



SUN n FUN

AEROSPACE EXPO



APRIL 14-19, 2026

LAKELAND, FL

RED, WHITE & BLUE



EVENT REPORT

EVENT DATA

ATTENDANCE
220K

MEDIA GUESTS
740

FOOD VENDORS
65

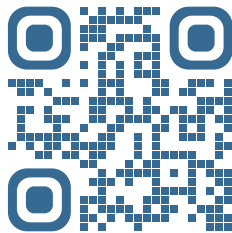
PREFERRED SEATING GUESTS
6K

9/27 CLUB GUESTS
3.5K

VOLUNTEERS
3.8K
EXHIBITORS
571

SPONSORS
100

Official Sponsors
of SUN 'n FUN 2026



TOP 10 COUNTRIES:

- United States
- Brazil
- Canada
- United Kingdom
- Germany
- Argentina
- Australia
- Spain
- Chile
- Colombia

TOP 10 STATES:

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

**GUESTS CAME FROM
ALL 50 STATES AND
OVER 46 COUNTRIES!**



REGISTERED AIRCRAFT
4K

AIRCRAFT OPERATIONS
8K

RV/TENT/AIRCRAFT CAMPING GUESTS
11K

YOUTH ENGAGEMENT

YOUTH
ATTENDANCE

18.5K

FIELD TRIP STUDENTS

3K

SCHOOLS ATTENDED

68

Your support of the annual
SUN 'n FUN Aerospace Expo
allows us to continue to
ENGAGE, EDUCATE &
ACCELERATE
the next Generation of
Aerospace Professionals.

AEROSPACE
Center For Excellence



EMAIL MARKETING

January 1 - April 19, 2026

SUBSCRIBERS

103K

AVG. OPEN RATE

47%

AVG CLICK RATE

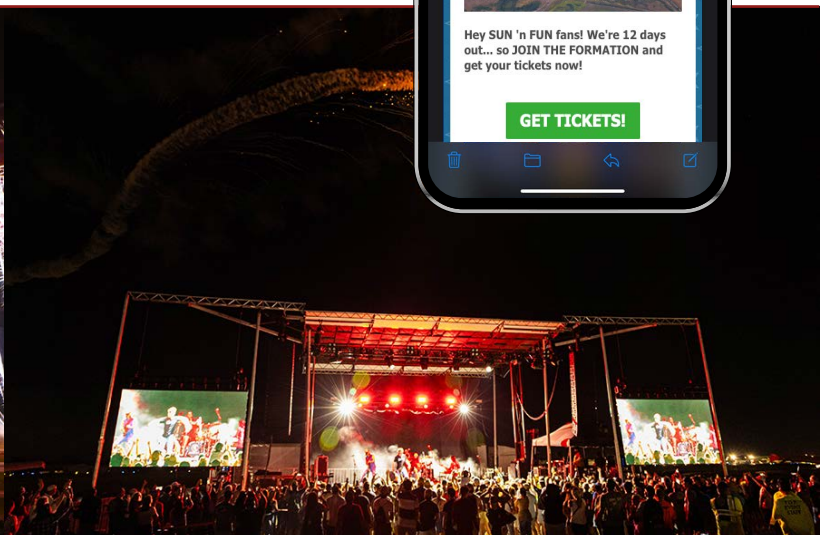
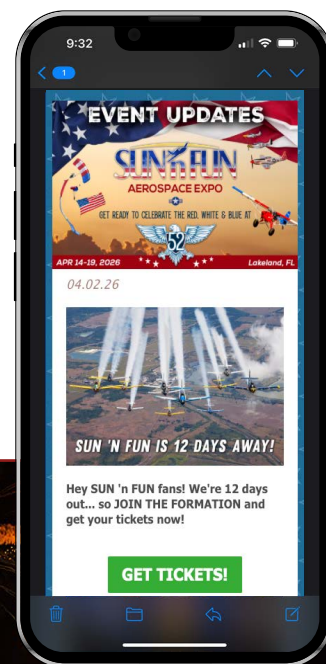
2%

Industry Standard:

