



CHICAGO
McCormick Place



ORLANDO
Orange County
Convention Center



FORT WORTH
Fort Worth
Convention Center



2024
Marketing &
Sponsorship
Opportunities

Packages / Pre-Show / During the Live Event / Post-Show

EXHIBITING?

Let them know you're there and WHERE.

Drive brand awareness and booth traffic with ASI Show® Marketing and Sponsorship Opportunities.

It's time to think outside of the booth.

You've made the wise the decision to invest in the power of in-person lead generation and relationship building. Now take the next step to:

- Be first in the minds of attendees
- Enhance your company's visibility
- Stand out from the competition
- Drive booth traffic
- Maximize your exhibit investment and ROI

You only have 2 days to connect with hundreds of distributors, a majority of whom preplan their visits prior to the show. Get out there **before** and **during** the event to make sure you're on their "must-visit" lists. Then follow up **after** the show to reinforce the connection you made.

ASI Show Marketing and Sponsorships include options for every size budget! Optimize your exhibiting investment and increase your ROI by choosing the perfect premade package. Or, create your own package from the many tested and approved options to best support your brand!



Sponsorships can increase booth traffic by 104%, generating more leads and more value for your marketing dollar.*



* Center for Exhibition Industry Research

PROMOTIONAL OPPORTUNITIES AT A GLANCE



PACKAGES

PACKAGES

PRE-SHOW

ONSITE

POST-SHOW

Popular opportunities bundled together at a discount to drive traffic and awareness before, during and after the event.

- Launch Package
- First Impressions Package



PRE-SHOW

PACKAGES

PRE-SHOW

ONSITE

POST-SHOW

Get on distributor attendees' "must-visit" lists before they arrive at the show!

- Pre-Show Traffic Builder Email
- ASI Show Mobile App
- Pre-Show and Daily Event Reminder Emails - Banner Ads
- asishow.com Website Ads



ONSITE

PACKAGES

PRE-SHOW

ONSITE

POST-SHOW

Review a sampling of some of the most popular opportunities at ASI Show:

- ASI Show Sponsor
- Registration Sponsor
- Keynote/General Session/High-Profile Panel Discussion Sponsor
- Event Sponsorship
- Education Track Sponsor
- Product Distribution
- Show Floor Advertising
- Show Directory
- Show Directory Belly Band
- ASI® Passport
- Product Showcase
- Lunch & Learn
- New Product Preview Reception
- Power Hour Raffle



POST-SHOW

PACKAGES

PRE-SHOW

ONSITE

POST-SHOW

Don't forget to reach out after the show to help solidify your new connections, continue conversations or reach those you didn't get to meet.

- Post-Show Follow-Up Emails
- asishow.com Advertising



PACKAGES

Perfectly Priced Packages

Grab the attention of thousands of distributors with these marketing opportunities **before, during** and **after** the show to increase your return on investment. The ASI Show Launch Packages are proven to brand your company, bring traffic to your booth and maximize the return on your investment.

Save over 50% with one of our proven marketing packages:

Launch Package:

\$985 (PACKAGE VALUE: \$1,845)

- Pre-Show email blast to all registered attendees
- 1 lead-retrieval unit/badge scanner (app)
- Product on display in Product Showcase
- High-profile directory listing with four-color logo
- Post-Show email blast to all attendees

First Impressions Package:

\$1,670 (PACKAGE VALUE: \$3,750)

- 1 lead-retrieval unit/badge scanner (app)
- Full-page, four-color ad in the official show directory, used as a reference tool after the show ends*
- High-profile directory listing with four-color logo
- Keynote/General Session ad that runs before each keynote presentation – seen by a captive audience
- Product on display in Product Showcase
- Post-Show email blasts to all attendees



PRE-SHOW ADVERTISING OPPORTUNITIES



Pre-Show Traffic Builder Email

\$375

The Traffic Builder Email is a great way to reach pre-registered distributors. It's easy! Simply send us your promotional message featuring your booth number and show specials (in an HTML or text format) and we'll deliver your email to all preregistered distributors who have opted in.

