

Increase Your Exhibit ROI

Smart Marketing with UBM

Maximize your company's presence and exposure at the show. Select from a variety of pre-show and onsite opportunities to help promote your participation and get a head start on the competition.

Exhibitors who purchase
**1 or more event
marketing products**
enjoy, on average, a

24%
**increase in
booth traffic.**

83%
of exhibitors agree
that **'building,
expanding brand
awareness'** is a
high-priority marketing-
related objective for
trade shows.

Generate More Leads & Awareness at Any Budget

Opportunities Starting as Low as \$325



*Data Sources: UBM event lead records; Changing Environment Study 2013 and Profile of Frequent Exhibitors Report 2013, CEIR—Center for Exhibition Industry Research



"Invotec used the Mobile Showroom for a recent show. It gave us the ability to display our project portfolio and one of our latest pieces of equipment. **A large medical company discovered us through the Mobile Showroom and visited our booth.** The relationship is forged, and we're working towards a successful outcome. There is no doubt we'll continue to use the Mobile Showroom for future shows."

David Barton, INVOTEC Engineering

"Epicor has always believed in having a thought leadership presence at UBM manufacturing events, and the **TechTheater** has always been a great way to accomplish this. In addition to generating additional leads away from our trade show booth, our company gets a professional quality video which we can post on our YouTube channel post-event and for use in future lead generation marketing programs."

Gary Koltookian, Epicor Software



"ASH Industries appreciates that UBM offers the Mega Sign and gives tradeshow visitors the chance to immediately assess where they need to visit. **We knew the mega signs were an effective advertising measure based on the number of visitors who mentioned coming by based on what they saw in the lobby.** It wasn't until people started showing up with pictures of the Mega Signs—in order to not forget what they had seen—that I realized what an indispensable tool they had become."

Hartie Spence, ASH Industries

Contact the Event Promotions Team: promos@ubm.com



Marketing Made Easy

ORDER NOW FOR MAXIMUM EXPOSURE

Featured Exhibitor Listing

\$695

Promote your company and booth across multiple platforms! Includes 3 popular products: Directory Premier Listing in the printed guide, Online Product Spotlight on the event website, and Mobile Showroom in the event app. Your online company listing and product spotlight will both be visually enhanced and given priority placement on the website. Your mobile showroom will be highlighted in the app and includes more robust company info.

Featured Exhibitor Listing PLUS

\$995

A **\$1475** value that includes all of the items of the Featured Exhibitor Listing PLUS a video link that will appear alongside your exhibitor listing on the event website.

Mobile Alert Push Notification

Limited spots available **\$795**

Send your message directly to the "Inbox" of all app users. Share booth giveaways, product launches, company news, or any relevant announcement. Includes Mobile Showroom.

Mobile Promoted Post

Limited spots available **\$595 / \$995**

A Promoted Post is a message pinned to the top of the Activity Feed (the most accessed section of the app). Includes 140-characters of text, a link to a website or listing in the app, as well as an embedded image. Encourage attendees to visit your booth or promote a special offer or product. Includes Mobile Showroom.

Off Prime Time: 8-10AM & 2-4PM (limit 4 per day) **\$595**

Prime Time: 10AM-2PM (limit 6 per day) **\$995**

Upgrade Your Event Status

Passport Program

\$1995*

Drive more attendees to your booth with this new program that ensures they spend more time on the expo floor. Attendees bring their "passport" to booths of participating exhibitors to be stamped.

Completed passports are then entered into a daily prize drawing.

Premier Directory Listing

\$325

Includes company logo and company name featured in bold, reverse lettering and larger typeface than the standard directory listing.

Video Link

\$450

Share your company's latest product video with show attendees. Your video link will appear alongside your exhibitor listing on the event website, providing attendees with access to your most up-to-date product and technology information in a live format.

Mailing List Rental

\$995

Send your designed mailer to a targeted list of pre-registered attendees. Additional printing and postage fees not included. Must work through an approved third-party mail service. Limited availability per show.

Mobile Showroom

\$350

Upgraded listing includes highlighted company name and logo, description, full contact details, booth number with link to interactive floor plan, downloadable content, and networking feature allowing users to email you directly and set up a meeting.

Online Product Spotlight

\$350

Place your new product description and photo on the redesigned and upgraded event website. Paid spotlights are enhanced and given priority placement.

Onsite Ad Posters (2)

\$1750

Advertisement on two 22" x 28" posters. One poster will be placed in the entrance near registration, and the other in a key area leading onto the show floor.

Onsite Mega Sign

\$2750

Most popular onsite option! Mega signs stand at 8-feet tall and are strategically placed in high traffic areas including registration, expo, and conference entry points. 4-color and 2-sided.

Send an Email

Pricing Varies

Your text and image are formatted in HTML and sent to registered and potential attendees. Each email reaches a unique audience for maximum effect. Limited availability per show.

Want More?

Contact us now for other opportunities, including premium, exclusive, and custom options.

- Lanyards
- Advertising
- Floor Graphics
- Registration Bar Codes
- Expo Bags
- Aisle Signs

*\$1995 two day show; \$2495 three day show

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