

Trivial Pursuit®

TURN GAMEPLAY INTO BOOTH TRAFFIC AND ATTENDEE ENGAGEMENT

IAAPA Expo Insider Booklet, Sponsored by Hasbro

The IAAPA Expo Insider is your game piece to Trivial Pursuit® IAAPA Expo Edition, turning attendee booth visits into trivia for chances to win. As the only printed guide available on-site this booklet leads attendees through an attractions themed Trivial Pursuit® game prompting them to visit participating exhibitor booths to complete the experience and claim their prize. Choose to be a game participant and drive engaged traffic to your booth or advertise in the booklet for show-wide exposure.

HOW IT WORKS

- ▶ Attendees grab their IAAPA Expo Insider and play Trivial Pursuit® IAAPA Expo Edition.
- ▶ The booklet guides them across the show floor through trivia gameplay.
- ▶ To complete the game, attendees must visit & engage with each participating booth.
- ▶ Result: intentional foot traffic, longer engagement, and natural conversations.



Advertisers receive a single-sided advertisement* in the 8" x 5" booklet.

*All ad designs are the responsibility of the advertiser, must not include any Trivial Pursuit® intellectual property, and are subject to IAAPA approval.

Contract and artwork due by Oct. 2

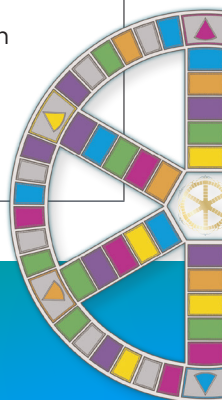
EXHIBITOR OPPORTUNITIES

GAME PARTICIPANT: \$3,500

- ▶ Be an official stop in the Trivial Pursuit® IAAPA Expo Edition game
- ▶ Drive attendees directly to your booth as part of gameplay
- ▶ Includes a full page ad (8" x 5") in the booklet
- ▶ Ideal for increasing booth traffic and engagement

ADVERTISER ONLY: \$2,000

- ▶ Gain visibility in the only printed guide used during the show
- ▶ Includes a full page ad (8" x 5") in the booklet
- ▶ No gameplay participation required



Contact the IAAPA team at Advertising@IAAPA.org for more details.