SUNSHINE EXPO®

Ocean Center Convention Center, Daytona Beach, FL on July 26-28



SPONSOR PROSPECTUS 2026

Florida Petroleum Marketers Association, Inc.
www.fpma.org
fpma@fpma.org

Why Sponsor or Exhibit at the Sunshine EXPO® ?

The Sunshine EXPO® unites top management, qualified buyers, and key decision makers from the state of Florida and beyond - throughout the food, fuel, beverage and small grocery retailing industries. With over 2,000 attendees, sponsors, participants and 300 exhibit booths, The Sunshine EXPO® is a key destination for the region's top buyers for large c-store chain, independents, major oil, petroleum products, truck tankers, wine, beer, spirits retailers and wholesalers who have strong buying power.

TESTIMONIAL:
Marc Gomes, FPMA Scholarship Committee Chair, isellgasstations.com

"It's the one time a year we all come together—retailers, suppliers, and leaders—to celebrate, connect, and grow. Sunshine EXPO is where FPMA feels like family."



SUNSHINE EXPO 2026 SCHEDULE

Sunday, July 26 – Tuesday, July 28, 2026
Ocean Center Convention Center, Daytona Beach, FL

Sunday, July 26

10:00am	Vehicle Move-In *(Appointments only)*
12:00pm – 4:30pm	Registration Desk - OPEN
1:00pm – 4:00pm	**EDUCATION: Hurricane Panel,** *Moderated by Terry Tesch, RB Stewart Petroleum*
4:00pm – 5:00pm	**EDUCATION: State of the Industry,** *Denton Cinquegrana, Chief Oil Analyst*
1:00pm – 6:00pm	Exhibitor Move-In
6:00pm – 9:00pm	**FPMA Awards Reception & Dinner *(Ticketed Event)***

Monday, July 27

7:30am – 4:00pm	Registration Desk - OPEN
8:00am – 10:30am	Exhibitor Move-In Continues *(All booths set by 10:30am)*
8:00am – 10:45am	Major Oil Brand Meetings ***(By invitation only)***
8:15am – 9:40am	**Keynote Breakfast *(Ticketed Event)***
	Wilton Simpson, Florida's 13th Commissioner of Agriculture, Florida Dept. of Agriculture & Consumer Services, (invited);
	Jeff Lenard, National Association of Convenience Stores;
	Marc Gomes, Scholarship Chair, FPMA Scholarship Award Ceremony
9:45am – 10:30am	FPMA Board Meeting
10:55am	Ribbon Cutting Ceremony
11:00am – 5:00pm	The Sunshine EXPO® Tradeshow - OPEN
11:30am – 1:00pm	Marathon Brand Meeting
5:00pm – 7:00pm	Welcome Reception & Casino Night Party *(Open to registered attendees/exhibitors)*
7:00pm	Dinner on your own
7:00pm	Major Oil Brand Dinners ***(By invitation only)***

Tuesday, July 28

7:30am – 4:00pm	Registration Desk - OPEN
9:00am – 10:00am	Major Oil Brand Meeting ***(By invitation only)***
11:00am – 12:00pm	Major Oil Brand Meeting ***(By invitation only)***
12:00pm – 4:00pm	The Sunshine EXPO® Tradeshow - OPEN

Please note that the schedule is subject to change as event planning continues.

SUNSHINE EXPO 2026

SCHEDULE IN BRIEF WITH ROOM ASSIGNMENTS

Sunday, July 26 – Tuesday, July 28, 2026
Ocean Center Convention Center, Daytona Beach, FL

Sunday, July 26

		ROOM
10:00am	Vehicle Move-In *(Appointments only)*	Exhibit Hall
12:00pm – 4:30pm	Registration Desk - OPEN	West Concourse
1:00pm – 4:00pm	**EDUCATION: Hurricane Panel**	Ballroom ABC
4:00pm – 5:00pm	**EDUCATION: State of the Industry**	Ballroom ABC
1:00pm – 6:00pm	Exhibitor Move-In	Exhibit Hall
6:00pm – 9:00pm	**FPMA Awards Reception & Dinner *(Ticketed Event)***	Ballroom ABC

