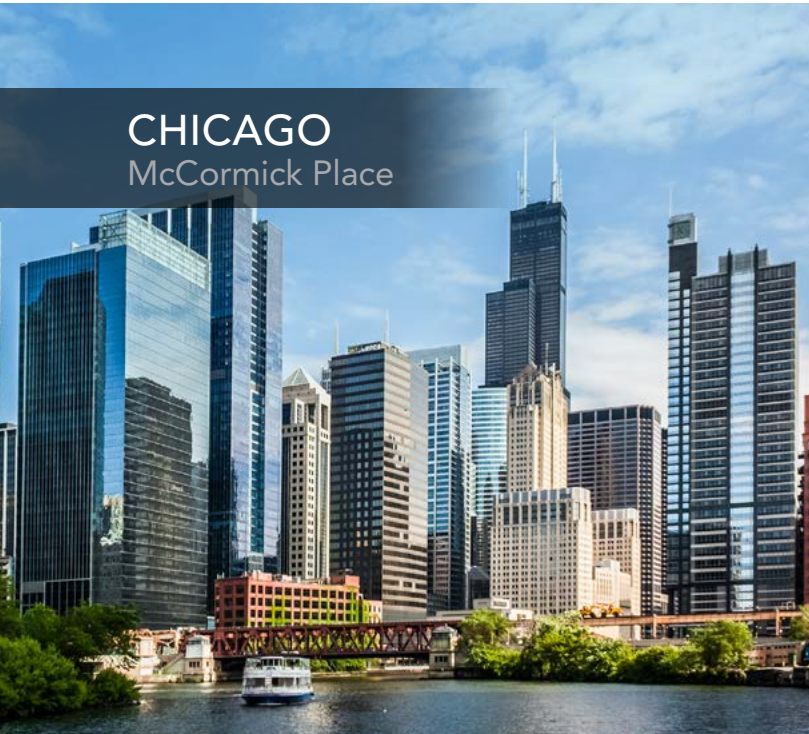




**CHICAGO**  
McCormick Place



**ORLANDO**  
Orange County  
Convention Center



**FORT WORTH**  
Fort Worth  
Convention Center



2023  
**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 pre-plan 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 pre-made 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.\***



# 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 Advertising



## 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 Sampling
- Show Floor Advertising
- Show Directory
- Show Directory Belly Band
- Ask It To Win It: Passport to Products Program
- Product Showcase
- 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.

We have a package for every goal:

#### Launch Package:

**\$825 (PACKAGE VALUE: \$1,563)**

- 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:

**\$1,135 (PACKAGE VALUE: \$2,693)**

- 1 lead-retrieval unit/badge scanner (app)
- Half-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 spotlight ad that runs all 3 mornings 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

\$320

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 pre-registered distributors who have opted in.



### ASI Show Mobile App

#### Call for Pricing

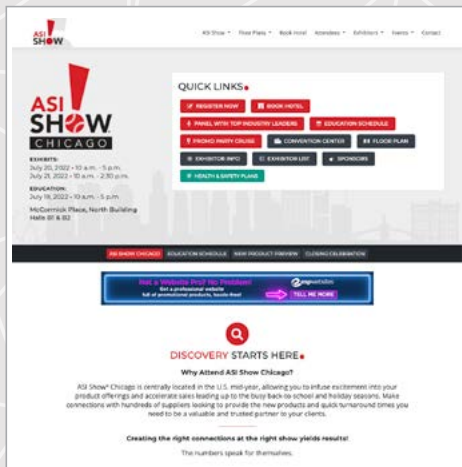
Enjoy real-time, 24/7 access to the show with our new mobile app. Distributors use the ASI Show Mobile App to plan their show schedule and create their must-see hit list.

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.



## 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.



## ASIShow.com Website Ads Starting at \$595

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

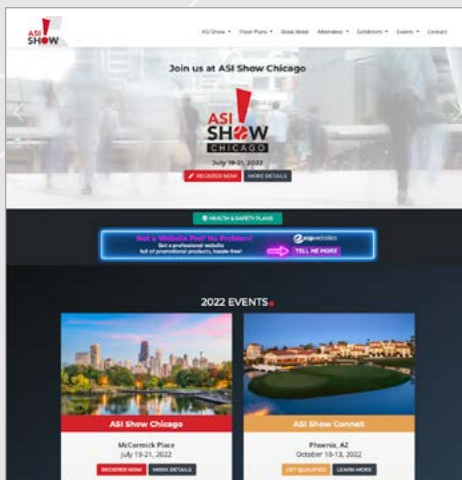
- **Banner Ad:** 3 available per month. Your ad can be animated and linked to your website.
- **Video Ad:** 4 available per month. Your video ad can be up to 30-seconds in length.

