

↗ THE
SHOW
FOR
SHOWS

EXHIBIT AT
EXPO! EXPO! 2018

IAEE Expo!
Annual Meeting
& Exhibition
2018 Expo!

NEW 11-13 DECEMBER
ORLEANS, LA | 2018

IAEE Expo! Annual Meeting & Exhibition 2018 Expo!

**NEW 11-13 DECEMBER
ORLEANS, LA | 2018**

Show: Expo! Expo! 2018

Where: Ernest N. Morial Convention Center
New Orleans, Louisiana, USA

When: 11 - 13 December 2018

Times: 2:30 p.m. - 5:30 p.m. Tuesday, 11 December
12:00 p.m. - 4:00 p.m. Wednesday, 12 December

Expo! Expo! is the gateway to the decision-makers for the \$80 billion exhibitions and events industry and is the primary annual event organized by IAEE.

As such, it attracts the owners, executives, directors and managers from companies and associations that organize a wide variety of events, including many of the largest exhibitions in North America.

IAEE invites you to exhibit in New Orleans, LA, where you will discover what **it's all about** with attendees who are leading the way in their organizations.

Expo! Expo! is the perfect place for any exhibitor to showcase new products, meet new customers and network with some of the leading experts in the exhibitions and events industry.

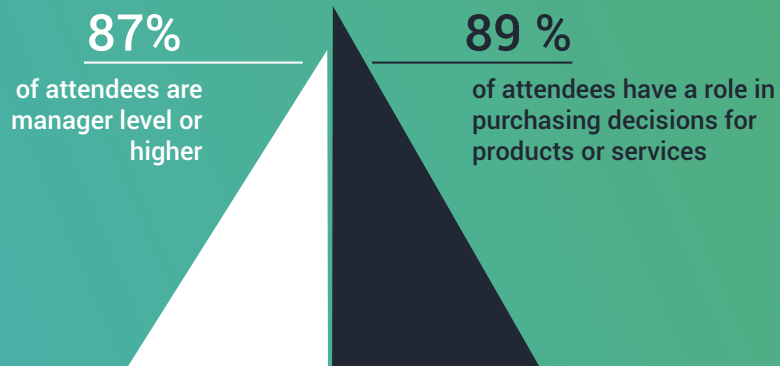
The International Association of Exhibitions and Events is a trusted association that provides quality and value to its members through leadership, service, education and strong relationships to more than 1,300 members (organizations) and more than 11,000 member representatives (individuals) in 52 countries.





Exhibitor Benefits

- Have cost effective access to over 85 percent of the TSNN Top 250 trade show organizers
- Test or launch new products and services at the customer level
- Network and build relationships with decision makers and influencers
- Introduce your company to IAEE members
- Up-sell existing clients
- Contact new prospects and generate leads
- Reach the competition and develop ways to distinguish your products and services
- Discuss the needs of your customers face-to-face and demonstrate solutions
- Promote your organization's image and maximize its market exposure
- Develop your database to strengthen your overall sales and marketing program



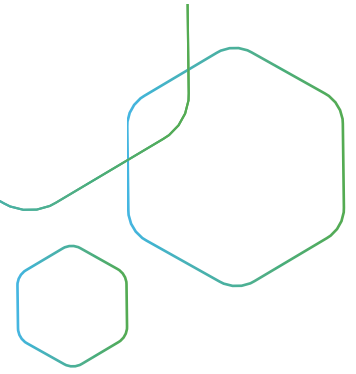
"Experient wouldn't miss the opportunity to exhibit at IAEE's Expo! Expo! Year over year it consistently provides us with a venue for connecting with clients and meeting new prospects. It's so important to us that a great portion of our marketing program is geared toward the event. You might say it's our Super Bowl."

- Harby Tran, Director of Marketing, Experient



Who Attends Expo! Expo!?

Exhibition and event organizers from around the globe gather with suppliers in the exhibitions and events industry to look for strategic industry partners to maximize their budgets and increase their efficiencies. They are searching for new and innovative technology, creative destinations and dynamic contractors to assist them in reaching their goals.