ASI Show Mobile App

Call for Pricing

Enjoy real-time, 24/7 access to the show with our new mobile app. Distributors use the ASI Show Mobile App to plan their show schedule and create their must-see hit list.

While all ASI Show exhibitors are automatically included in the app, you have an opportunity to grab the attention of attendees by adding your logo or sell sheet to your company listing or featuring your show special in a banner ad.

what's happening tomorrow ASI SHOW CHICAGO

ASI SHOW CHICAGO JULY 14-16 MCCORMICK PLACE

Travel and Convention Center Day in Photos OFFICE LINKS

2022 ASI SHOWS

ASI Show Chicago January 4-6
 ASI Show Dallas February 9-11
 ASI Show Chicago July 13-14

It's going to be a great day at ASI Show® Chicago tomorrow, July 15 in the West Building of McCormick Place. Take a look at tomorrow's complete schedule and plan your day at the show:

WEDNESDAY, JULY 15, 2022:

Runners Club (Registration required) - Meet at the Hyatt Regency	6:30 a.m.
REGISTRATION OPEN	7:45 A.M.-5 P.M.
The Jax Show LIVE: Hot Products to Make More Money - Room W275	8:30 a.m.-9:45 a.m.
EXHIBITS OPEN	10 A.M.-5 P.M.
Power Sessions - On the Show Floor	11 a.m.-4:30 p.m.

Pre-Show and Daily Event Reminder Emails Banner Ad

Call for Pricing

Prior to and on each exhibit day, the ASI Show Electronic Daily, which features up-to-the-minute coverage from the show, is sent to 10,000+ distributors within a 90-mile radius of the show. Promote your company, products and booth number in a banner ad featured at the top of the Daily each show day.

ASI Show • Floor Plans • Book Hotel • Attendees • Exhibitors • Events • Contact

ASI SHOW CHICAGO

QUICK LINKS

- REGISTER NOW
- BOOK HOTEL
- PANELS WITH TOP INDUSTRY LEADERS
- EDUCATION SCHEDULE
- PROGOLF PARTY CRUISE
- CONVENTION CENTERS
- FLOOR PLAN
- EXHIBITOR INFO
- EXHIBITOR LIST
- SPONSORS
- HEALTH & SAFETY PLAN

EXHIBITS:

- July 20, 2022 - 10 a.m. - 5 p.m.
- July 21, 2022 - 10 a.m. - 2:30 p.m.

EDUCATION:

- July 19, 2022 - 10 a.m. - 5 p.m.

McCormick Place, North Building
Halls 8B & 8C

ME MORE CHICAGO EDUCATION SCHEDULE NEW PRODUCT PREVIEW EDUCATION COLLABORATION

Not a Website Pro? No Problem! Get a professional website full of promotional products, faster than you can say "Tell Me More!"

DISCOVERY STARTS HERE

Why Attend ASI Show Chicago?

ASI Show® Chicago is centrally located in the U.S. mid-year, allowing you to infuse excitement into your product offerings and accelerate sales heading up to the busy back-to-school and holiday seasons. Make connections with hundreds of suppliers looking to provide the new products and quick turnarounds times you need to be a valuable and trusted partner to your clients.

Creating the right connections at the right show yields results!
The numbers speak for themselves.

2022 EVENTS

ASI Show Chicago
McCormick Place
July 19-21, 2022

ASI Show Connaught
Phoenix, AZ
October 18-19, 2022

ASIShow.com Website Ads

Starting at \$650

Each day, new distributors visit the ASI Show website looking for more information on the hottest events in the industry. Grab their attention by featuring your company, products and booth number on a web banner ad linked to your company's website or ESP Website™. You'll increase how many distributors visit your booth and drive additional traffic to your website.

Three location options:

1. ASI Show Home page

- **Banner Ad:** 3 available per month. Your ad can be animated and linked to your website.
- **Video Ad:** 4 available per month. Your video ad can be up to 30 seconds in length.

2. Show-Specific Home Page

- **Banner Ad:** 3 available per show. Your ad can be animated and linked to your website.
- **Video Ad:** 4 available per show. Your video ad can be up to 30 seconds in length.

