



Digital Booth Packages



Online Directory

Interactive Floor Plan

Show Planner

Contact us: exhibitsales@iaapa.org

What Will My Listing Include?

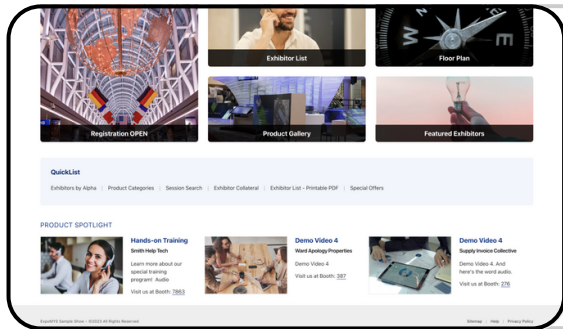
Features	Fun Package Included with Booth Space	Thrill Package \$500	Extreme Package \$1,000	Ultimate Package \$2,000
Contact Information	✓	✓	✓	✓
Website	✓	✓	✓	✓
Social Media	✓	✓	✓	✓
Booth Number	✓	✓	✓	✓
Product Categories	✓	✓	✓	✓
Company Description	✓	✓	✓	✓
Company Logo		✓	✓	✓
Featured Exhibitor Listing			✓	✓
Premier Placement in Search Results				✓
Highlighted Booth with Corner Peel				✓
Show Specials		1	2	4
Business Cards		1	2	4
Collateral		1	2	4
Product Gallery with Images and Descriptions			4	8
Product Gallery with Video and Descriptions				8

Prices listed are per Expo.

Receive 20% off your Second Digital Booth – 30% off your Third Digital Booth – 40% off your Fourth Digital Booth
Discount eligibility based on expos within the same calendar year.

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Additional Opportunities - Online Directory



PRODUCT SPOTLIGHT + \$500

LIMITED TO FIRST 30 EXHIBITORS

- Showcase your product image or video on the Directory Home Page
- Live link directs attendees to your company's listing

PRODUCT CATEGORY BANNER + \$500

- 320x50 px image
 - 640 x 100 px required for upload
- Guaranteed #1 listing in the category

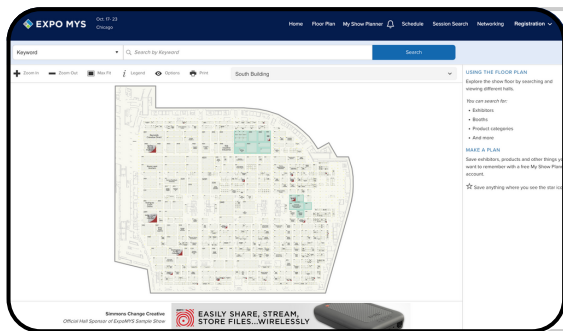
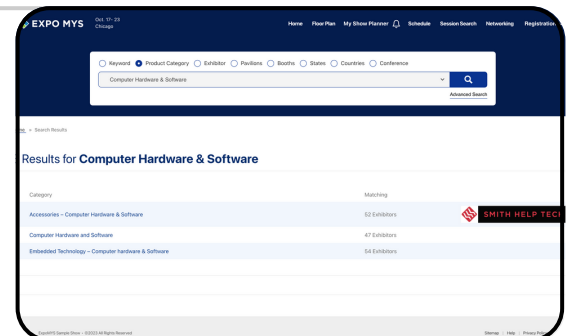


EXHIBIT HALL BANNER + \$1,500

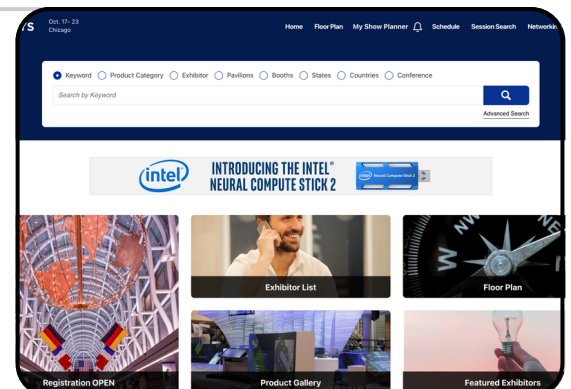
LIMITED TO FIRST THREE EXHIBITORS

- 728x90 px image
 - 1456 x 180 px image required for upload
- Up to 3 rotating maximum

DIRECTORY HOME PAGE BANNER + \$3,000

LIMITED TO FIRST THREE EXHIBITORS

- 1940x180 pixel image on the online directory home page or 600x500 pixel image for mobile/tablet
 - 1940x180 & 600x500 pixel image required for upload
- Up to 3 rotating maximum



Digital Booth Package Glossary

Each element below helps your company stand out, attract attendees, and engage with potential leads.

