

INFOCOMM 2027

Online Advertising Packages

NEW: Rank Leads by Intent with Sales Accelerator (page 4)

infocomm RESIDE Lightapalaza



Online Directory

Interactive Floor Plan

Show Planner

Purchase Contact: Tony Kruessel, tkruessel@mapyourshow.com, 513-527-8894

What Will My Listing Include?

| Features | Standard \$395 | Gold \$1,500 \$1,195 | Platinum \$3,000 \$2,295 | Diamond \$6,000 \$4,495 |
|--|-------------------|-------------------------|-----------------------------|----------------------------|
| Contact Information | ✓ | ✓ | ✓ | ✓ |
| Website | ✓ | ✓ | ✓ | ✓ |
| Social Media | ✓ | ✓ | ✓ | ✓ |
| Booth Number | ✓ | ✓ | ✓ | ✓ |
| Product Categories | ✓ | ✓ | ✓ | ✓ |
| Company Description | ✓ | ✓ | ✓ | ✓ |
| Sales Accelerator | ✓ | ✓ | ✓ | ✓ |
| Company Logo | ✓ | ✓ | ✓ | ✓ |
| Access to Online Leads | ✓ | ✓ | ✓ | ✓ |
| Featured Exhibitor Listing | | ✓ | ✓ | ✓ |
| Highlighted Booth with Corner Peel | | | ✓ | ✓ |
| Premier Placement in Search Results | | | | ✓ |
| Business Cards | 1 | 2 | 4 | 6 |
| Collateral | 1 | 2 | 4 | 6 |
| Product Gallery with Images and Descriptions | 1 | 2 | 4 | 6 |
| Product Gallery with Video and Descriptions | | | | 6 |
| Product Spotlight | | | | ✓ |

Additional Opportunities - Online Directory

Additional Opportunities Include The Diamond Package

PRODUCT CATEGORY BANNER \$6,500

- 320x50 px image
 - 640 x 100 px required for upload
- Guaranteed #1 listing in the category

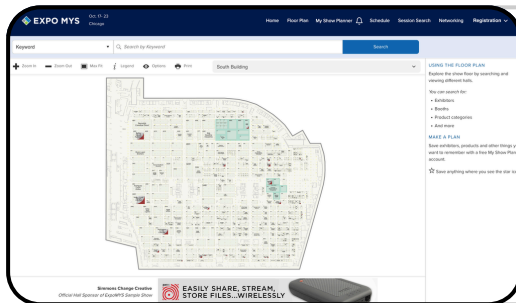
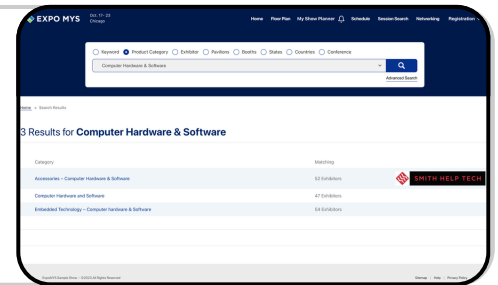


EXHIBIT HALL BANNER \$8,000

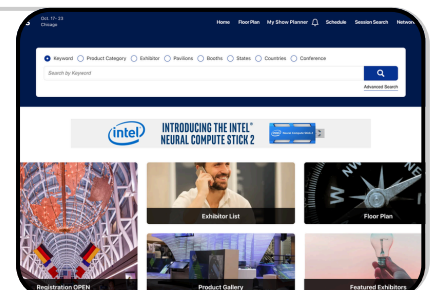
LIMITED TO FIRST THREE EXHIBITORS

- 728x90 px image
 - 1456 x 180 px image required for upload
- Up to 3 rotating maximum

DIRECTORY HOME PAGE BANNER \$9,000

LIMITED TO FIRST THREE EXHIBITORS

- 1940x180 pixel image on the online directory home page or 600x500 pixel image for mobile/tablet
 - 1940x180 & 600x500 pixel image required for upload
- Up to 3 rotating maximum



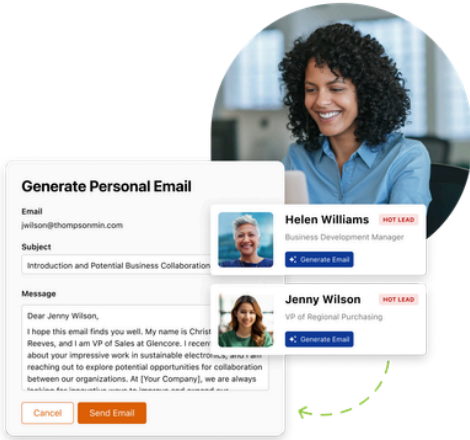
NEW: Increase ROI with Sales Accelerator

SALES ACCELERATOR

Analyzes attendee behavioral data including booths visited, online activity, favorited items, engagement with the mobile app, and more from your event.