### 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.





## 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 \$3,599

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



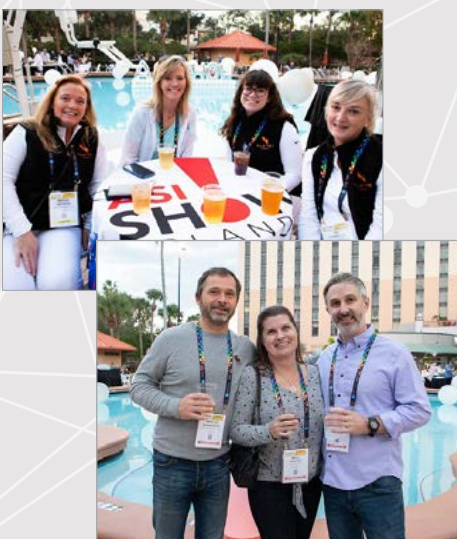
## Keynote/General Session/High-Profile Panel Discussion Sponsorship

Starting at \$4,000

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
- A distinctive 4' x 8' banner hanging above your booth
- Your name and full-color logo on the ASI Show website's event page
- Your full-color logo on the ASI Show website's Official Show Sponsor page and in emails promoting the event to registered distributors
- The opportunity to distribute product samples and catalogs to event attendees
- A 30-second video ad that plays before the event



## Event Sponsorships

Starting at \$1,025

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 Connection Reception
- New Product Preview Reception
- Closing Reception





## Education Track Sponsorship

Starting at \$1,550

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 \$2,000

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/Mint
- Hand Sanitizer
- Lip Balm
- Pen
- Floor Mats
- Key Tag
- Can Coolie
- 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 \$260

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

### \$4,100

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   ext#37865 Answer:	 BOOTH #210   ext#79982 Answer:	 BOOTH #532   ext#49988 Answer:
 BOOTH #658   ext#53455 Answer:	 BOOTH #727   ext#62222 Answer:	 BOOTH #747   ext#59088 Answer:
 BOOTH #849   ext#34010 Answer:	 BOOTH #857   ext#69910 Answer:	 BOOTH #927   ext#44882 Answer:
 BOOTH #1013   ext#47971 Answer:	 BOOTH #1108   ext#16510 Answer:	 BOOTH #1143   ext#33020 Answer:
 BOOTH #1343   ext#31240 Answer:	 BOOTH #1432   ext#95438 Answer:	 BOOTH #2308   ext#67557 Answer:
 BOOTH #2344   ext#94189 Answer:	 NEAR REGISTRATION Signature: _____	 FREE SHIPPING Complete your Passport for FREE shipping of one booth via ground transportation up to \$38.

Name \_\_\_\_\_  
 Badge ID# \_\_\_\_\_  
 Company \_\_\_\_\_, psi/  
 Business Phone \_\_\_\_\_  
 Email \_\_\_\_\_

One Passport per distributor/decorator.  
 Non-transferable. Terms & Conditions can be found on page 44 in the ASI Show Directory.  
 ©2019, ASI Show®. All Rights Reserved. ASI2219

## Ask It to Win It: Passport to Products Program \$1,340

Attract hundreds more distributors to your booth by participating in this popular show floor experience! Every attendee receives the Ask It to Win It 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 Ask It to Win It 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 Ask It to Win It on the Directory Floor Plan and in the mobile app
- An 11" x 17" Ask It to Win It sign highlighting your question to be displayed in your booth to identify you as a participant.

## Product Showcase

Starting at \$310

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 2022 (2023), 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!





## New Product Preview Reception

**\$410**

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

**\$1,340**

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

\$425

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 Homepage Advertising

Starting at \$595

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

- 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.



