AOLP
Association of Outdoor Lighting Professionals

SPONSOR & EXHIBITOR
PROSPECTUS

ILLUMINATE 2027

AOLP ANNUAL CONFERENCE AND EXPO

FEBRUARY 10 - 12, 2027 • CLEARWATER BEACH, FL
CLEARWATER BEACH SHERATON RESORT ON SAND KEY

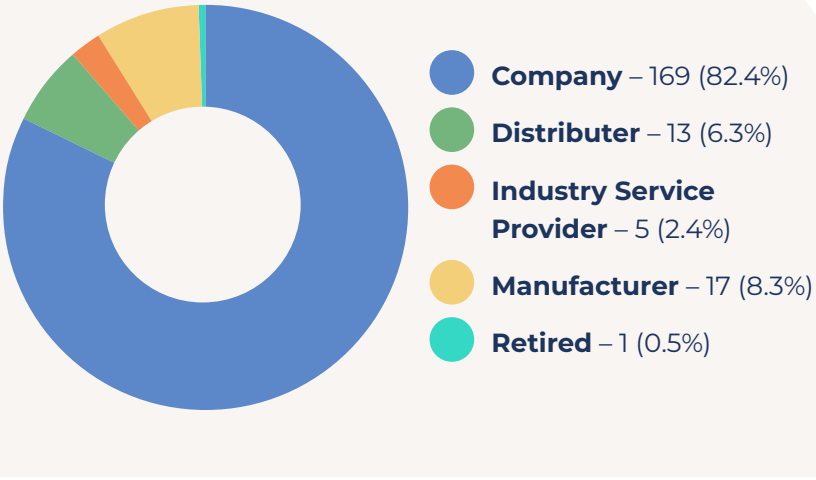


ILLUMINATING SPACES. CONNECTING LIVES.

Who is AOLP?

AOLP was originally established in 2001 and is a trade association whose membership consists of contractors, manufacturers, lighting designers, landscape architects and distributors from all over the U.S. and Canada. Their mission is to promote and advance the landscape and architectural lighting industry for lighting designers and installers, distributors and business-to-business manufacturers.

AOLP MEMBERSHIP



SOCIAL MEDIA FOLLOWERS

Facebook:
2.8K followers

LinkedIn:
215 followers

Instagram:
1.9k followers



HOTEL

The Illuminate 2027 AOLP Annual Conference & Expo is at the Clearwater Beach Sheraton Resort on Sand Key, Clearwater, FL. A special rate of $269/night plus tax and resort fee has been arranged for a block of rooms. The discounted room rate is available until **Monday, January 18, 2027,** or when the block of rooms fills up, whichever comes first. The discounted rooms are available on a first-come, first-served basis; after that the hotel will accept reservations on a space-available basis. Exhibitors and sponsors are encouraged to stay at the AOLP headquarters hotel. For more information or to make a reservation, click here.

LISA-MARIE SMITH, *Executive Director* | Lisa-marie@aolpilluminate.org | 601.890.AOLP

Why sponsor/exhibit at Illuminate 2027 AOLP Annual Conference & Expo?

