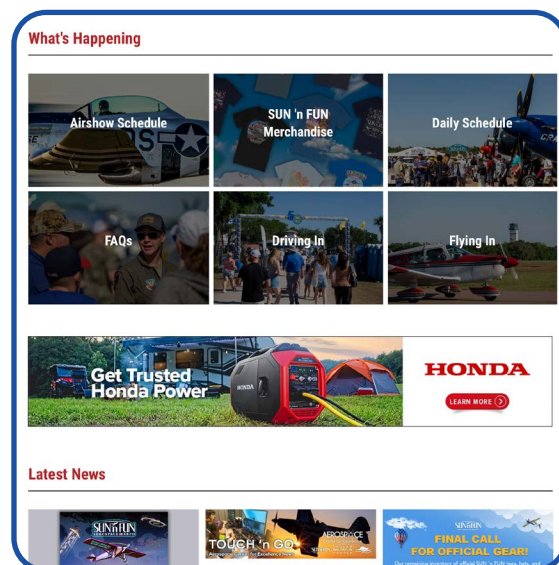
Ad Size: 300 x 600px (Vertical) or 1600 x 200 px (Horizontal)

Website Stats

Users 870K	Page Views 2.7M	Requests 104M	FLYSNF.ORG
----------------------	---------------------------	-------------------------	-------------------

Digital Advertising

Graphics will be accepted in jpeg or png formats. Ads will appear as contracted in a rotating format. Please be sure to include the hyperlink when submitting your contract for digital advertising. Digital ads may be placed year-round.



SUN 'n FUN Newsletter

Put your brand directly into the inboxes of highly engaged aviation enthusiasts, pilots, aircraft owners, educators and industry professionals. With more than 103,000 subscribers and an average open rate of 47%, SUN 'n FUN e-newsletters deliver targeted exposure to an audience that values aviation products, services and experiences.

SUN 'n FUN Event News

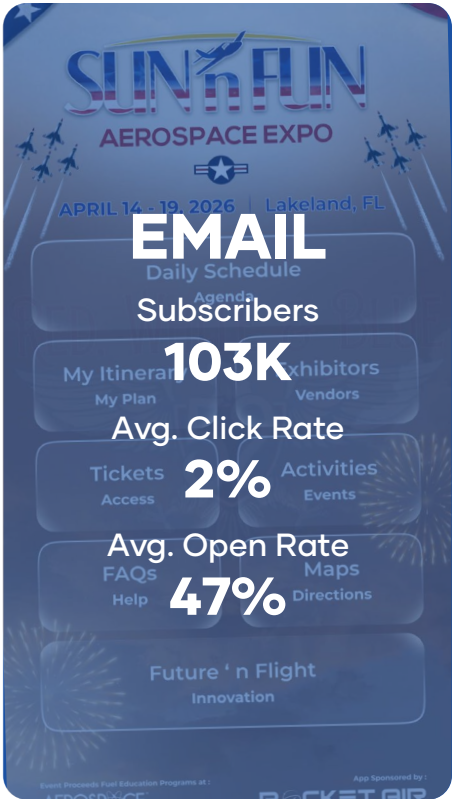
Month	Bottom (1)	Middle (3)	Top (1)
January	\$2,000	\$3,000	\$5,000
February	\$2,000	\$3,000	\$5,000
March	\$2,000	\$3,000	\$5,000

(Four consecutive weeks each month.)
Newsletter Size: 600 x 200px

Touch 'n Go

Newsletter	Bottom (1)	Middle (1)	Top (1)
One Month	\$500	\$1,000	\$1,500

(One newsletter each month.) Newsletter Size: 600 x 200px



Countdown to SUN 'n FUN & SUN 'n FUN Live

This newscast-style video is aired on our YouTube channel and shared across all SUN 'n FUN social media channels. Local Meteorologist, Amanda Holly, and our CEO, Gene Conrad, co-host this entertaining, 30-60 minute broadcast. These broadcasts have three commercial breaks with four 30-second commercials.





ADVERTISING CONTRACT:

Ad Contract & Artwork Submissions

4075 James C. Ray Dr.
Lakeland, Florida 33811
advertise@flysnf.org

If You Have Any Questions:

Phone: (863) 904-4061
www.flysnf.org
advertise@flysnf.org

Advertiser's Information

Date: _____
Advertiser: _____
Contact: _____
Address: _____
City: _____
State: _____ Zip: _____
Phone: _____
Email: _____

Agency's Information

I/O#: _____
Agency: _____
Contact: _____
Address: _____
City: _____
State: _____ Zip: _____
Phone: _____
Email: _____

IN-FLIGHT GUIDE

- ☐ Full Page \$3,210
☐ One-Half Page \$2,140
☐ One-Quarter Page \$1,180
☐ One-Eighth Page \$750

Cover Positions

- ☐ Outside Back \$4,120
☐ Inside Front/Back \$3,665

ARTWORK DEADLINE
for In-Flight Guide
MARCH 5, 2027

CANOPY BLEACHER

- ☐ Panel \$5,000

PATHWAY ADS

Hangar A

- ☐ North Entrance \$2,000
☐ South Entrance \$2,000

Hangar B

- ☐ North Entrance \$2,000
☐ South Entrance \$2,000

Hangar C

- ☐ North Entrance \$2,000
☐ South Entrance \$2,000

Hangar D

- ☐ North Entrance \$2,000
☐ South Entrance \$2,000

(Placement locations are on a first come, first serve basis. One ad is available per location.)
(Production fees are not included in pricing, production costs are the responsibility of the client.)