3. Registration Page: Banner Ad: 2 available per show.

Featured on the ASI Show Registration page prior to and during the show.

ASI Show • Floor Plans • Book Hotel • Attendees • Exhibitors • Events • Contact

Join us at ASI Show Chicago

ASI SHOW CHICAGO

July 19-21, 2022

REGISTER NOW MORE DETAILS

HEALTH & SAFETY PLAN

Not a Website Pro? No Problem! Get a professional website full of promotional products, faster than you can say "Tell Me More!"

2022 EVENTS

ASI Show Chicago
McCormick Place
July 19-21, 2022

ASI Show Connaught
Phoenix, AZ
October 18-19, 2022



ONSITE TRAFFIC BUILDERS



ASI Show Sponsor

Call for Pricing

Become a show sponsor to align your brand name with the best trade shows in the industry! Get noticed by distributor attendees every time they turn their heads, reinforcing your image as a top supplier.

As a show sponsor you'll receive:

- Your full-color logo featured on the ASI Show Directory's Official Show Sponsors page
- A high-profile listing in the ASI Show Directory and ASI Show Mobile App with a special "Official Sponsor" logo (in the exhibitor listings section)
- Your full-color logo included on the ASI Show Sponsor Board in the busy Registration area of the show, plus an electronic ad included on the Sponsors Board video loop
- Your full-color logo on the ASI Show website's Official Show Sponsors page
- 4' x 8' banner hanging above your booth



Registration Sponsor

\$4,425

From initially registering for the show to visiting onsite Registration to wearing a badge, this opportunity is the perfect way to get your company name in front of thousands of distributors multiple times.

Registration Area Opportunities Include:

- Registration Area
- Registration Bag
- Badge Insert
- Lanyard



Keynote/General Session/High-Profile Panel Discussion Sponsorship

Starting at \$1,150

There is no better way to increase your show profile than by associating your company name with the high-profile speakers and industry panels featured at the shows.

As a sponsor you'll receive:

- Your full-color logo featured on the ASI Show Directory's Official Show Sponsor page and on the ASI Show Mobile App
- A high-profile listing in the ASI Show Directory with a special "Official Sponsor" logo (in the exhibitor listings section)
- Your full-color logo included on the ASI Show Sponsors Board in the busy Registration area of the show, plus an electronic ad on the Sponsors board and show entrance units
- Your name and full-color logo on the ASI Show website's event page
- The opportunity to distribute product samples and catalogs to event attendees
- A 30-second video ad that plays before the event
- Pre-Show and post-Show email blasts

Event Sponsorships

Starting at \$1,200

ASI Show networking and keynote events are must-attends among distributors. You'll be able to promote your company, products and show specials at these popular activities. Distributors will stop by your booth just to say thank you for making these events possible.

As a sponsor, you'll receive your full-color logo on both the event and sponsor pages at asishow.com (show-specific) and in emails promoting the event to registered distributors. Your logo will also be on display in onsite signage at the event.

Sponsorship opportunities include:

- ASI Gala
- New Product Preview Reception
- Closing Reception





Education Track Sponsorship

Starting at \$1,825

Become an education sponsor at ASI Show and enjoy prominent name recognition during the industry's largest live education conference. All workshops qualify for points toward the ASI® Certification Program, guaranteeing strong education attendance all three days.

As a sponsor you'll receive your full-color logo on both the Education Day and sponsor pages at asishow.com (show-specific) and in emails promoting Education Day to registered distributors. Your logo will also be on display in onsite signage.

2022 Tracks:

- Distributor Success
- Social Media & Marketing
- Business-Building Fundamentals
- Exhibit Floor Power Sessions (2 days)
- How To Get the Most Out of Your Trade Show Experience
- Education Day Wrap-Up (NEW)!

Product Distribution

Starting at \$2,800

What better way to get your new hot items in front of distributors than this opportunity? Products are given to each attendee in the show bag they receive when picking up their badge. Products include lanyards, bags, pens, lip balm, pencils and mints. Other ideas are also welcome.