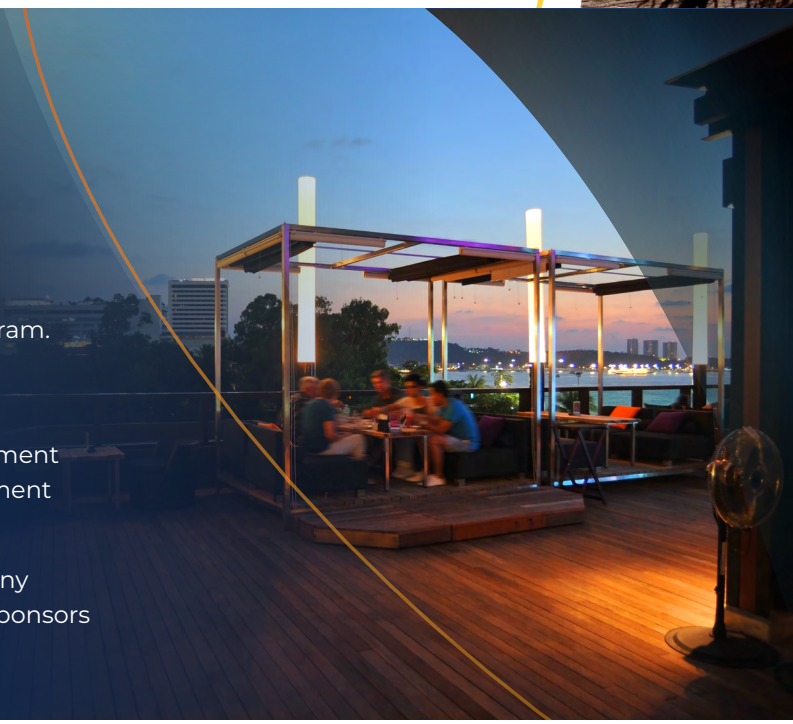


ACCESS
the right individuals working in the outdoor lighting industry. You'll gain access to contractors, manufacturers, lighting designers, landscape architects, and distributors .

STRENGTHEN
your brand exposure, name recognition, and your relationship with current clients. Reinforce your position in the market by demonstrating product solutions and services.

NETWORK
to make new meaningful connections, enhance professional growth and collaborate on industry trends and developments

EXCLUSIVE SPONSOR **RENEWAL OPPORTUNITY**



AOLP sincerely appreciates the continued support of our valued sponsors. As a benefit of their existing sponsorship, current sponsors will receive a First Right of Refusal until November 30, 2026 for the upcoming year's sponsorship program.

During the designated First Right of Refusal period, existing sponsors will have the opportunity to review the upcoming sponsorship program, confirm their participation, submit payment in full, and secure their preferred sponsorship level and placement before opportunities are made available to new sponsors.

Following the conclusion of the First Right of Refusal period, any remaining sponsorship opportunities will be opened to new sponsors on a first-come, first-served basis.

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Illuminate 2027 Sponsorships

Benefit Description	PRESENTING ILLUMINATE '27 $10,000	OPENING KEYNOTE $7,500	PRE- AWARDS RECEPTION AT THE EXPO (THURSDAY) $6,000	AWARDS DINNER (THURSDAY) $6,000	FRIDAY NIGHT BASH $6,000	CONFERENCE APP $5,000	WI-FI $5,000	CONFERENCE LUNCH $3,500 (2 available)	WELCOME RECEPTION (WEDNESDAY) $3,500	LANYARDS $2,500	NAMED AWARD $2,500 (12 available)	POOL LIGHTING SHOWCASE $2,500 (5 available)	CO-BRANDED COFFEE STATION $2,500 (2 available)	SESSION $1,500 (multiple available)
Complimentary Full Conference Registrations	2	1												
Complimentary Expo Booth	✓													
Expo Booth Discount		$300	$200	$200	$200	$100	$100							
Opportunity to Address Attendees at Event	✓													
Speaking Opportunity at Branded Webinar	✓													
Guest Ticket to Awards Dinner	2	2	2	2	2	1	1	1	1					
Featured Article in LightLines*	✓	✓	✓	✓	✓									
Ad in LightLines* Issue	Full Page	Full Page	Half Page	Half Page	Half Page	Half Page	Half Page	Quarter Page	Quarter Page					
Banner Recognition on AOLP homepage	✓													
Dedicated Social Post	✓	✓												
Social Media Recognition	✓	✓	✓	✓	✓									
Exclusive Email Blast Promoting Company	✓	✓	✓	✓	✓									
Logo recognition in all conference promotional materials	✓	✓	✓	✓	✓	✓	✓	✓	✓					
Logo in mobile app and on event website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	

**LightLines is AOLP's quarterly member e-newsletter.*

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Illuminate 2027 Sponsorships

$10,000

- **Exclusive Presenting Sponsor**
  Premier title-level sponsorship offering top-tier logo placement across all promotional materials, complimentary expo booth, digital assets, and speaking opportunity during the opening ceremony.