Monday, July 27

		ROOM
7:30am – 4:00pm	Registration Desk - OPEN	West Concourse
8:00am – 10:30am	Exhibitor Move-In Continues *(All booths set by 10:30am)*	Exhibit Hall
8:00am – 10:45am	Major Oil Brand Meetings ***(By invitation only)***	Ocean Center
8:15am – 9:40am	**Keynote Breakfast *(Ticketed Event)***	Ballroom ABC
9:45am – 10:30am	FPMA Board Meeting	Ballroom ABC
10:55am	The Sunshine EXPO® Ribbon Cutting Ceremony	Exhibit Hall
11:00am – 5:00pm	The Sunshine EXPO® Tradeshow - OPEN	Exhibit Hall
11:30am – 1:00pm	Marathon Brand Meeting	Ocean Center
5:00pm – 7:00pm	Welcome Reception & Casino Night Party	Ocean Center
7:00pm	Dinner on your own	On own
7:00pm	Major Oil Brand Dinners ***(By invitation only)***	On own

Tuesday, July 28

		ROOM
7:30am – 4:00pm	Registration Desk - OPEN	West Concourse
9:00am – 10:00am	Major Oil Brand Meeting ***(By invitation only)***	Ocean Center
11:00am – 12:00pm	Major Oil Brand Meeting ***(By invitation only)***	Ocean Center
12:00pm – 4:00pm	The Sunshine EXPO® Tradeshow - OPEN	Exhibit Hall

Please note that the schedule is subject to change as event planning continues.

SPONSORSHIP OPTIONS

FPMA's Premier Sponsorship isn't just a booth—it's a statewide spotlight. From the welcome Arch to *Petrogram*, your brand will be front and center across every touchpoint.

SPONSORSHIP LEVELS

PLATINUM - $20,000

SPONSOR BENEFITS

- 20x40 Exhibit Space
- 20 Full Conference Registrations
- Website Recognition & Link
- Awards Dinner Recognition
- Printed Signage & Verbal Recognition
- Welcome Arch Signage
- Attendee List (Post Event)
- FPMA weekly Eblast: *Fueling Florida's Future*
- FPMA Quarterly Printed Magazine: *Petrogram*

GOLD - $15,000

SPONSOR BENEFITS

- 20x20 Exhibit Space
- 16 Full Conference Registrations
- Website Recognition & Link
- Awards Dinner Recognition
- Printed Signage & Verbal Recognition
- Welcome Arch Signage
- Attendee List (Post Event)
- FPMA weekly Eblast: *Fueling Florida's Future*
- FPMA Quarterly Printed Magazine: *Petrogram*

SILVER - $10,000

SPONSOR BENEFITS

- 10x10 Exhibit Space
- 8 Full Conference Registrations
- Website Recognition & Link
- Awards Dinner Recognition
- Printed Signage & Verbal Recognition
- Welcome Arch Signage
- Attendee List (Post Event)
- FPMA weekly Eblast: Fueling *Florida's Future*
- FPMA Quarterly Printed Magazine: *Petrogram*

SPONSORSHIP OPTIONS

The Sunshine EXPO® Sponsorships – Refreshed & Ready to Shine

Awards Dinner Co-Sponsorship – $3,000
Spotlight Your Brand at the Industry's Biggest Night

- Logo featured in print and online materials
- Event signage and verbal recognition

Align your brand with FPMA's Marketer of the Year, Vendor of the Year, and Florida Highway Patrol honorees.

FPMA Board Meeting Sponsorship – $2,000 *(Limited Availability)*
Lead with Influence

- Executive welcome announcement
- Logo featured in all materials and signage
- Verbal recognition during the meeting
- Exclusive access to Florida's top industry leaders

Step into the spotlight where strategy meets leadership—and your brand leads the conversation.

Welcome Reception Bar Co-Sponsorship – $1,500
Raise a Glass to Visibility

- Logo featured in all print/online mentions of the Welcome Reception
- Event signage at the bar
- High visibility at the tradeshow kickoff party

Toast to your brand's presence at the party that sets the tone for the entire EXPO.

Awards Dinner Table Sponsor – $1,500
Your VIP Seat at the Celebration

- Reserved table for 10 guests
- Verbal and printed recognition
- Prime seating at FPMA's signature awards event

Claim your table, celebrate excellence, and make your brand part of the industry's most inspiring night.