Product Sponsorship Opportunities Include:

- Candy/Mints
- Hand Sanitizer
- Business-Building Fundamentals
- Lip Balm
- Pens
- Floor Mats
- Key Tags
- Can Coolies
- Antibacterial Wipes
- Masks



Show Floor Advertising

Call for Individual Pricing

Choose from a multitude of options:

- Floor Banners
- Teardrop Banners
- Aisle Decals
- Models Walking the Show Floor
- Column Banners
- Banners
- Meter Board in Registration
- Mascots in Registration
- Escalator Clings
- Light Boxes
- Aisle Banners
- Hallway Hanging Banners
- Trash Can Wraps
- Water Cooler Wraps

Show Directory

Starting at \$325

Attendees refer to the Show Directory nonstop as they navigate the show floor and continue to use it as a business reference long after the show is over. All exhibitors are listed in the ASI Show Directory for free. For a small investment, you can enhance your standard company listing with various advertising options and grab the attention of distributors to increase booth traffic.

- High-Profile Listing With Logo
- Half-Page Ad
- Full-Page Ad
- Back Cover
- Sticker on Front Cover

ASI Show Directory Belly Band

\$5,050

Stand out from the crowd, increase your booth traffic and grow your sales by taking advantage of this **exclusive** marketing opportunity. Placing a 16" x 18" belly band around the directory is an effective way to get your message in front of **every** attendee since they must remove the band to open the directory. Your full-color ad will be read from front to back, keeping you top-of-mind as distributors enter the show floor.



 BOOTH #115 ext73265 Answer: _____	 BOOTH #219 ext77982 Answer: _____	 BOOTH #532 ext49886 Answer: _____
 BOOTH #658 ext73465 Answer: _____	 BOOTH #727 ext76222 Answer: _____	 www.idline.com BOOTH #747 ext59080 Answer: _____
 BOOTH #649 ext73470 Answer: _____	 BOOTH #857 ext78910 Answer: _____	 BOOTH #927 ext64402 Answer: _____
 BOOTH #1013 ext74971 Answer: _____	 BOOTH #1108 ext69510 Answer: _____	 BOOTH #1143 ext73020 Answer: _____
 BOOTH #1343 ext71240 Answer: _____	 www.webbcollection.com BOOTH #1632 ext95336 Answer: _____	 LimeLight BOOTH #2308 ext747527 Answer: _____
 BOOTH #2344 ext794180 Answer: _____	 NEAR REGISTRATION Signature: _____	 FREE SHIPPING Complete your Passport for FREE shipping of one box via ground transportation up to \$30
Name _____		
Badge ID# _____		
Company _____		
Business Phone _____		
Email _____		
<p>One Passport per distributor/decorator. Non-transferable. Terms & Conditions can be found on page 64 in the ASI Show Directory. ©2019, ASI Show®. All Rights Reserved. ASI-12010</p>		

ASI Passport

\$1,575

Attract hundreds more distributors to your booth by participating in this popular show floor experience! Every attendee receives the ASI Passport with their badge. In order to be eligible for thousands of dollars in prizes, distributors must visit your booth, learn more about your products and receive a special stamp from you.

This program is a favorite among attendees and is heavily promoted before and during the show. Attendees who complete their passport also qualify for free shipping of catalogs, compliments of the participating suppliers.

You'll receive:

- An ASI Passport logo, which can be used in your pre-Show marketing to increase traffic to your booth
- Your four-color company logo, ASI number, booth number and brief tagline promoted on the passport
- A mention as an exhibitor participant in ASI Passport on the Directory Floor Plan and in the mobile app
- An 11" x 17" ASI Passport sign highlighting your question to be displayed in your booth to identify you as a participant.

Product Showcase

Starting at \$365

Display your exciting promotional products in a prominent secondary location on the show floor in the Product Showcase and give distributors a sneak peek of what they'll see when they visit your booth.