SUN 'n FUN EVENT NEWS

Month	Bottom (1)	Middle (3)	Top (1)
January	☐ \$2,000	☐ \$3,000	☐ \$5,000
February	☐ \$2,000	☐ \$3,000	☐ \$5,000
March	☐ \$2,000	☐ \$3,000	☐ \$5,000

(One newsletter, each week, January through the Fly-In)

TOUCH 'n GO

Newsletter	Bottom (1)	Middle (1)	Top (1)
One Month	☐ \$500	☐ \$1,000	☐ \$1,500

(One newsletter each month, May through December)

Invoices will be sent electronically. Payment is due within 15 days. ACH payments preferred. Credit cards accepted with a 3% fee.

SUN 'n FUN cannot guarantee any specific placement of an advertisement unless contracted or agreed. The earlier the final ad material is received, the more likely a space request can be honored. COMPLETE MECHANICAL REQUIREMENTS FOR ALL SUN 'n FUN ADVERTISING PROGRAMS IS INCLUDED WITH THIS PACKET OR CAN BE FOUND AT WWW.FLYSNF.ORG.

If an Advertising Agency places the advertisement, this Advertising Contract is between the Agency and SUN 'n FUN. The Agency will be invoiced and payment in full for a contracted advertisement to SUN 'n FUN is the responsibility of the Agency. Applicant or Agent's signature attests to financial responsibility and agreement to pay invoices by terms of this Advertising Contract. SUN 'n FUN reserves the right in its sole and absolute discretion to bar any printed, video, or audio material, exhibit, person or entity that is not keeping with the character or purpose of SUN 'n FUN.

In the event, the Expo is cancelled due to a force majeure, defined as any cause that is beyond the reasonable control of the party affected or both parties, including but not limited to acts of God, terrorism, riots, strikes, acts of civil or military authority, epidemic, pandemic, or other national or regional emergencies. SnF shall have the right to suspend its obligations hereunder for a period during which the force majeure event continues. An alternative date(s) within 180 days shall be established as the new event date. If a new event date cannot be established, SnF shall refund monies on deposit except for any fee charged to SnF based on the method of payment and any special preparation fees or services that could not be discontinued prior to the force majeure event.

Authorized Signature (Signed Contract is REQUIRED)

Typed Name and Title (Please keep a copy for your records)

SUN 'n FUN Signature (Signed Contract is REQUIRED)



ADVERTISING CONTRACT:

Ad Contract & Artwork Submissions

4075 James C. Ray Dr.
Lakeland, Florida 33811
advertise@flysnf.org

If You Have Any Questions:

Phone: (863) 904-4061
www.flysnf.org
advertise@flysnf.org

Advertiser's Information

Date: _____
Advertiser: _____
Contact: _____
Address: _____
City: _____
State: _____ Zip: _____
Phone: _____
Email: _____

Agency's Information

I/O#: _____
Agency: _____
Contact: _____
Address: _____
City: _____
State: _____ Zip: _____
Phone: _____
Email: _____

WEBSITE

Web Ad Banner

Home Page Banner (Horizontal)

- ☐ May–September \$3,000
☐ October–February \$3,200
☐ March–April \$3,500

One Side Panel (Vertical)

- ☐ May–September \$2,000
☐ October–February \$2,500
☐ March–April \$2,700

SUN 'n FUN MOBILE APP ADS

Banner Ad Positions

- ☐ Banner \$3,500

(May not appear at the same time)

Web Advertisements will be placed on all available pages in the Expo section of the website where ad space is available (Rotating Format).

Provide Link for Web Advertisement: _____

- Can be hyperlinked to an external link
- Banner locations available throughout mobile app sections
- Banners are sticky and continuously display while scrolling
- Analytics can be provided upon request

COUNTDOWN TO SUN 'n FUN

- ☐ 1–30 second commercial \$750

(Streamed on YouTube & shared across Social Media Platforms)

SUN 'n FUN LIVE

- ☐ 1–30 second commercial \$750

(Includes two airings of the same content.)

Invoices will be sent electronically. Payment is due within 15 days. ACH payments preferred. Credit cards accepted with a 3% fee.

SUN 'n FUN cannot guarantee any specific placement of an advertisement unless contracted or agreed. The earlier the final ad material is received, the more likely a space request can be honored. COMPLETE MECHANICAL REQUIREMENTS FOR ALL SUN 'n FUN ADVERTISING PROGRAMS IS INCLUDED WITH THIS PACKET OR CAN BE FOUND AT WWW.FLYSNF.ORG.

If an Advertising Agency places the advertisement, this Advertising Contract is between the Agency and SUN 'n FUN. The Agency will be invoiced and payment in full for a contracted advertisement to SUN 'n FUN is the responsibility of the Agency. Applicant or Agent's signature attests to financial responsibility and agreement to pay invoices by terms of this Advertising Contract. SUN 'n FUN reserves the right in its sole and absolute discretion to bar any printed, video, or audio material, exhibit, person or entity that is not keeping with the character or purpose of SUN 'n FUN.

In the event, the Expo is cancelled due to a force majeure, defined as any cause that is beyond the reasonable control of the party affected or both parties, including but not limited to acts of God, terrorism, riots, strikes, acts of civil or military authority, epidemic, pandemic, or other national or regional emergencies. SnF shall have the right to suspend its obligations hereunder for a period during which the force majeure event continues. An alternative date(s) within 180 days shall be established as the new event date. If a new event date cannot be established, SnF shall refund monies on deposit except for any fee charged to SnF based on the method of payment and any special preparation fees or services that could not be discontinued prior to the force majeure event.

Authorized Signature (Signed Contract is REQUIRED)

Typed Name and Title (Please keep a copy for your records)

SUN 'n FUN Signature (Signed Contract is REQUIRED)