



DIGITAL BOOTH PACKAGES

Online Directory and Interactive Floorplan

Contact us ExhibitSales@IAAPA.org



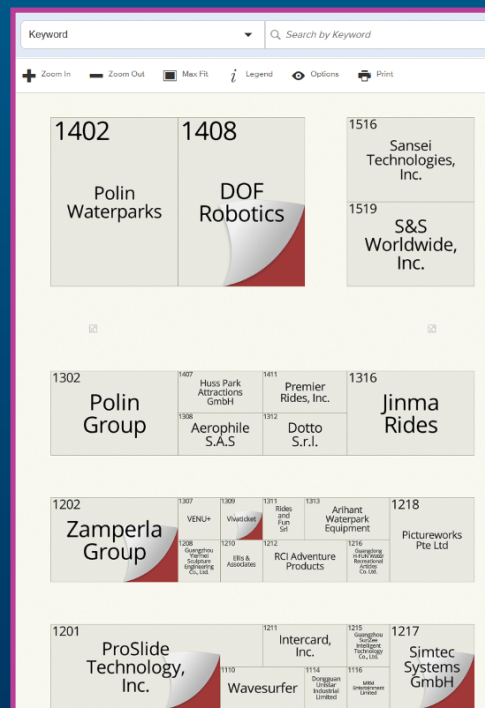
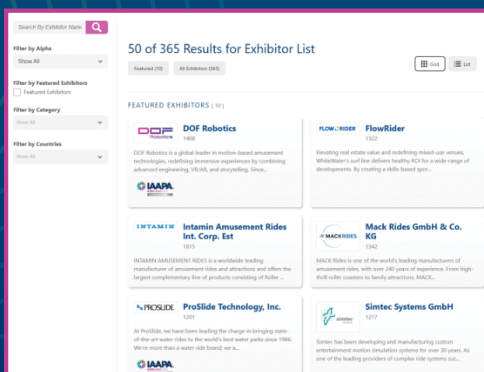
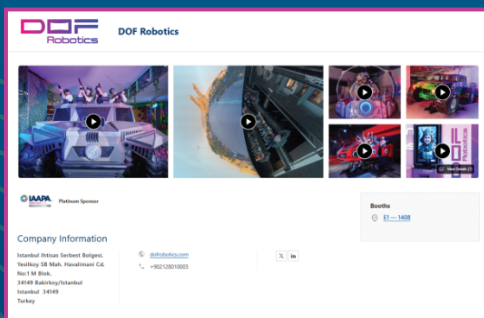
IAAPA DIGITAL BOOTH UPGRADE

Supercharge your reach! Build awareness of your products and services before the expo and drive engagement on the show floor.

YOU'LL GAIN POWERFUL ADVANTAGES LIKE:

- **PREMIER PLACEMENT IN SEARCH RESULTS:** Secure top-tier visibility by appearing first in search results and filtered lists relevant to your company profile.
- **HIGHLIGHTED BOOTH ON FLOORPLAN:** Stand out instantly with a bold red highlight and peeled-corner design on the interactive floor plan, visible on both desktop and mobile.
- **FEATURED EXHIBITOR LISTING:** Earn a spot in an exclusive “Featured” exhibitor list, complete with a filter option so attendees can quickly find premium companies like yours.
- **ENHANCED CONTENT OPTIONS:** Enrich your listing with brochures, special offers, product images, videos, and more - giving attendees multiple ways to explore and engage with your brand.

Whether your focus is driving booth traffic, elevating brand visibility, or generating leads that fuel long-term success, we equip you with the tools to make it happen.



Contact ExhibitSales@IAAPA.org for more information.

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.

**MULTIPLE
DIGITAL BOOTH
DISCOUNT**



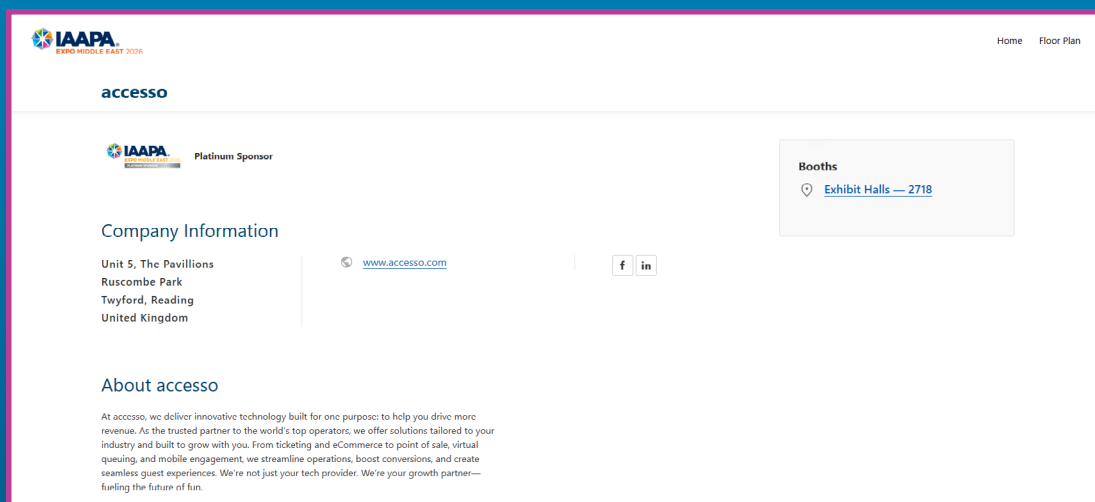
20% OFF your Second
30% OFF your Third
40% OFF your Fourth