As a Product Showcase participant, you'll receive:

- Your product with headline, company name, ASI number, booth number and 100-character description on the display card
- Free listing and photo of the product in the Product Showcase Mobile Digest

Call attention to your products that are Made in the USA, Green/Eco-Friendly, New for 2023 (2024), Express Ship (products that ship within 72 hours) or Always in Stock (on-hand inventory/products) with a special card that will be placed with your items to make sure they stand out from the crowd!





Lunch and Learn

\$1,000

Promote your brand and products with hundreds of motivated distributors during a catered lunch on Education Day. This hour-long event offers 10 suppliers category exclusivity through a product presentation - either live or by video - in front of a captive audience of distributors enjoying lunch during a rare break in the day.

Educate distributors on your product and its potential target markets. Provide samples or sell sheets for distribution to all attendees for further engagement, and follow up with them after the show with the provided list of attendees.



New Product Preview Reception

\$525

Promote your new products before the show even opens! Get ahead of the competition by putting your new products in the hands of hundreds of distributors during this reception at the end of Education Day. Enjoy a drink and conversations with distributors about how your products can apply to their business. They'll remember you the next day when they visit your booth on the show floor!



Power Hour Raffle

Starting at \$1,575

Host a raffle at your booth to increase traffic! We'll announce your raffle in the Electronic Daily, mobile alerts and in the pre-Show email blast to create excitement around this event. Additionally, signage in registration will announce your booth number and the time that your raffle is being held! Limited availability per show. Tickets are included in the distributor badge for easy entry, and you will receive a list of leads after the show for easy follow-up.





POST-SHOW ADVERTISING OPPORTUNITIES



Post-Show Follow-Up Email

\$495

After walking the show floor, distributors head home with countless catalogs and samples. How can you get yours to the top of their pile? ASI Show offers cost-effective ways to make sure you reach every attending distributor company – even the ones you may have missed. Simply send us your promotional message (in an HTML or text format) and we'll deliver your email to all attendees who have opted in.



ASIShow.com Home Page Advertising

Starting at \$695

After the show, distributors visit the ASI Show website to review exhibitor lists and to locate the suppliers they met. They also visit to find out information on upcoming shows. Remind them you're their go-to sponsor by advertising on the ASI Show home page:

- **Banner ad** (3 available per month)
- **Video Ad** (4 available per month)

Your ad may be animated and include a link directly to your company or ESP website.



2024 ADVERTISING & SPONSORSHIP OPPORTUNITIES

effective 6/2023

PRE-, POST- AND AT-SHOW ADVERTISING

Pre-Show Email.....	\$375
Post-Show Email	\$495
ESP® Trade Show Optimization.....	\$1,175/\$590

The Product Showcase

The Product Showcase Exclusive Display Pod	\$1,650
The Product Showcase Display with Mobile App Photo	\$365
NEW Showcase Display	\$1,640

Online Advertising (Show Website only)

Home Page Banner Ad (3 per month)	\$695
Home Page Video Ad (4 per month)	\$800
Show-Specific Banner Ad (3 per show)	\$925
Show-Specific Video Ad (4 per show)	\$1,050
Registration Site Banner Ads (2 per show).....	\$2,000

ONSITE TRAFFIC BUILDERS

Lunch & Learn.....	\$1,000
New Product Preview	\$525
ASI Passport	\$1,575
Supplier "Power Hour" Raffle One Day.....	\$1,575
Supplier "Power Hour" Raffle Two Days.....	\$2,175
General Session/Keynote Ad	\$630
General Session/Keynote Video Ad.....	\$885
Aisle Decal.....	\$1,180
Meter Board in Registration (Double-Sided).....	\$1,875

SHOW DIRECTORY ADVERTISING

Belly Band.....	\$5,050
Sticker on Cover.....	\$5,050
Back Cover	\$3,200
4/c Full-Page Ad.....	\$1,650
High-Profile Listing with Logo.....	\$325

