INFOCOMM 2025
Online Advertising Packages

ic25 **infocomm**
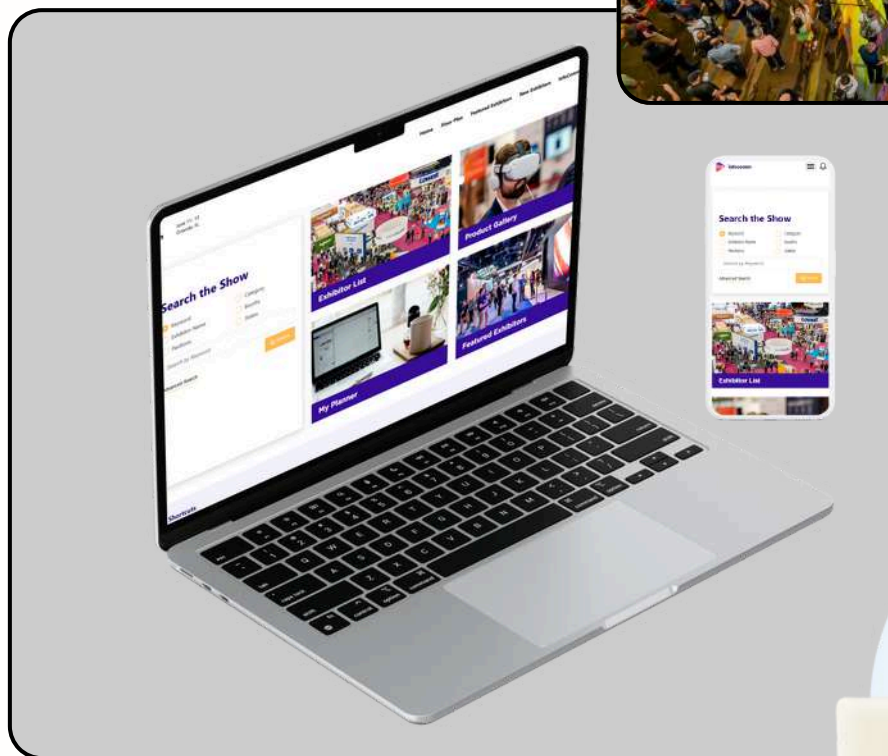
Online Directory   **Interactive Floor Plan**   **Show Planner**

What Will My Listing Include?

Features	Standard Listing Included	Gold $1,500	Platinum $3,000	Diamond $5,000
Contact Information	✓	✓	✓	✓
Website	✓	✓	✓	✓
Social Media	✓	✓	✓	✓
Booth Number	✓	✓	✓	✓
Product Categories	✓	✓	✓	✓
Company Description	✓	✓	✓	✓
Company Logo		✓	✓	✓
Access to Online Leads		✓	✓	✓
Featured Exhibitor Listing			✓	✓
Premier Placement in Search Results				✓
Highlighted Booth with Corner Peel				✓
Business Cards		2	4	8
Collateral		2	4	8
Product Gallery with Images and Descriptions			4	8
Product Gallery with Video and Descriptions				8
Attendee Invites			100	200

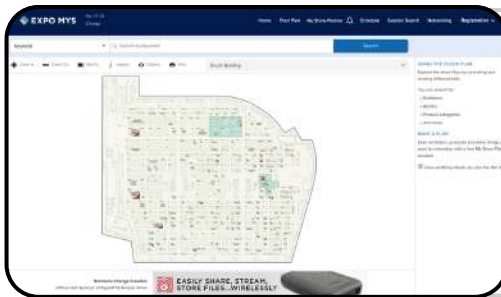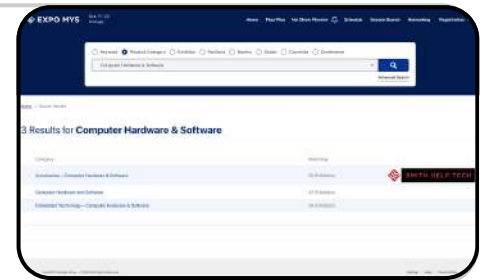# Additional Sponsorships - Online Directory
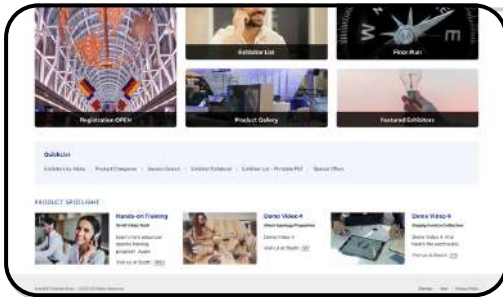
PRODUCT SPOTLIGHT + $2,000