$7,500

- **Opening Keynote**
  Exclusive branding for the conference's marquee kickoff address, including stage introduction rights, prominent screen logo placement, seat drop, and reserved seating for your team.

$6,000 PER OPPORTUNITY

- **Awards Dinner (Thursday)**
  Headline sponsorship of the premier evening event, featuring prominent dinner signage, table branding, and verbal recognition from the podium during the awards presentation.
- **Friday Night Bash**
  Exclusive host rights for the signature social event of the week, including customized party signage, branded cocktail napkins and a signature cocktail.
- **Pre-Awards Reception at the Expo (Thursday)**
  High-visibility branding and exclusive host rights for the pre-gala networking cocktail hour on the Expo floor, including bar signage and branded cocktail napkins.

$5,000 PER OPPORTUNITY

- **Wi-Fi**
  Essential technical sponsorship offering high-volume brand visibility via custom password and branding on Wi-Fi signage.
- **Conference App**
  High-frequency digital exposure featuring exclusive splash screens, banner ads, and sponsored push notification capabilities within the official event app.

$3,500 PER OPPORTUNITY

- **Conference Lunch** ***(2 available)***
  Exclusive host branding for a main delegate lunch break, featuring table cards and dedicated dining area signage.
- **Welcome Reception (Wednesday)**
  Headline host of the opening night icebreaker, providing immediate visibility to delegates on day one through bar and entrance signage.

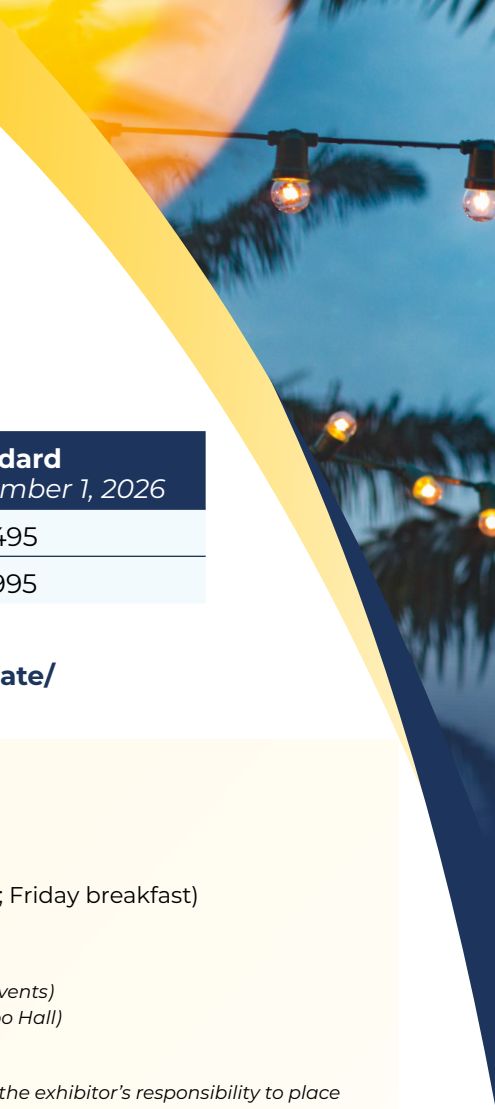
$2,500 PER OPPORTUNITY

- **Named Award** ***(12 available)***
  Category naming rights for one official industry award, complete with screen branding during the ceremony and the opportunity to present the physical award on stage.
- **Pool Lighting Showcase (Wednesday)** ***(5 available)***
  Niche, high-impact visibility featuring product integration or prominent brand signage in the active pool demonstration zone.
- **Lanyards**
  Continuous visual presence via your logo printed exclusively on the official neck lanyards worn by every attendee throughout the conference.
- **Co-Branded Coffee Break** ***(2 available)***
  Direct engagement at major attendee gathering points, featuring branded coffee sleeves, table signage, and dedicated placement near high-traffic refreshment stations.

$1,500

- **Session** ***(Multiple available)***
  Targeted exposure hosting an individual breakout session, including slide deck logo placement and brief intro/speaker introduction rights.