GENERAL SESSION SPONSORSHIPS

General Session Day 1.....	\$1,150
Keynote Session Day 2.....	\$5,375

EVENT SPONSORSHIP

ASI Show® Gala Sponsor.....	\$1,775
Closing Receptions	\$1,200

EDUCATION SPONSORSHIP

Education Tracks

Distributor Success.....	\$3,615
Social Media & Marketing.....	\$3,615
Business Building Fundamentals (featuring ESP®)	\$1,825
Power Sessions (2 days, cost per day)	\$1,825
How To Get the Most of Your Trade Show Experience.....	\$1,825

REGISTRATION SPONSORSHIP

Registration Area Sponsor	\$4,225
Lanyard Sponsor.....	\$4,225
Registration Bag Sponsor	\$4,225
Single Sheet Flyer in Registration Bags	\$1,175

PRODUCT SPONSORSHIPS

Candy/Mints.....	Co-sponsor: \$2,800...Exclusive: \$4,450
Floor Mats	Co-sponsor: \$2,800...Exclusive: \$4,450
Hand Sanitizer	Co-sponsor: \$2,800...Exclusive: \$4,450
Lip Balm.....	Co-sponsor: \$2,800...Exclusive: \$4,450
Pens	Co-sponsor: \$2,800...Exclusive: \$4,450
Can Coolies	Co-sponsor: \$2,800...Exclusive: \$4,450
Anti-bacterial Wipes.....	Co-sponsor: \$2,800...Exclusive: \$4,450
Masks.....	Co-sponsor: \$2,800
Other Products.....	Co-sponsor: \$2,800...Exclusive: \$4,450

BRANDING EXPOSURE

Hanging Banners	Quote Upon Request
Escalator Cling	Quote Upon Request
Aisle Banners.....	\$1,350
Food Court Anti-Bacterial Sponsor.....	\$1,425

YES! Please secure the checked opportunities for my company at:

ASI Show Orlando ASI Show Fort Worth ASI Show Chicago

TOTAL: \$ _____

Please use the credit card ASI Show has on file.

Please contact me about using a credit card.

Company Name: _____ asi/

Your Name: _____ Title: _____

Business Phone: _____ Email: _____

Please contact your ASI Show account manager for availability.
Review complete terms and conditions at asishow.com/rules-and-regulations.



2024 MARKETING PACKAGES

Grab distributors' attention with these proven marketing opportunities!

Ensure your booth investment with an additional marketing package that offers brand awareness and traffic-driving opportunities before, during and after the show! **Bundle these opportunities together to receive discounts of up to 50%.**

LAUNCH PACKAGE: \$985

(PACKAGE VALUE: \$1,845)

- Pre-Show email blast to all registered attendees
- 1 lead-retrieval unit/badge scanner (app)
- Product on display in Product Showcase
- High-profile directory listing with 4-color logo
- Post-Show email blast to all attendees

FIRST IMPRESSIONS PACKAGE: \$1,670

(PACKAGE VALUE: \$3,750)

- 1 lead-retrieval unit/badge scanner (app)
- Full, four-color ad in the official show directory, used as a reference tool after the show ends*
- High-profile directory listing with four-color logo
- Keynote/General Session ad that runs all each presentation – seen by a captive audience
- Product on display in Product Showcase
- Post-Show email blast to all attendees

* In order to take advantage of the full ad in the show directory, order and payment must be received prior to appropriate deadlines.



Sign me up for the Launch Package at the rate of \$985 at:

ASI Show Orlando ASI Show Fort Worth ASI Show Chicago

Sign me up for the First Impressions Package at the rate of \$1,670 at:

ASI Show Orlando ASI Show Fort Worth ASI Show Chicago

TOTAL: \$ _____

Please use the credit card ASI Show has on file.

Please contact me about using a credit card.

Company Name: _____ asi/ _____

Your Name: _____ Title: _____

Business Phone: _____ Email: _____

Please note that full payment is due with order. Space will not be reserved without full payment. All prices are net. Advertiser/Sponsor agrees to all terms and conditions. All advertising commitments are non-cancelable, non-transferable and non-refundable. Please visit asishow.com/rules-and-regulations for details.

For more information, call your ASI Show account manager or visit asishow.com.



Select the Best Options for Your Business

Contact your account executive for
more information.

