

# 20



## *celebrating today* **FLORIDA STERLING CONFERENCE**

May 29 - June 1, 2012 @ JW Marriott Orlando Grande Lakes  
www.floridasterling.com 850.922.5316

*building tomorrow*

### ***Products & Services Exposition***

**Be a part of the 20<sup>th</sup> Annual Sterling Conference excitement!  
Join professionals from throughout the nation who make  
Sterling the one conference they attend annually.**

#### **Did you know...**

- **100%** of last year's Exposition Vendors were either extremely satisfied or satisfied with the overall Exhibition process
- **98%** of conference attendees were completely satisfied with all aspects of the Sterling Conference
- **78%** of conference participants are managers and senior level executives

➤ **WHAT?** The opportunity to introduce, promote, or sell your goods and services directly to conference attendees. Other benefits include:

- Promote your hands-on technology, tools, and performance measurement systems
- Limited number of booths to create a more engaging environment for networking and interaction

➤ **WHO?** Professionals from every sector throughout Florida and the nation including:

- Corporate presidents, senior executives, managers, and supervisors
- Government leaders from Florida
- Companies such as American Express, The Ritz-Carlton, Honeywell, Brevard Public Schools, Lockheed Martin, Florida Hospital, BlueCross BlueShield of Florida, US Coast Guard, and other Fortune 500 companies



➤ **Back this year!**

- 7<sup>th</sup> Annual Story Board competition inside of the Products & Services Expo  
(For more information on how your organization can participate, go to [http://www.floridasterling.com/annualconference\\_storyboard\\_competition.html](http://www.floridasterling.com/annualconference_storyboard_competition.html))
- The Products & Services Exposition will once again feature “*The Sterling Scavenger Hunt*” which enables vendors to more effectively interact with conference participants. Attendees who complete the Scavenger Hunt will be eligible for the Grand Prize drawing.



(Florida Power & Light)



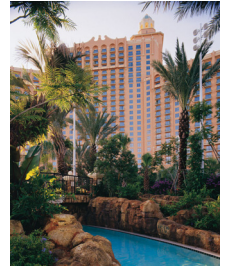
(Gilly Vending, Inc.)

## General Information

➤ **GREAT VALUE!!!!!!**

Each exhibitor receives a package that includes two complimentary passes to all conference functions (a value of more than \$1,600 after January 31), an early registration mailing list, and a complete list of conference participants.

- **WHEN?** May 30-31, 2012  
Set-up: May 29, 12:00 p.m.-6:00 p.m.  
Hours: May 30, 12:15 p.m-6:00 p.m. & May 31, 7:00 a.m.-2:00 p.m.
- **WHERE?** JW Marriott Orlando Grande Lakes



Contact Jim Sherlock or Perry Dollinger today to reserve your spot at the 2012 Products & Services Exposition! Call the Florida Sterling Council at (850) 922-5316, or e-mail Jim at [jsherlock@floridasterling.com](mailto:jsherlock@floridasterling.com)

Visit us at [www.floridasterling.com](http://www.floridasterling.com)

**Act now to reserve your booth!  
Space is limited.**

**Choose your booth today!**

- Standard Single, \$1,800 (10' X 8')
- Premier Single, \$1,950 (10' X 8')
- Standard Double, \$3,200 (20' X 8')
- Premier Double, \$3,400 (20' X 8')  
(**\$500 savings on a Double Booth**)

**Register & Pay in Full by January 31st**  
**and**  
**Receive \$100 off a Single Booth**  
**or**  
**Receive \$200 off a Double Booth**