40% Open Rate / 2% Click Rate



SCAN for SnF
Event News



MOBILE APP

April 1-19, 2026

USERS

12K

PAGE VIEWS

26K

77% = 

23% = 

SAVED SESSIONS

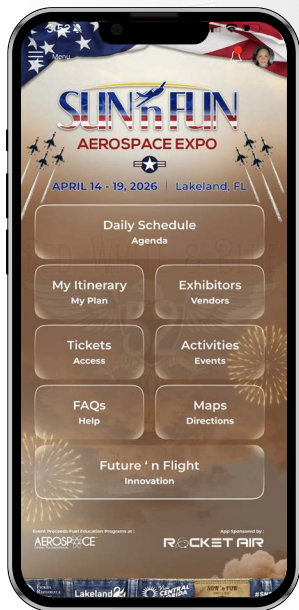
26K

EXHIBITOR PROFILE
INTERACTIONS

13K

BANNER CLICKS

2K



PC: RICHARD SPOLAR



PC: JONATHAN SALAZAR



PC: LAURIE GOOSENS



WEBSITE

April 14-19, 2026

USERS

870K

REQUESTS

104M

PAGE VIEWS

2.7M



FLYSNF.ORG

SOCIAL MEDIA

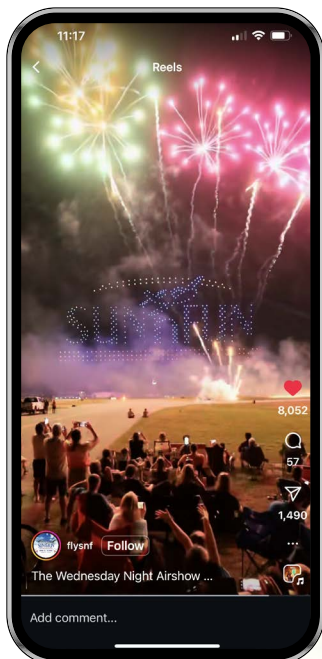
April 14-19, 2026

CONTENT INTERACTIONS

587K

VIDEO VIEWS

14K



FOLLOWERS



193K



97K



45K



7K

@flysnf

COUNTDOWN TO SNF & SNF LIVE

January 1, 2026, through
March 30, 2026

VIEWS

2M

WATCH TIME (HOURS)

13.5K



PC: JONATHAN SALAZAR



PC: JOE CACCIOPPO



PC: M. EISENBERG



MARKETING

NATIONAL AVIATION PUBLICATIONS



FLYING



KITPLANES



Plane & Pilot



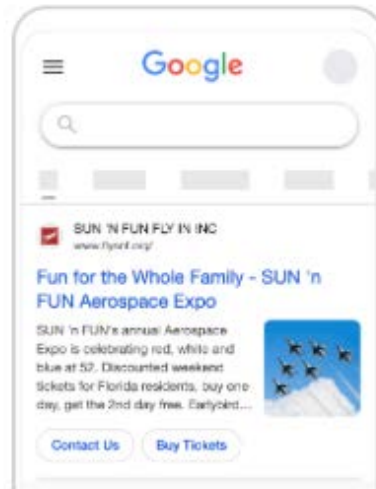
GOOGLE SEARCH CAMPAIGN

SEARCH IMPRESSIONS

300K

SEARCH CTR

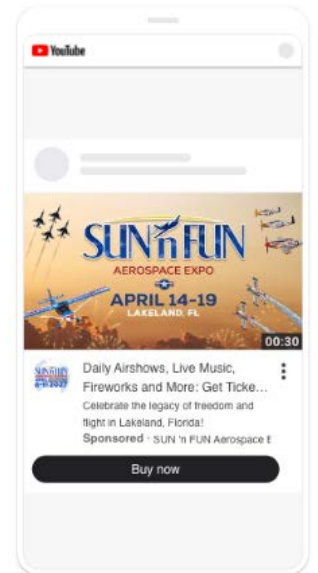
40%



GOOGLE YOUTUBE CAMPAIGN

IMPRESSIONS

1.6M



PAID SOCIAL META

IMPRESSIONS

2.3M

REACH

1M

POST ENGAGEMENT

193K

PAID SOCIAL TIKTOK

IMPRESSIONS

2.1M

REACH

925K

CLICKS

20K

CONNECTED TV

IMPRESSIONS

476K



LOCAL NEWS COVERAGE



LOCAL RADIO

IMPRESSIONS

2.5M



BILLBOARDS - POLK COUNTY & I-4 TAMPA & ORLANDO MARKET



COMMUNITY MARKETING



Thank you to our supportive community for celebrating the Red, White & Blue at 52 with us!