Discount eligibility based on Expos within the same calendar year.

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FUN PACKAGE — INCLUDED FOR ALL EXHIBITORS

Every exhibitor receives our **FUN PACKAGE** at no additional cost, giving you the essential tools to showcase your brand, connect with attendees, and drive booth traffic from day one.



CONTACT INFORMATION

Showcase your complete “Contact Us” details—including company name, address, phone, email, and social media—so attendees can connect instantly.

WEBSITE

Drive traffic directly to your website with a seamless hyperlink from your digital booth profile.

SOCIAL MEDIA

Boost engagement with one-click access to your social media channels, conveniently integrated into your contact information.

BOOTH NUMBER

Make it easy to find you with a clickable booth number that guides visitors straight to your location on the interactive floor plan.

PRODUCT CATEGORIES

Highlight what you offer by selecting product and service categories that help attendees discover your business.

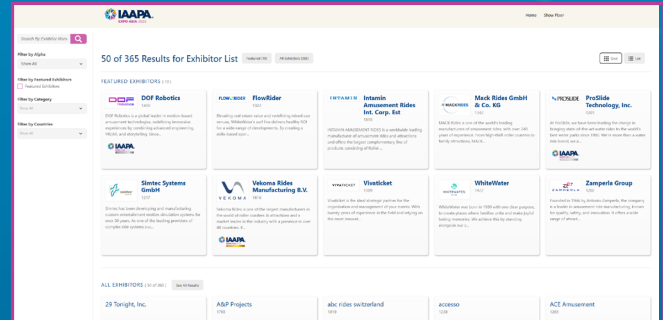
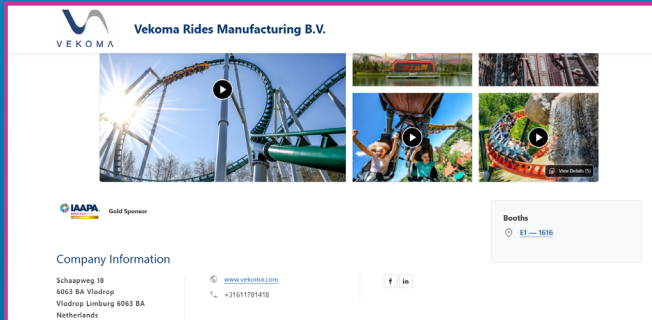
COMPANY DESCRIPTION *(up to 1,000 words)*

Tell your brand story, showcase your expertise, and stand out with a detailed company overview designed to capture attention.



DIGITAL BOOTH FEATURES GUIDE

Each feature is designed to help your brand stand out, attract attendees, and generate meaningful leads.



COMPANY LOGO *(Thrill, Extreme & Ultimate Packages)*

Showcase your brand with a prominent logo displayed in search results, on your company profile, or both—boosting recognition and visibility.

FEATURED EXHIBITOR LISTING *(Extreme & Ultimate Packages)*

Stand out in an exclusive “Featured Exhibitor” section, complete with a filter that lets attendees quickly discover highlighted companies like yours.

HIGHLIGHTED BOOTH WITH CORNER PEEL

(Ultimate Package exclusive)

Capture attention on the interactive floor plan with a bold highlighted booth and eye-catching corner peel.

PREMIER PLACEMENT IN SEARCH RESULTS *(Ultimate Package)*

Secure top-of-page visibility with premier placement in relevant searches and filtered lists, ensuring your brand appears first.

SHOW SPECIALS *(Varying quantities by package)*

Promote exclusive raffles, discounts, and giveaways to drive traffic and excitement around your booth.

BUSINESS CARDS *(Varying quantities by package)*

Make meaningful connections with team contact profiles featuring names, headshots, titles, bios, and direct social links—accessible before, during, and after the show.

COLLATERAL *(Varying quantities by package)*

Share brochures, catalogs, white papers, and more through downloadable or linked content organized for easy attendee browsing.

PRODUCT GALLERY: IMAGES & DESCRIPTIONS *(Extreme & Ultimate Packages)*

Showcase your offerings with product images and compelling descriptions that highlight key features and benefits.