The tool features the following:

- **Lead Ranking and Scoring** - Identifies the most promising prospects and ranks them by purchasing intent. Leads are ranked either “Hot,” “Warm,” or “Cold,” indicating most to least buying potential.
- **Additional Contacts** - Identify similar connections within a lead’s company, creating a list of expanded contacts, as well as provides additional information about each lead.
- **Personalized Emails** - Generate tailored messages unique to each lead, allowing exhibitors to fast-track follow-up and engage prospects with precise and high-impact emails.



SELECT YOUR LEVEL (PAGE 2)

STANDARD

GOLD

PATINUM

DIAMOND

INCLUDED

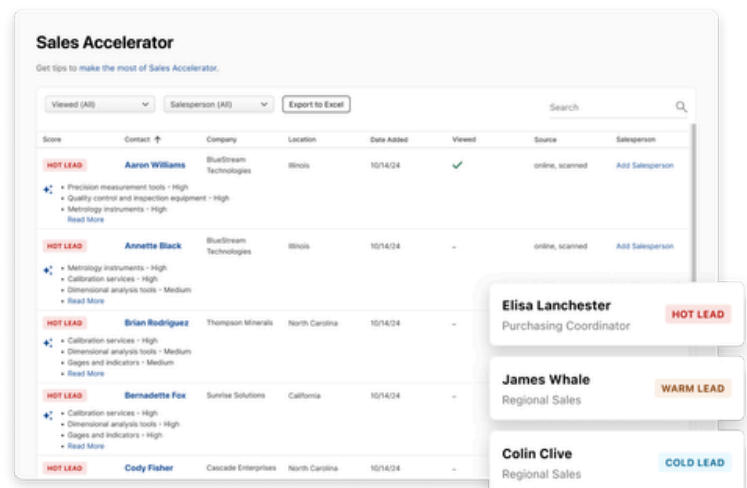
INCLUDED

INCLUDED

INCLUDED

GAIN ACCESS TO PRIORITIZED LEADS AND PERSONALIZED OUTREACH

LEARN MORE:





MYS Upgrades Glossary

Each element below helps your company stand out, attract attendees, and engage with potential leads during and after the event.

Contact Information *(Included in the basic listing)*

Your 'Contact Us' information, which includes the company name, address, phone number, email, and social media links

Website *(Included in the basic listing)*

A hyperlink that directs users from the company profile to their website

Social Media *(Included in the basic listing)*

Hyperlinks that direct users from the company profile to their social media pages. Included within the 'Contact Us' information.

Booth Number *(Included in the basic listing)*

A clickable link that takes users to your booth location on the floor plan

Product Categories *(Included in the basic listing)*

Exhibitors choose and assign product or service categories to their company profiles, with the categories and their quantity predetermined by the event.

Company Description *(Included in the basic listing)*

Company Logo

The company logo can appear in search results, on the company profile page, or in both locations.

Access to Online Leads

Receive contact details from attendees who share their information with you via the official directory or mobile app. This typically includes their name, title, email, and company, which you can access through the Exhibitor Resource Center.

Showroom Performance

VIEWS

40

LEADS

6

CLICKS

13

[See Performance Insights →](#)

Featured Exhibitor Listing

Your company will be highlighted in an exclusive list of exhibitors marked as 'featured.' The full exhibitor list will also include a filter, allowing users to view only the featured companies.

The screenshot shows the EXPO MYS interface for the event 'Oct. 17-23 Chicago'. The header includes the EXPO MYS logo and navigation options like 'Menu' and a notification bell. A search bar is present with the text 'Search By Exhibitor Name'. On the left, there are filter sections: 'Filter by Alpha' (set to 'Show All'), 'Filter by Featured Exhibitors' (checked), and 'Filter by Product Category' (set to 'Show All'). The main content area displays '33 Results for Exhibitor List' with 'Grid' and 'List' view toggles. Below this, a section titled 'FEATURED EXHIBITORS (33)' shows two featured exhibitor cards. The first card is for 'aceLabs Ace Labs' (ID 8273), with a description: 'Pioneering the future of immersive experiences, Ace Labs combines cutting-edge technology with creative innovation to transport users into captivating virtual realms, rev...'. The second card is for 'Natural Labs Bailey Goods Partners' (ID 4402), with a description: 'Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richar...'. Each card has a plus sign icon in the top right corner.

Premier Placement in Search Results

Premier placement ensures your exhibitor listing displays at the top of search results and filtered lists relevant to your company's profile. The premier lists are organized alphabetically.