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Illuminate 2027 Exhibit

EXHIBIT BOOTH RATES

	Early Bird *Ends November 30, 2026*	Standard *Begins December 1, 2026*
Member Rate	$1,195	$1,495
Non-Member Rate	$1,595	$1,995

REGISTER ONLINE ▶ **https://aolpilluminate.org/illuminate/**

EXHIBITOR BENEFITS:

- 1 – 6' skirted table and 2 chairs in a 10' x 10' space
- 2 booth personnel: includes all events in the Expo Hall (Thursday lunch and reception; Friday breakfast)
- Exhibitor profile listing in the AOLP mobile app

**Upgrade booth personnel to Full Conference registration = $695 per person (access to all sessions and events)*
Additional booth personnel = $495 per person (Booth personnel are only able to attend events in the Expo Hall)
Tickets to Thursday Awards Dinner or Friday Night Bash = $175 per person per event

***Electrical and internet are additional and information will be included in the Exhibitor Services kit. It is the exhibitor's responsibility to place their order directly with the provider.*

EXHIBIT HALL HOURS

Thursday, February 11, 2027

Exhibitor Setup: ..... 7:30 AM – 11:45 AM
Expo Hall Open: ..... 12:00 PM – 7:00 PM
Lunch in the Expo Hall: ..... 12:15 PM – 1:15 PM
Dedicated Expo Hall Hours and Reception: ..... 4:00 PM – 7:00 PM

Friday, February 12, 2027

Expo Hall Open: ..... 7:45 AM – 12:00 PM
Continental Breakfast in the Expo Hall: ..... 7:45 AM – 8:45 AM
Exhibitor Breakdown: ..... 12:00 PM – 4:00 PM

VIEW FLOOR PLAN

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Terms and Conditions

By purchasing an exhibit booth at the Illuminate 2027 AOLP Annual Conference and Expo, you agree to the following terms and conditions:

1. AOLP will guarantee exhibit space based upon the order in which applications with full payment are received. No reservations of exhibit space will be accepted over the telephone. All exhibits are shown on the floor plan. AOLP reserves the right to finalize any revisions, if necessary, to the floor plan. Payments can be processed via the conference website.
2. The exhibitor will name one individual as the duly authorized representative in charge of the exhibit. This person will assume responsibility for all communications with AOLP and any official meeting decorator. This individual will receive all official correspondence from AOLP referring to the exhibit and is responsible for communicating this information to registered personnel from the exhibiting company.
3. AOLP has sole control over all admission policies at all times. All persons visiting the exhibits or attending any function of the meeting will be required to register and wear an appropriate badge while in attendance. There will be no exceptions to this policy.
4. The installation of exhibits is Thursday, February 11, 2027, between 7:30 am and 11:45 am. If any exhibitor is not set up by 11:45 am on Thursday, February 11, 2027, AOLP reserves the right to reassign the space to another exhibitor, or make such other use of the space, as deemed necessary or appropriate with no refund to the original contracting exhibitor. Any charges incurred for necessary changes to the unoccupied exhibit shall be the responsibility of the original contracting exhibitor. The exhibiting schedule (set-up through strike) can be subject to change at any time. The exhibit area will not be open at any other time other than what is specified in the final program schedule. Exhibits are to be kept intact and not broken down until the closing of the exhibit hall on Friday, February 12, 2027, at 12:00 pm. All exhibits must be fully removed by 4:00 pm on Friday, February 12, 2027. If exhibits are not removed by that time, AOLP has the right to remove the exhibits and charge the expense to the exhibitor.
5. Each exhibit size is 10' x 10'. All exhibit backgrounds must conform to the following standards: no side rails or counters placed along the side may exceed 36 inches in height; backgrounds are limited to 8 feet in height and must not protrude from the back wall more than 36 inches; no exhibit construction will be permitted to exceed the height of the side rail except in the back one-third of the exhibit as noted above, or through use of a counter 45 inches in height placed perpendicular to the side rail within the exhibit space. The reverse side of any wing panel extending from the back wall of the display must be draped, to avoid raw exposure of a neighboring exhibit. In addition, if an exhibitor purchased a corner exhibit and has a pop-up exhibit, draping must be provided for the corner facing the aisle between the back wall and the exhibit. If the exhibitor does not comply with the above standards, AOLP will have the decorator drape the area.
6. Only one (1) exhibiting company is permitted per exhibit. Exhibitors are prohibited from sharing, as- signing or subletting an exhibit, or any part of the space allotted to them, nor shall they exhibit, or permit to exhibit in their space, any merchandise or advertising materials, which are not part of their regular products.
7. Items distributed from exhibits should contribute to the educational requirements of the professional attendee. All literature must be distributed within the exhibit space assigned.
8. Children 12 years of age and younger are not permitted on the exhibit floor at any time, including exhibit set up, exhibit show hours and exhibit tear down.
9. Neither the exhibitor nor their agents, employees, contractors, or anyone connected with or authorized by the exhibitor shall conduct or permit any sales of goods or services of any kind in the exhibit area, or in any other facilities provided or controlled by the AOLP conference in connection with the AOLP conference. However, order taking is permitted. Furthermore, the exhibitor agrees not to conduct or permit the receipt of legal tender or anything of value for machinery, equipment, goods, and/ or services. AOLP has the right to terminate the exhibitor's rights pursuant to this contract at any time after discovery of a violation of this provision. The exhibitor agrees that, in the event of termination of such violation, AOLP shall retain as liquidated damages all amounts theretofore paid by the exhibitor. All expenses for removal of an exhibit canceled for the reasons set forth in this provision shall be the responsibility of the exhibitor.
10. The exhibit hall will be locked at all times when the exhibit hall is closed and will exercise reasonable care for the protection of exhibitor's materials and displays. The furnishing of such service is in no case understood or interpreted by exhibitors as a guarantee against loss or theft of any kind. AOLP or any of its officers, directors or staff, the Hotel, exposition decorator or their agents will not be liable for the safety of the exhibitor's property, his agents, or employees from theft, damage by fire, accident, or any other causes. Exhibitors wishing to insure their exhibit materials, goods, and/or wares of exhibits against theft, damage by fire, accident or loss of any kind must do so at their own expense.
11. AOLP will provide to the exhibitor as part of the regular exhibit rental fee the following standard exhibit decorations for each exhibit: 1 – 6 foot, draped table, 2 chairs and an identification sign indicating exhibitor's name and exhibit number.
12. Exhibitors or their agents may not allow any articles to be brought into the exhibit hall or permit any act to be done on the premises which will invalidate the insurance or increase the premium on the policies held by AOLP, the exposition decorator, nor permit anything to be done by their employees through which act the premises, property, or equipment of other exhibitors will be damaged. No signs or equipment of other exhibitors will be damaged. No signs or articles can be affixed, nailed, or otherwise

attached to walls, doors, etc. in such a manner as to deface or destroy them. In addition, no attachments can be made to the floors by nails, screws, or any devices that would damage them. All space is leased subject to these restrictions. Violations of these rules will annul the exhibitor contract, and they will be held liable for any damage resulting from such violation.

