

Increase your booth traffic and brand awareness with distributors before, during and after the show!

According to a study conducted by the Center for Exhibition Industry Research, sponsorships can increase booth traffic by 104% – generating more leads and more value for your marketing dollars. Optimize your exhibiting investment and increase your ROI by choosing the perfect package that best supports your brand!

○ LAUNCH PACKAGE 1: \$699 (PACKAGE VALUE \$1,384)

- 1 lead-retrieval unit/badge scanner (app)
- Preshow email blast
- Product on display in Product Showcase
- Logo on mobile app
- Photo of your item in the mobile app
- Post-show email blast to all attendees

○ FIRST IMPRESSIONS: \$1,099 (PACKAGE VALUE \$3,268)

- 1 lead-retrieval unit/badge scanner (app)
- Preshow email blast
- Keynote spotlight ad that runs all 3 mornings before each keynote presentation – seen by a captive audience
- 1 page in the Flip for Savings digital coupon book, stays on website for rest of the year
- ½ page, 4-color ad in the Official Show Directory, used as a reference tool after the show ends
- Product on display in Product Showcase
- High-profile listing in directory with 4-color logo
- High-profile listing in the mobile app with 4-color logo
- Post-show email blast to all attendees

○ LAUNCH PACKAGE 2: \$1,350 (PACKAGE VALUE \$3,693)

- 1 lead-retrieval unit/badge scanner (app)
- Preshow email blast
- ½ page, 4-color ad in the Official Show Directory, used as a reference tool after the show ends
- Mobile app ad
- Keynote spotlight ad that runs all 3 mornings before each keynote presentation – seen by a captive audience
- Banner ad on the show website
- Product on display in Product Showcase
- Post-show email blasts to all attendees

○ NEW PRODUCT LAUNCH: \$1,900 (PACKAGE VALUE \$2,991)

- 1 lead-retrieval unit/badge scanner (app)
- Preshow email blast
- Distributor Networking Lunch: Meet the Exports
- New Product Preview Reception
- Keynote spotlight ad
- Product on display in Product Showcase
- Mobile app text alert
- Post-show email blasts to all attendees

○ Product Spotlight Package PRODUCT-SPECIFIC MARKETING: \$2,850 (PACKAGE VALUE \$5,343)

- 1 lead-retrieval unit/badge scanner (app)
- Preshow email blast
- Product sponsorship with distribution in all registration bags
- New Product Preview
- High-profile listing in directory with 4-color logo
- Logo on mobile app
- Product sponsorship at ASI Show Bash
- Video package that includes a looped broadcast on buses, website, before the 3 morning keynote presentations and on the mobile app
- Post-show email blasts to all attendees

○ BRAND BUILDING: \$3,700 (PACKAGE VALUE \$7,158)

- 1 lead-retrieval unit/badge scanner (app)
- Preshow email blast
- Keynote spotlight ad that runs all 3 mornings before each keynote presentation – seen by a captive audience
- 1 page in the Flip for Savings digital coupon book, stays on website for rest of the year
- Aisle decal in the front of the aisle of your booth
- 2-sided meter board in/near Registration to promote your product or brand
- Product on display in Product Showcase
- Your choice of a sponsorship opportunity:
 - Motivational Breakfast
 - How to Get the Most Out of Your Trade Show Experience
- ½ page, 4-color ad in the Official Show Directory, used as a reference tool after the show ends
- Post-show email blasts to all attendees

Sponsorship opportunities are subject to change.

For more information, call your ASI Show® account manager at (800) 546-3300 or visit asishow.com.

2020 MARKETING OPPORTUNITY PACKAGES

Payment Terms

All marketing, advertising and sponsorship fees must be paid in full with order. Space cannot be reserved without full payment. Any order may be canceled by ASI Show if the advertiser or agent fails to pay accounts when due. If advertiser or its advertising agency fails to pay moneys owed to ASI Show, the advertiser agrees to pay all costs, including attorney's fees, expended in collecting overdue charges. Interest on all unpaid balances will be at the rate of 1.5% per month or the legally permissible rate, whichever is lower. All advertising commitments are non-cancellable, non-transferable and non-refundable. Advertising materials not received by the materials' due date may not be published and/or will not be entitled to revisions, changes, cancellations, approvals or guarantees in color matches. This order is subject to acceptance and credit approval by ASI Show.

Rates

ASI Show reserves the right to change the rates and terms herein at any time without notice. No discounts apply. All ASI Show advertising opportunities are non-transferable and cannot be resold.

Please complete this form, attach your advertising and sponsorship selections and send with payment right away for the most exposure!

All prices are net. All payments must be made in U.S. dollars only. Prices are per show.

I would like to order these advertising opportunities for the following 2020 ASI Shows:

ORLANDO
January 4-6

FORT WORTH
February 3-5

CHICAGO
July 21-23

Company Information

Company Name _____ asi/ _____

Advertising Contact (for questions) _____

Business Phone _____

Email _____

Authorizing Representative _____

Authorizing Representative Signature _____

TOTAL: _____

Please use the credit card that ASI Show has on file. Please contact me about using a credit card.

Please note that full payment is due with order. Space will not be reserved without full payment. All prices are net. Advertiser/Sponsor agrees to all terms and conditions. All advertising commitments are non-cancellable, non-transferable and non-refundable. Please visit www.asishow.com/mktgopps/Termsconditions.html for details.

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