# 2022 & 2023 ADVERTISING & SPONSORSHIP OPPORTUNITIES

## PRE-, POST- AND AT-SHOW ADVERTISING

Pre-Show Email.....	\$320
Post-Show Email .....	\$425
ESP® Trade Show Optimization.....	\$999/\$500

### The Product Showcase

The Product Showcase Exclusive Display Pod .....	\$1,390
The Product Showcase Display with Mobile App Photo .....	\$310
NEW Showcase Display .....	\$5,355

### Online Advertising (Show Website only)

Home Page Banner Ad (3 per month) .....	\$595
Home Page Video Ad (4 per month) .....	\$695
Show-Specific Banner Ad (3 per show) .....	\$799
Show-Specific Video Ad (4 per show) .....	\$900
Registration Site Banner Ads (2 per show).....	\$1,700

## ONSITE TRAFFIC BUILDERS

New Product Preview .....	\$410
Ask It to Win It: Passport to Products Program .....	\$1,340
Supplier "Power Hour" Raffle - One Day.....	\$1,340
Supplier "Power Hour" Raffle - Two Days.....	\$1,855
General Session Ad .....	\$540
General Session Video Ad.....	\$755
Aisle Decal.....	\$1,005
Meter Board in Registration (Double-Sided).....	\$1,599

## SHOW DIRECTORY ADVERTISING

Belly Band.....	\$4,100
Sticker on Cover .....	\$4,100
Back Cover .....	\$2,600
4/c Full-Page Ad.....	\$1,335
4/c Half-Page Ad .....	\$725
High-Profile Listing with Logo .....	\$260

## GENERAL SESSION SPONSORSHIPS

General Session Day 1.....	\$4,000
General Session Day 2.....	\$799
General Session - Both days/all three shows .....	\$13,000

## EVENT SPONSORSHIP

ASI Show® Bash/Connection Reception Sponsor.....	\$1,500
Closing Receptions .....	\$1,025

## EDUCATION SPONSORSHIP

### Education Tracks

Distributor Success.....	\$3,075
Social Media & Marketing.....	\$3,075
Business Building Fundamentals (featuring ESP).....	\$1,550
Power Sessions (2 days, cost per day) .....	\$1,550
How to Get the Most of Your Trade Show Experience .....	\$1,550

## REGISTRATION SPONSORSHIP

Registration Area Sponsor .....	\$3,599
Lanyard Sponsor.....	\$3,599
Registration Bag Sponsor .....	\$3,599
Single-Sheet Flyer in Registration Bags .....	\$1,000

## PRODUCT SPONSORSHIPS

Candy/Mints .....	Co-sponsor: \$2,275...Exclusive: \$3,599
Floor Mats .....	Co-sponsor: \$2,275...Exclusive: \$3,599
Hand Sanitizer .....	Co-sponsor: \$2,275...Exclusive: \$3,599
Lip Balm.....	Co-sponsor: \$2,275...Exclusive: \$3,599
Pen.....	Co-sponsor: \$2,275...Exclusive: \$3,599
Can Coolie.....	Co-sponsor: \$2,275...Exclusive: \$3,599
Anti-bacterial Wipes.....	Co-sponsor: \$2,275...Exclusive: \$3,599
Masks.....	Co-sponsor: \$2,000 (limited availability)
Other Product: .....	Co-sponsor: \$2,275...Exclusive: \$3,599

## BRANDING EXPOSURE

Hanging Banners .....	Ask for Quote
Escalator Cling .....	Ask for Quote
Meeting Room on the Show Floor.....	\$1,750
Aisle Banners.....	\$775
Food Court Anti-Bacterial Sponsor.....	\$1,200

**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](http://asishow.com/rules-and-regulations).



# 2022 & 2023 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: \$825

(PACKAGE VALUE: \$1,563)

- 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: \$1,135

(PACKAGE VALUE: \$2,693)

- 1 lead-retrieval unit/badge scanner (app)
- Half-page, 4-color ad in the official show directory, used as a reference tool after the show ends\*
- High-profile directory listing with 4-color logo
- General Session spotlight ad that runs all 3 mornings before each presentation – seen by a captive audience
- Product on display in Product Showcase
- Post-Show email blasts to all attendees

\* In order to take advantage of the half-page 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 \$825 at:

ASI Show Orlando    ASI Show Fort Worth    ASI Show Chicago

### Sign me up for the First Impressions Package at the rate of \$1,135 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](http://asishow.com/rules-and-regulations) for details.

**For more information, call your ASI Show account manager or visit [asishow.com](http://asishow.com).**



# Select the Best Options for Your Business

Contact your account executive for  
more information.