13. AOLP reserves the right to decline to permit an exhibitor to conduct and maintain an exhibit if the said exhibitor or exhibit, or proposed exhibit, in the judgment of AOLP, shall in any respect be deemed unsuitable. This reservation relates to persons' conduct, articles of merchandise, printed matter, souvenirs, catalogs, and any other items, without limitation, that affects the character of the exhibit.
14. Audio presentations must be muffled so noise does not interfere with other exhibitors. Extremely loud noises such as bells, sirens, buzzers, etc., will not be permitted, in order to maintain a businesslike atmosphere.
15. The exhibitor shall be responsible for securing any and all necessary licenses or consent for a) any performances, displays, or other uses of copyrighted works or patented inventions, and b) any use of any name, likeness, signature, voice or other impressions, or other intellectual property owned by any third party used, directly or indirectly, by the exhibitor. The exhibitor agrees hereby to indemnify, defend and hold AOLP harmless from and against any claim of liability and any incident resulting from loss, cost or damage (including costs of lawsuit and attorney's fees) for failure to obtain these licenses or consents and/or for infringements or other violations of the property rights or the rights of privacy or publicity of any third party.
16. No distribution of fresh food and/or beverages from the exhibit exhibits will be allowed. Individually wrapped items are permissible.
17. All efforts to advertise, demonstrate and operate the exhibit must be conducted so as not to trespass on the rights of other exhibitors and visitors.
18. Any "unusual exhibit activity" outside of the standard sales and product education must be approved by AOLP.
19. Exhibitors agree not to extend invitations, conduct meetings, host events or otherwise encourage absence of attendees, other exhibitors, or guests from attending the educational sessions, AOLP social events or exhibit hall during official hours.
20. Violation of any of these regulations on the part of the exhibitor, his employees or agents, shall annul the right to occupy space, and such exhibit will forfeit to AOLP all monies, which may have been paid. Upon evidence of violation, AOLP may re-enter and take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages, which AOLP may thereby incur.
21. The exhibitor indemnifies and agrees to hold harmless AOLP and the Hotel and their actions losses, costs, damages, claims and expenses (including attorney's fees) arising from any damage to property or bodily injury to exhibitor, his agents, representatives, or employees by reason of the exhibitor's occupancy or use of the exhibition facilities.
22. All materials used in the exhibit area must be flameproof and fire-resistant in order to conform to local fire ordinances, and in accordance with regulations established by the National Association of Fire Underwriters. Crepe paper, corrugated paper, flameproof or otherwise, will not be permitted. Display racks, signs, spotlights, and special equipment must be approved before use, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibits or parts thereof found not to be fireproof may be ordered dismantled. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed. Absolutely no storage of any kind will be permitted.
23. The Clearwater Beach Sheraton Resort on Sand Key will provide the following for the exhibits: carpet, tables, drapery, labor to assemble and dismantle exhibits, and freight. Electrical requirements and internet can be ordered separately through the order forms found in the kit. An exhibitor's service kit will be distributed prior to the meeting with order forms, rates, and instructions on the services provided.
24. Persons must be full-time employees of the exhibiting company or their representatives, in order to set up, decorate or dismantle exhibits. Should assistance be necessary beyond that provided by your employees, then labor must be contracted by a service contractor. Exhibitors may contract the services of installation and dismantling; however, AOLP must be notified of this arrangement in writing.
    a. The following is a guideline of the work your company's staff can do:
    Transport small items to your exhibit by hand, or with personally owned wheel carts (exposition decorator will not have carts available for exhibitors. All forklifts are operated by the official exposition decorator. A drive-up dock for vehicles is available; access is monitored by the exposition decorator.
    b. Unpacking and uncrating of boxes, equipment, merchandise, etc.
    c. Fine-tuning/calibrating your equipment and the interconnection of computers and peripherals.
    d. After electrical service has been ordered and the power box delivered, you may plug in your own equipment. However, for safety reasons, if your equipment needs to be hard-wired, electricians must do the work.
    e. The setup of signs/graphics.
25. To ensure proper handling and receiving, shipments should be addressed to the address provided in the exhibitor services kit. All costs involved in transferring the exhibit materials from the hotel to the exhibitor's exhibit will be the responsibility of the exhibitor. Information on shipping methods and rates will be emailed with the exhibitor services kit.
26. Cancellations of exhibit space must be directed in writing to AOLP, 1120 Rt 73 Suite 200, Mt. Laurel, NJ 08054 or via email at events@aolpilluminate.org. Cancellations received by December 31, 2026, will be refunded 50% of the exhibit fee. No refunds will be given for cancellations made after December 31, 2026.
27. In the event of cancellation of exhibits due to fire or the elements, strikes, government regulations, or other causes beyond AOLP's control, AOLP shall not be held liable for failure to hold the AOLP conference as scheduled, and this contract shall not be binding. AOLP shall determine the amount of the exhibit fees, if any, to be refunded.
28. No exhibitor activities, other than those specified in this contract, shall be scheduled during the time of the official AOLP program or the scheduled exhibit hours.