Contact Information *(Included in the Fun Package)*

Your 'Contact Us' information, which includes the company name, address, phone number, email, and social media links

Website *(Included in the Fun Package)*

A hyperlink that directs users from the company profile to their website

Social Media *(Included in the Fun Package)*

Hyperlinks that direct users from the company profile to their social media pages. Included within the 'Contact Us' information.

Booth Number *(Included in the Fun Package)*

A clickable link that takes users to your booth location on the floor plan

Product Categories *(Included in the Fun Package)*

Exhibitors choose and assign product or service categories to their company

Company Description *(Included in the Fun Package)*

1,000 Words

Company Logo

The company logo can appear in search results, on the company profile page, or in both locations.

Featured Exhibitor Listing

Your company will be highlighted in an exclusive list of exhibitors marked as 'featured.' The full exhibitor list will also include a filter, allowing users to view only the featured companies.

The screenshot displays the EXPO MYS website interface. The header is dark blue with the EXPO MYS logo, the event dates "Oct. 17-23 Chicago", and a "Menu" button with a bell icon. On the left, a sidebar contains a search bar labeled "Search By Exhibitor Name" with a magnifying glass icon, and two filter sections: "Filter by Alpha" with a "Show All" dropdown, and "Filter by Featured Exhibitors" with a checked checkbox for "Featured Exhibitors". The main content area is titled "33 Results for Exhibitor List" and includes "Grid" and "List" view toggles. Below the title, a section labeled "FEATURED EXHIBITORS (33)" shows two featured exhibitor cards. The first card is for "aceLabs" (Ace Labs), with booth number 8273, a green plus icon, and buttons for "Exhibitor Collateral" and "Online Contacts". The second card is for "Natural Labs" (Bailey Goods Partners), with booth number 4402, a green plus icon, and a description: "Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richar..."

Premier Placement in Search Results

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

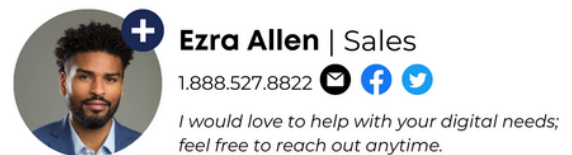
Highlighted Booth with Corner Peel

The interactive floor plan enhances your booth with a distinctive red highlight featuring a peeled corner. This eye-catching addition ensures that your booth stands out and appears on desktop and mobile devices.



Business Cards

Team contacts on your listing enable attendees to contact your team members before, during, and after the show. This information includes their name, headshot, title, description, and individual social media links.



Collateral

Any downloadable content such as PDFs, Word documents, or links for attendees to view. Exhibitors can categorize their collateral into sections like brochures, press releases, whitepapers, case studies, and catalogs.

Special Offers

Exclusive show-specific raffles, company discounts, and giveaways

Exhibitor Scheduled Events

Webinars, trainings, demos, or in-person events you're hosting

Product Gallery Images & Descriptions

Upload a product image along with an accompanying description to your listing

Product Gallery Videos & Descriptions

Upload a product video along with an accompanying description to your listing

Brands

Products manufactured by your company under a specific name and searchable in the online directory/interactive floor plan.

Product Spotlight

The first image or video in the exhibitor's gallery is featured on the Directory Home Page and links to their company profile. These spotlights are displayed randomly and change upon page refresh.

PRODUCT SPOTLIGHT

[Show All](#)

Our Latest Audio/Visual Release

Veridian Dynamics Plus

Join our 15-minute live demonstration on the official online directory. Click the 'plus' icon to add it to your agenda. On the event day, visit the directory to view your scheduled events.