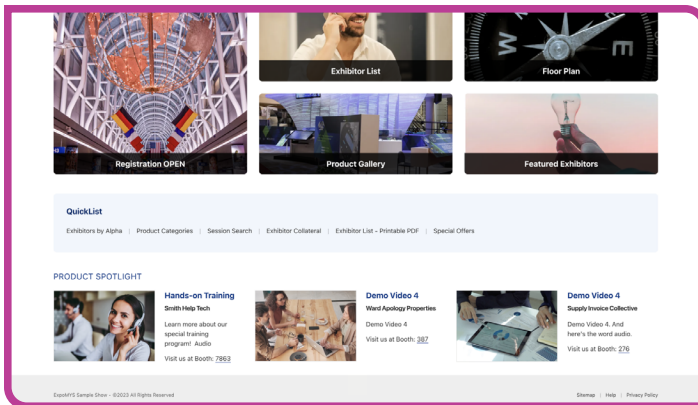
PRODUCT GALLERY: VIDEOS & DESCRIPTIONS *(Ultimate Package exclusive)*

Bring your products to life with engaging videos and descriptions that capture attention and deepen attendee interest.

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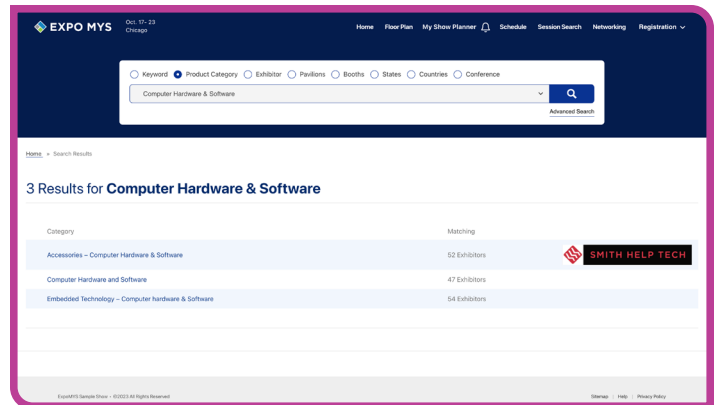
ADDITIONAL OPPORTUNITIES

Elevate your **ULTIMATE PACKAGE** even further with add-on enhancements designed to boost visibility, engagement, and results.



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
 - ▶ 640x100 px required for upload
- ▶ Guaranteed #1 listing in the category

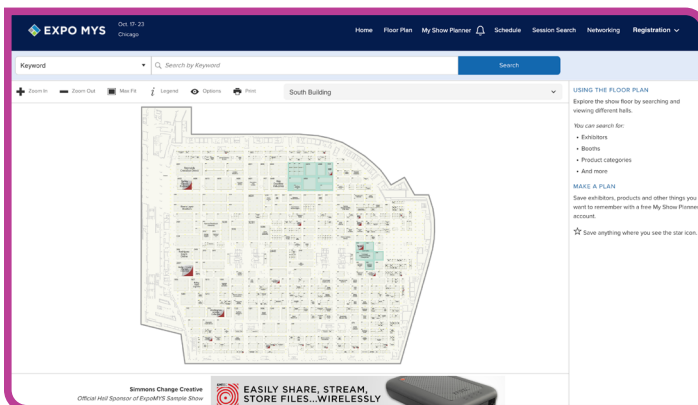
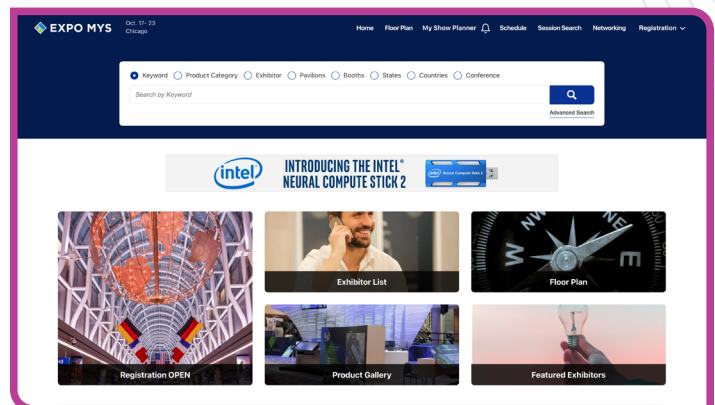


EXHIBIT HALL BANNER + \$1,500 LIMITED TO FIRST THREE EXHIBITORS

- ▶ 728x90 px image
 - ▶ 1456x180 px image required for upload
- ▶ Up to 3 rotating maximum



DIRECTORY HOMEPAGE BANNER + \$3,000 LIMITED TO FIRST 3 EXHIBITORS

- ▶ 1940x180 pixel image on the online directory homepage or 600x500 pixel image for mobile/tablet
 - ▶ 1940x180 and 600x500 pixel image required for upload
- ▶ Up to 3 rotating maximum

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