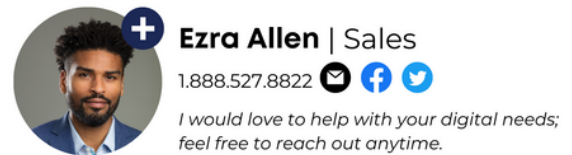
Highlighted Booth with Corner Peel

The interactive floor plan enhances your booth with a distinctive red highlight featuring a peeled corner. This eye-catching addition ensures that your booth stands out and appears on desktop and mobile devices.



Business Cards

Team contacts on your listing enable attendees to contact your team members before, during, and after the show. This information includes their name, headshot, title, description, and individual social media links.



Collateral

Any downloadable content such as PDFs, Word documents, or links for attendees to view. Exhibitors can categorize their collateral into sections like brochures, press releases, whitepapers, case studies, and catalogs.

Special Offers

Exclusive show-specific raffles, company discounts, and giveaways

Exhibitor Scheduled Events

Webinars, trainings, demos, or in-person events you're hosting

Product Gallery Images & Descriptions

Upload a product image along with an accompanying description to your listing

Product Gallery Videos & Descriptions

Upload a product video along with an accompanying description to your listing

Brands

Products manufactured by your company under a specific name and searchable in the online directory/interactive floor plan.



Product Spotlight

The first image or video in the exhibitor's gallery is featured on the Directory Home Page and links to their company profile. These spotlights are displayed randomly and change upon page refresh.

PRODUCT SPOTLIGHT

Show All



Our Latest Audio/Visual Release

Veridian Dynamics Plus

Join our 15-minute live demonstration on the official online directory. Click the 'plus' icon to add it to your agenda. On the event day, visit the directory to view your scheduled events.

Visit us at Booth: [3744](#), [5653](#), [7177](#)

Product Category Banner

Displayed alongside the product category in search results, ensuring the exhibitor's listing appears at the top

Results for Product Categories

| Category | Matching |
|--|---------------|
| Accessories – Automotive Electronics | 53 Exhibitors |
| Accessories – Computer Hardware & Software | 52 Exhibitors |
| Accessories – Connected Home | 50 Exhibitors |



Exhibit Hall Banner

A banner ad anchored to the bottom of the interactive floor plan screen that links directly to the exhibitor's listing. It can be sold exclusively or as part of a rotating series of multiple banners.

Registration

Rodriguez Count Online

Mason Climate Changes Unlimited

Bailey Build Logistics

Advantage Mesa Foods

Message Refund Specialties

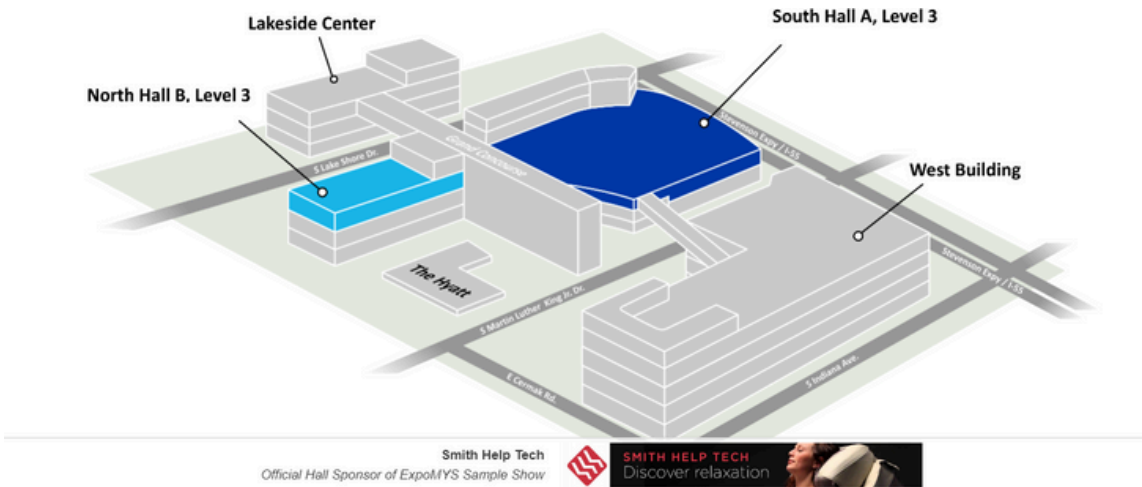
Simmons Change Creative
Official Hall Sponsor of ExpoMYS Sample Show

EASILY SHARE, STREAM, STORE FILES...WIRELESSLY



Facility Overview Banner

For events with multiple halls, a banner ad anchored to the bottom of the interactive floor plan facility overview that links directly to the exhibitor's listing. It can be sold exclusively or as part of a rotating series of multiple banners.



Directory Home Page Banner

A banner ad that appears on the directory home page. It can be sold exclusively or as part of a rotating series of multiple banners.