LIMITED TO FIRST 30 EXHIBITORS
- Showcase your product image or video on the Directory Home Page
- Live link directs attendees to your company's listing

PRODUCT CATEGORY BANNER + $2,000

- 320x50 px image
  - 640 x 100 px required for upload
- Guaranteed #1 listing in the category
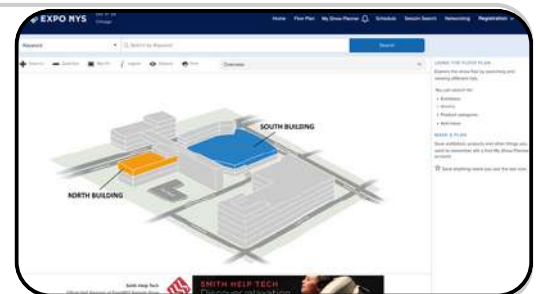
EXHIBIT HALL BANNER + $10,000

LIMITED TO FIRST THREE EXHIBITORS
- 728x90 px image
  - 1456 x 180 px image required for upload
- Up to 3 rotating maximum

FACILITY OVERVIEW BANNER + $10,000

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 + $15,000

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.
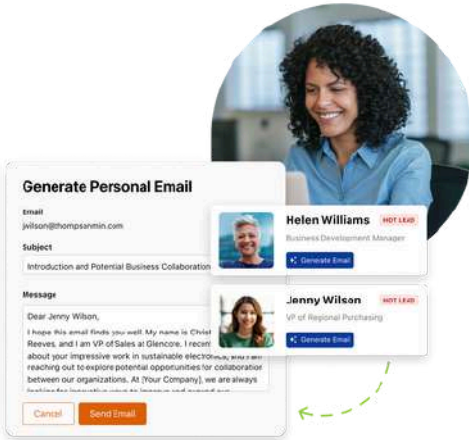
SELECT YOUR LEVEL (PAGE 2)

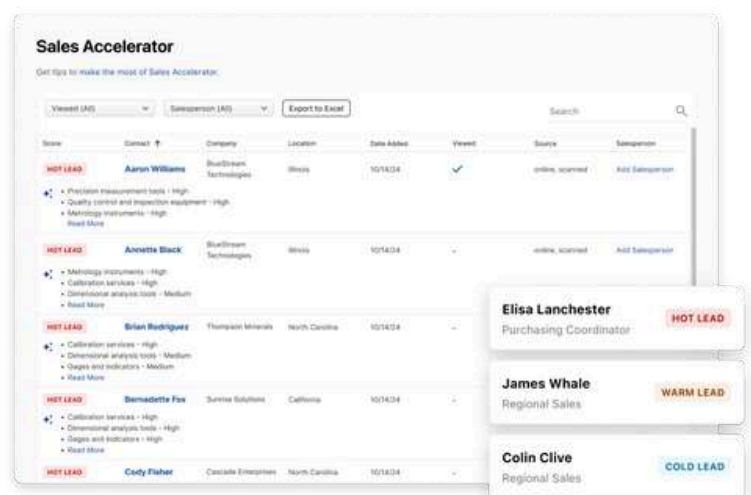| GOLD	PLATINUM	DIAMOND	DIAMOND PLUS
+$375	+$750	+$1,250	+$1,750

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.