Content Lounge Sponsor – $1,500
Where Industry Stories Come to Life

Sponsor FPMA's branded Content Lounge—a dynamic space where interviews, member spotlights, and *Petrogram* snippets are recorded live throughout the Sunshine EXPO. Your brand will be woven into the storytelling and shared across FPMA's platforms. Includes:

- Logo placement on lounge signage and backdrop
- Verbal shoutouts during recorded segments
- Opportunity to provide branded materials or props
- Post-event content distribution featuring your sponsorship

Be the name behind the moments that matter—captured, shared, and remembered.

SPONSORSHIP OPTIONS

The Sunshine EXPO® Sponsorships – Refreshed & Ready to Shine

Photo Booth or Social Media Wall Sponsor – $1,500

Capture the Moment, Amplify Your Brand

Sponsor FPMA's interactive photo station or branded social media wall—where attendees strike a pose, share their experience, and spread your brand across platforms. Includes:

- Branded backdrop with your company logo
- Custom hashtags and themed props
- Recognition in print and online materials
- High-traffic location for maximum engagement and visibility

Make your brand part of every smile, selfie, and share at the Sunshine EXPO® .

Charging Sponsor – $1,500

Stay Powered, Stay Visible

Be the brand that keeps attendees charged up at the Sunshine EXPO. As the exclusive Charging Sponsor, your company will receive high-impact visibility every time someone powers up. Includes:

- Branded charging station signage featuring your logo and message
- Event signage throughout the venue with "Charging powered by [Your Company]"
- Recognition in print and online materials where charging access is mentioned

Make your brand the gateway to every email, post, and EXPO moment.

First-Time Attendee Sponsor – $1,000

Welcome New Faces, Build Lasting Connections

Sponsor FPMA's First-Time Attendee Program and be the brand that makes a memorable first impression. This package is designed to support and celebrate newcomers while giving your company high-touch visibility. Includes:

- Recognition in welcome materials and signage at registration
- Verbal acknowledgment during opening remarks
- Opportunity to include a branded welcome item or flyer in attendee bags
- Featured mention in FPMA's weekly eblast Fueling Florida's Future
- Logo placement on "First-Time Attendee" badges or ribbons

Be the reason someone feels seen, supported, and excited to return next year.

SPONSORSHIP OPTIONS

The Sunshine EXPO® Sponsorships – Refreshed & Ready to Shine

Breakfast Sponsor – $1,000

Fuel the Morning, Fuel the Industry

- Co-sponsor the Sunshine EXPO breakfast
- Verbal and printed recognition
- Opportunity to distribute company literature
- Connect with attendees during a key networking window

Start the day with impact—your brand at the center of every conversation over coffee.

Hurricane Panel Sponsor & Session Sponsor – $500

Support Resilience, Build Recognition

- Recognition on Session signage
- Verbal recognition at the panel
- Attendee list (pre and post event)
- Featured in FPMA's weekly eblast Fueling Florida's Future

Champion preparedness and put your brand at the center of Florida's most vital conversations.

Text Message Sponsor – $200 (Limited availability.)

Be the Buzz Behind the Ping

Get your message in front of attendees instantly. As the exclusive Text Message Sponsor, you'll be featured in one official Sunshine EXPO SMS update.

Includes:

- Sponsor name mentioned in one attendee-facing text message
- Recognition in EXPO materials as the "Text Message Sponsor" (Typed out)
- Option to include a short message (subject to approval)

Why It Works:

Direct. Immediate. Memorable. Your brand becomes part of the EXPO's real-time energy—no logo required.

Prize Donations – Custom Value

Give & Get Recognized

- Donate a prize for Sunshine Expo giveaways
- Verbal and printed recognition during the event
- Popular items include tech gear, gift cards, event tickets, and more

Delight attendees and spotlight your brand—one prize at a time.

Sponsorship WORK SHEET

Step 1 Tell us about yourself.

Company:_____

Contact:_____

Address:_____

City:_____

State:_____ **Zip:**_____

Phone_____

Email_____

Step 2 Reserve your sponsorship.

Write in your selection	Amount due
_____	_____
_____	_____
_____	_____
_____	_____

Total $_____

Step 3 Return your reservation form.

Return reservation form for your requested sponsorship.
Email to joanna@fpma.org

If you have any additional questions you can review the event page online at www.fpma.org. Or you can contact Joanna Wolff at 850-877-5178.

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