

# ENHANCE YOUR PRESENCE & MULTIPLY YOUR LEADS.

UPGRADE YOUR DIGITAL MEDIA PACKAGE AND EARN UP TO 200% MORE LISTING VIEWS.

Scale your impact by selecting a higher-tier package designed to boost brand visibility, drive more traffic and turn event attention into qualified prospects. Upgraded options enhance your company's digital listing and provide access to more leads. Choose the level that matches your goals and convert interest into a measurable pipeline before, during, and after the show.

DIGITAL MEDIA PACKAGES	STANDARD LISTING PACKAGE (REQUIRED)	ENHANCED EXPOSURE	MAXIMUM EXPOSURE
<b>Exhibitor Directory Listing</b>			
Online & Mobile App Listing <i>(Company Name, Booth Number, Phone Number, 500-Word Description, Social Media, Website)</i>	Yes	Yes	Yes
Product Categories	25	25	25
Company Logo		Yes	Yes
Trademark Brands		5	10
Show Specials <i>(Company Discounts, Raffles, and Giveaways)</i>		2	5
Collateral <i>(Press Releases, Brochures, Catalogs, Case Studies, Whitepapers)</i>		5	10
Online Business Cards <i>(Company Contacts Shown on Listing)</i>		8	15
Product Images with Description		8	12
Video Content		2	5
'Featured Exhibitor' Listing			Yes
Top of Exhibitor List Priority Placement			Yes
Online Floorplan Booth Corner Peel			Yes
<b>Lead Generation &amp; Insights</b>			
Access to Lead Insights - <i>NEW</i>	Yes	Yes	Yes
Access to Online Leads		Yes	Yes
Onsite Lead Retrieval App <i>(App license to be used on a smartphone or tablet.)</i>	1	2	3
<b>PRICE</b>	<b>\$1,100</b>	<b>\$1,600</b>	<b>\$2,400</b>

# DIRECTORY OF TERMS GLOSSARY

## **ONLINE & MOBILE APP LISTING**

The online & mobile app listing, or company profile, is provided with every standard package. The listing features company details, including company name, booth number, address, phone number, email address, website, social media links and description.

## **COMPANY LOGO**

A company logo appears in the search results and on the company profile page, increasing brand recognition and brand recall.

## **PRODUCT CATEGORIES**

These are predetermined product and service categories that exhibitors can assign to their company profile. Attendees use these to search for and discover exhibiting companies online and in the mobile app.

## **TRADEMARK BRANDS**

Exhibitors can list additional trademark brands to help with searchability in the online and mobile app directory.

## **SHOW SPECIALS**

Exhibitors can add show-specific specials to their company profile, including discount offers, raffles and giveaways.

## **COLLATERAL**

Exhibitors can add downloadable content to their company profiles as PDFs, Word documents, or links. Content can include press releases, brochures, catalogs, whitepapers, and case studies.

## **ONLINE BUSINESS CARDS**

Team contacts exhibitors can add to be shown on their company profile. Contact information includes name, title, headshot, description, and social media links.

## **PRODUCT IMAGES WITH DESCRIPTIONS & VIDEOS**

Enhance your company profile by uploading product images with descriptions or videos for attendees to view.

## **'FEATURED EXHIBITOR' LISTING**

Your company listing is highlighted in an exclusive list of exhibitors marked as 'featured.'

## **PRIORITY PLACEMENT**

Priority placement ensures your company listing displays at the top of the search results and filtered lists relevant to your company's profile. Priority lists are organized alphabetically.

## **ONLINE FLOORPLAN BOOTH CORNER PEEL**

The interactive floor plan enhances your booth with a distinctive red highlight featuring a peeled corner, ensuring it stands out. The corner peel appears on desktop and mobile devices.

## **LEAD INSIGHTS**

Your custom Lead Insights platform offers a single, near-real-time view of all your event and digital campaign leads, along with reporting, in one place. It builds a rich profile of each of your leads by analyzing how they have engaged with your content, overlaid with detailed demographic and company data, and then translates the data into actionable insights.

## **ONLINE LEADS**

Receive contact details from attendees who share their information with you via the online & mobile app directory. This typically includes their name, title, email, and company name.

## **LEAD RETRIEVAL APP**

The lead retrieval app license can be used on a smartphone or tablet to capture and collect leads onsite at your booth by scanning an attendee's show badge.