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.

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.
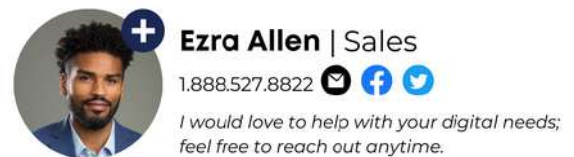
Collateral

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 Category Banner

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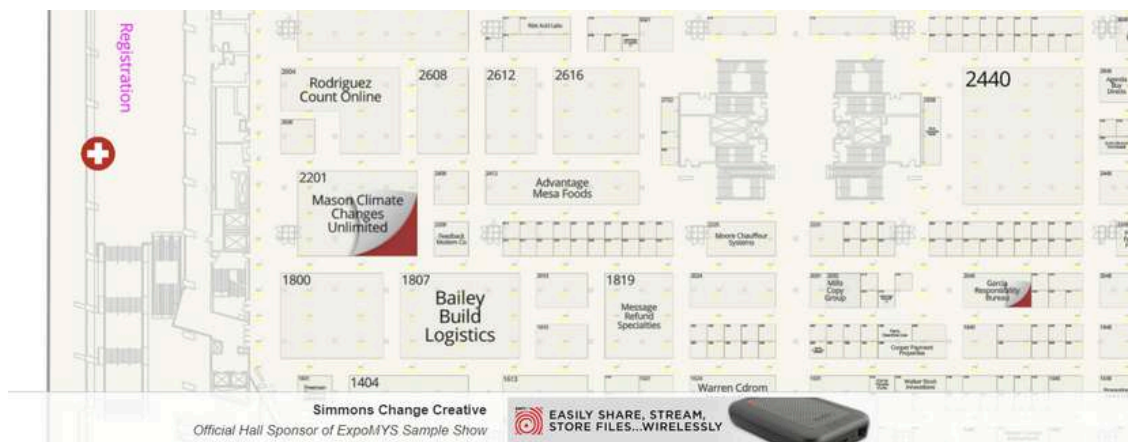

Exhibit Hall Banner

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.

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.
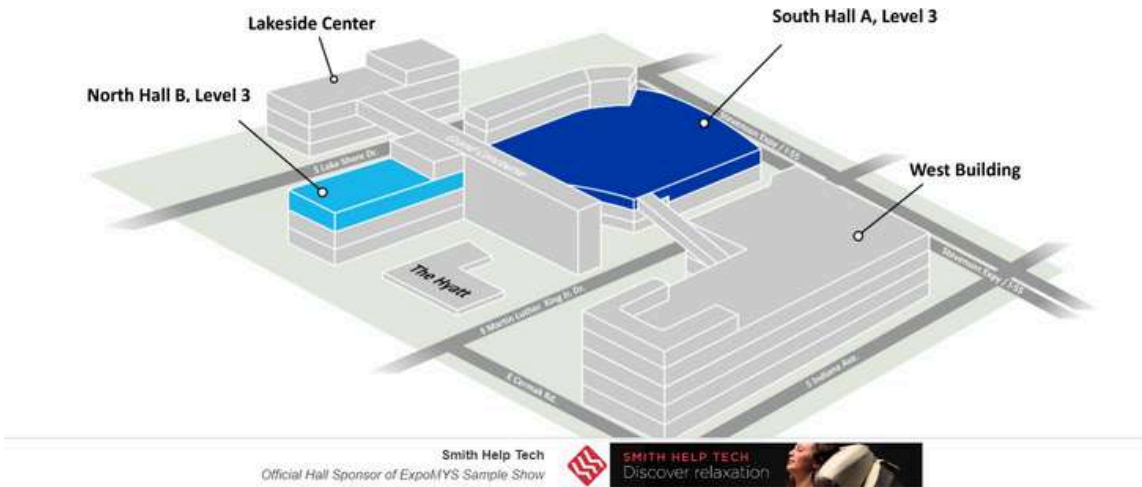
Directory Home Page Banner

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.