



# PRINT AND ONLINE PROMOTIONAL OPPORTUNITIES FOR EXHIBITORS

**Special discount pricing available for exhibitors who purchase an enhanced eBooth or add-on at the time of their 2018 booth purchase.**

**Save up to \$300!**

Enhance your visibility to attendees with new enhanced eBooth packages. Enhanced eBooth packages increase your visibility with attendees by 3-4 times. Company names and booth numbers of exhibitors are displayed in bold styling along with a special icon with a Premium, Elite or Super Ultimate enhanced eBooth package — making the listing stand out in the Exhibitor List, as well as, on the Event Map.

ENHANCED EBOOTH FEATURES	BASIC	PREMIUM	ELITE	SUPER ULTIMATE
<b>XPONENTIAL 2018 Event Website Exposure</b>				
<b>Premium Position</b> <i>Exhibitors featured at top of exhibitor list</i>	--	--	✖	✖
<b>Company or Product Logo</b> <i>Add your logo to your eBooth profile</i>	--	✖	✖	✖
<b>Enhanced eBooth Icon</b> <i>Shown on the floor plan and exhibitor list</i>	--	✖	✖	✖
<b>Company Name, Booth Label and Address</b>	✖	✖	✖	✖
<b>Website URL</b> <i>Add website link to eBooth profile</i>	✖	✖	✖	✖
<b>eBooth Profile</b> <i>Add relevant company information</i>	350 characters	500 characters	750 characters	750 characters
<b>Product Categories</b> <i>Use categories searched by buyers</i>	10	10	10	10
<b>Press Releases</b>	--	2	Unlimited	Unlimited
<b>Online Product Listings</b> <i>Detailed descriptions, color images</i>	--	2	Unlimited	Unlimited
<b>Show Specials</b> <i>Spotlight discounts and giveaways</i>	--	2	Unlimited	Unlimited
<b>Event Map Banner Ad</b> <i>Grab attendees' attention on the event map</i>	--	--	--	1
<b>Printed XPO Guide Exposure</b>				
<b>Company Name, Booth Label and Address</b>	✖	✖	✖	✖
<b>Print Profile</b> <i>Feature your company information</i>	350 characters	500 characters	750 characters	750 characters
<b>Product Categories</b> <i>Use categories searched by buyers</i>	10	10	10	10
<b>Company or Product Logo</b> <i>Add your logo to your eBooth profile</i>	--	--	✖	✖
<b>Total Investment</b>	FREE	\$395	<del>\$995</del> <b>\$795</b>	<del>\$1,395</del> <b>\$1,095</b>

## Get enhanced visibility with a Super Ultimate eBooth listing.

- Get your company placed at the top of the exhibitor list
- Upload videos that engage audiences with your brand
- Promote show giveaways to welcome more traffic in your booth
- Show up in more attendee searches by adding product categories
- Showcase all your products and services through interactive content
- Add more details and branding to your company description

For more information contact your account manager:

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## Optional Add-On Promotional Opportunities

### EVENT MAP LOGO - \$995

Make your booth stand out from the rest by adding your company logo to your eBooth on the interactive event map. Your booth must be a 20 x 20 or larger.



### EVENT MAP BANNER ADS - \$495

When attendees plan ahead with the online event map, catch their attention in this high visibility spot with a banner or advertisement with impression tracking.

