



FPMA Allied Members build their client bases of pest management professionals through member communications vehicles and events in which they convey their promotional and marketing messages. Opportunities include:

FPMA Florida Pest and Lawn Care Expo

- FPMA Expo is the premier pest management event in Florida—centrally located and packed with education, fun and networking opportunities:
 - ✓ 10 hours of innovative CEU programming
 - ✓ An exhibit hall featuring the latest products and services to make your business run more efficiently—and special discounts available only at Expo. The hall is the largest show of any state pest management association and is a must-do for businesses of all sizes
 - ✓ Business-related programming such as economic forecasts, pending legislation, emerging legal issues, marketing and sales, management and finance, and current issues
 - ✓ Networking with Pest Management Professionals to gain insights from leaders in the industry; opportunities include the Bugs and Blues Bash and the Expo golf classic
 - ✓ A charity auction benefitting the Florida Pest Management Foundation

FPMA in Paradise, the Annual Summer Conference Sponsorship

- FPMA in Paradise, the Annual FPMA Summer Conference is held in June at seaside resorts across Florida. In 2015, it is at the Ocean Reef Club in Key Largo, June 23-26. The event features entertaining CEUs, a golf tournament, a 5K benefitting the Florida Pest Management Foundation, an interactive exhibit hall and team building fun with competitive Leadership Challenges. All events feature opportunities for Allied member exposure through sponsorships.

Sponsorship of all 26 annual issues of eFlash!

- The biweekly *FPMA e-Flash!* reaches over 2,800 pest management professionals with the latest member and industry news. Sponsorship includes a full color logo, contact information and a 25 word message with “click through” access to your company website, and the opportunity to have a “feature article” of 50 words in the body of the issue. Issues are posted on FPMA social media platforms. With over 73,000 message impressions annually, it is a very economical and efficient way to reach buyers.

Sponsorship of FPMA website, display advertising in the printed and electronic Annual Member Directory and Pest Perspectives Magazine

- The FPMA website, www.flpma.org, receives over 11,000 page visits per month. Sponsors will have banner ad sponsorship of relevant features. The sponsorship includes a full color logo with “click through” access to the sponsor’s company website.
- The printed Directory is mailed to 1800 members, the electronic version is emailed to over 3000 and a link is posted on the FPMA website in January of each year.
- Pest Perspectives is a semi-monthly printed and electronic magazine that reaches all 4,000 companies and certified operators in Florida; electronic versions are emailed over 3000 professionals and all issues are posted on the FPMA website and social media platforms. Each informative issue features member and industry news, technical and business issues and access to important member services. See back issues at www.pestperspectives.com.

Website, Directory and Pest Perspectives Magazine advertising is produced through a partnership with Naylor LLC, specialty publisher of association communications. See a media kit for these FPMA member communications vehicles at <http://www.naylornetwork.com/webkits/PDFs/fpmd.pdf>.

Yearlong access to the online Member Marketplace featured in FPMA partner, www.Pestslist.com. This website allows members to post specials, discounts, new product announcements, list job openings, buy and sell aftermarket equipment, etc.

Allied members benefits include:

- ✓ Listing on the FPMA website with full contact information
- ✓ Access to the monthly lunch or dinner meetings of all 16 regions (schedules posted on the FPMA website: <http://www.flpma.org/region-meetings-scheduled>)
- ✓ Updated member directories in electronic format that includes names, companies and phone numbers
- ✓ Priority postings of company press releases in member communications vehicles and social networking sites
- ✓ Announcements and posting access to FPMA Social Media: Facebook and Twitter

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