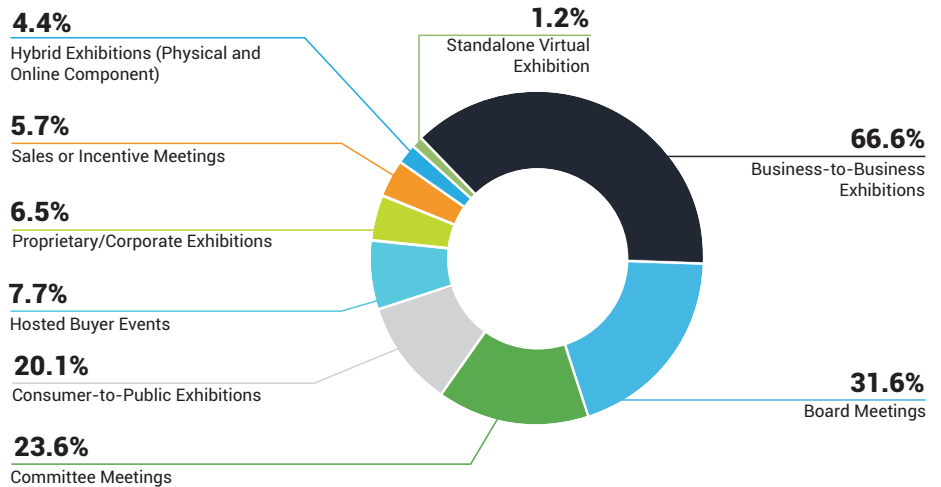


Attendee Demographics: Interact with the Buyers You Want to See

Breakdown of Attendees at Expo! Expo!



Types of Events Produced by Attendees*



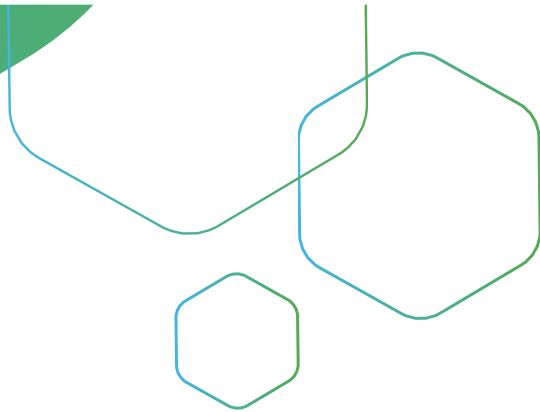
*The counts and percentages in the charts below are based on total attendance, excluding exhibitors. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.