Visit us at Booth: [3744](#), [5653](#), [7177](#)

Product Category Banner

Displayed alongside the product category in search results, ensuring the exhibitor's listing appears at the top

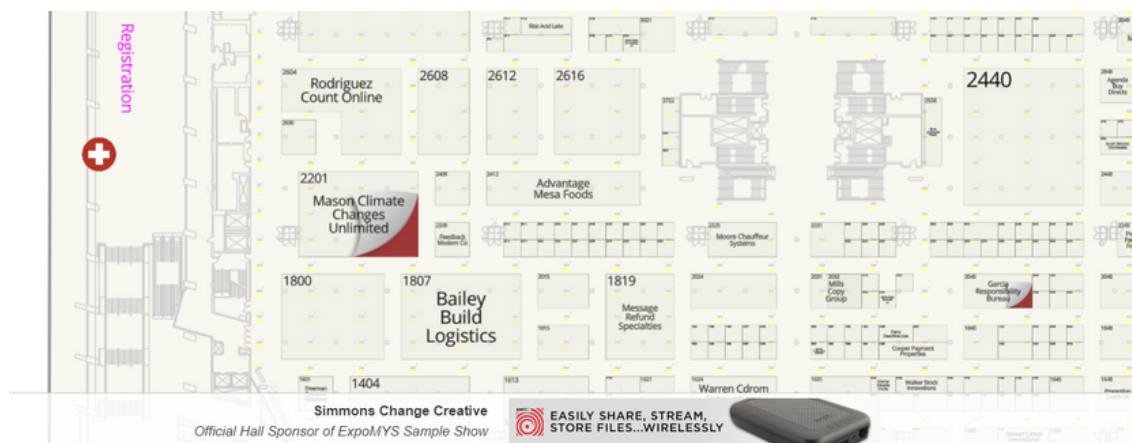
Results for Product Categories

Category	Matching
Accessories – Automotive Electronics	53 Exhibitors
Accessories – Computer Hardware & Software	52 Exhibitors
Accessories – Connected Home	50 Exhibitors

**SMITH HELP TECH**

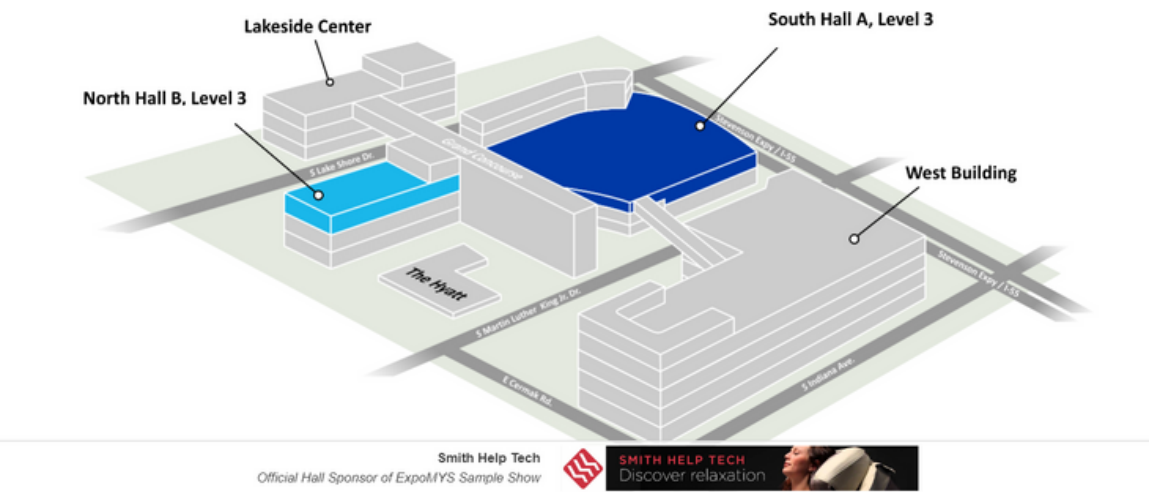
Exhibit Hall Banner

A banner ad anchored to the bottom of the interactive floor plan screen that links directly to the exhibitor's listing.



Facility Overview Banner

A banner ad anchored to the bottom of the interactive floor plan facility overview that links directly to the exhibitor's listing.



Directory Home Page Banner

A banner ad that appears on the directory home page.