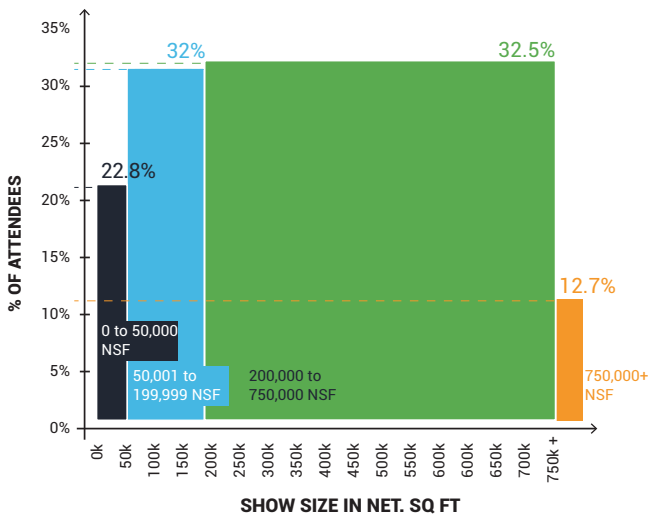


89%

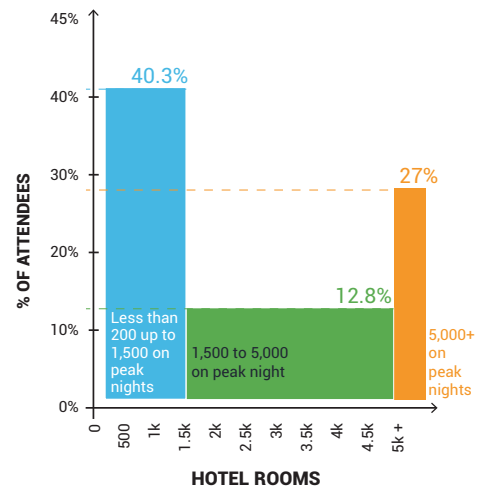
of attendees have a role in purchasing decisions for products and/or services



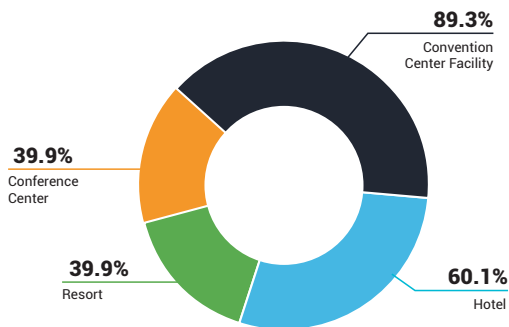
Size of Shows Produced



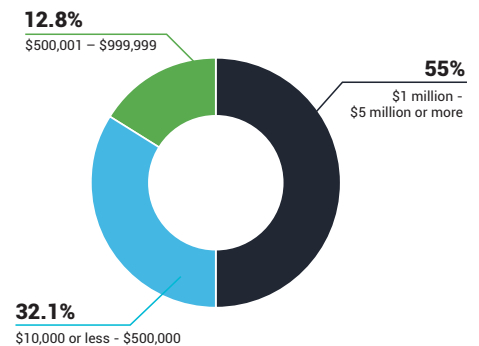
Number of Hotel Rooms Required on Peak Night by Attendees



Types of Venues Used by Attendees



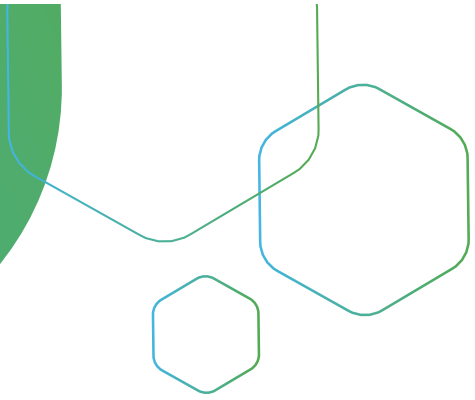
Annual Budget for Product and Service Purchases for their Organization's Events





Who Should Exhibit?

If you offer any of the following categories of products and/or services for the exhibitions and events industry, reserve your exhibit space today!



"CadmiumCD has exhibited at Expo Expo since 2012 and we see tremendous value and ROI each year. IAEE does a great job balancing education with the ideal number of hours the tradeshow floor is open. The attendees are the exact decision makers and recommenders who we are targeting."

– Joe Felperin, CadmiumCD,
Director of Business Development

Join the growing list of exhibitors who offer products and services in the following categories:

- A/V Equip./Rentals/Production
- Advertising/Promotional Services
- Airline
- Association/Foundation
- Beacon Technology
- Business Services - Auditing/
Financial/Accounting
- Catering Services
- Charging Kiosks
- Cleaning/Janitorial Services
- Communication Equipment
- Computer Rentals
- Computer Software - Exhibition/Event,
Floor Plan Management
- Consulting Services
- Convention & Visitors Bureau
- Customs Broker
- Destination Management
- Education/Training/Speakers/
Speaker Bureau
- Electrical Contractor
- Event Management Software - Itinerary
Builders, Matchmaking, Wayfinders,
Virtual Reality Experience
- Executive Recruitment Services
- Exhibit Designer/Builder
- Facility - Arena/Auditorium/Stadium
- Facility - Convention Center
- Facility - Fairground
- Facility - Public Expo
- Facility - World Trade Center
- First Aid Medical Services
- Floor Manager
- Flooring/Carpeting
- Florist/Plant Rental
- Freight - Air
- Freight - Common Carrier
- Freight - Van Line
- Furniture Rental/Booth Furnishings
- Graphics/Printing
- Hostesses/Modeling Services
Entertainment/Talent Services
- Hotel - Exhibit Space < 30,000 sq. ft.
- Hotel - Exhibit Space > 30,000 sq. ft.
- Housing/Travel Services
- Insurance
- International Exhibitor Services
- Internet/Web Services/Webcasting/
System Design/Software
- Lead Retrieval/Management Systems
- Legal Services
- Literature Displays/Kiosks
- Marketing Services/Research
- Message System
- Mobile App
- Personnel (Temporary)
- Photography
- Premiums/Promotions
- Product Locators/Message Centers
- Publications/Dailies
- Registration Services/Badging
Systems/RFID
- Registration Supplies
- Security Services
- Service Contractor - General
- Service Contractor - I&D
- Show Management
- Signage
- Social Media
- Special Events/Tour Operations
- Sponsorships
- Surveys/Audience Response Systems
- Telecommunications
- Traffic Builders
- Translation Services
- Transportation/Shuttle Services
- Virtual & Hybrid Events/
Experiential Marketing



Exhibit Space Cost

Member: \$3,700 per 100 sq ft

Non-member: \$4,800 per 100 sq ft

Member rate increases to \$3,900 after 1 September 2018.
Add \$300 for each exposed corner



Exhibit Space Includes*:

- Pipe and Drape - 8 ft. draped back wall, and 3 ft. draped side rails
- Signage - Company ID Sign (7" x 44")
- Booth Staff Badges - 3 badges per 100 square feet provided for exhibit staff (see access details below)
- Lead Retrieval Unit - 1 complimentary mobile license per booth
- Food & Beverages - complimentary lunch and dessert served on the show floor on Wednesday (for exhibitors and attendees)
- Standard Booth Cleaning - pre-show, both days



Additional Exhibitor/ Booth Staff Benefits*:

- Access to pre-show leads through the attendee registration list (accessible online through the exhibitor portal)
- Ability to send emails and appointment requests to attendees prior to the show
- Online booth listing which includes company description, category listings and URL link to exhibitor's website.
- Booth Staff Badges provided with each exhibit space allow access to the show floor for move-in, show hours and move-out; they also provide admission to these four special programs: Opening Reception, Opening General Session, Keynote General Session, and Expociety Closing Party.

*Benefits subject to change





Reserve Your Space

- **Reserve Your Exhibit Space:**

www.myexpoexpo.com/boothsales

- **View the 2018 Floor Plan:**

www.myexpoexpo.com/floorplan

1. If you are a new exhibitor and have never exhibited with us before, click the 'Interested in Exhibiting' link to create a new account.
2. You will receive an email with your password and have the ability to login (check spam folder).
3. Follow the steps to fill out the booth space reservation.
4. You can choose your booth at this time.
5. 50 percent is due at submission (you also have the option to mail in a check).
6. Show management will email confirmation of your booth once approved.

IMPORTANT NOTE:

Prior to 1 August, a 50% deposit is due with all contracts in order for exhibit space reservations to be processed and complete; after 1 August, FULL payment is due with all exhibit space contracts.





Sponsorship & Advertising Opportunities

Increase your ROI with exciting sponsorship and advertising opportunities that will enhance your visibility at Expo! Expo! Choose from a wide variety of options that will fit your needs.

Exhibiting or sponsorship/advertising questions?

Rick Jennings, CEM, VP of Partnership Relations
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Karen Gonzales, CMP, Director of Partnership Relations
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Don't end up on the waiting list! Reserve your exhibit space today!

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