



# STAND OUT

## What are you doing to market your booth presence at the show?

Stand out from the crowd by promoting your brand name to buyers before, during and after the show. Discounts given for more than one promotion per show or throughout the year!

- **Ad in Show Book:** \$300 for Color Ad Inside Book; \$400 for Inside Front Cover; \$400 for Page 1; \$350 for Inside Back; \$400 for Back Cover; \$500 for Front Cover; \$150 for Half Page B/W. Artwork due 1 month before show.
- **Display Grid for Lobby Registration Area:** \$135 for one suit or 4 pieces. Dimensions are 2' w x 8' h x 2'd.
- **Shadow Box for Velocity Area Only:** \$100 for 2 articles or 1 top and 1 bottom. Placed in entrance to Velocity.
- **Exhibitor Logo on Website:** \$250 for 3 months. Buyers click on logo and link back to exhibitor website.
- **Exhibitor Logo on Newsletter:** \$100 for one show cycle. Sent to entire buyer database during each show cycle with link back to company's website. Newsletter will be a minimum 4 times per year and changes every show period.
- **Lanyards:** \$350 if supplied by exhibitor. TBD if AAE produces them.
- **Breakfast and Lunch:** \$350 to sponsor table tent signs placed on food tables and a sign that includes your company name and booth number placed in front of food station for both days of the show.
- **Giveaway Bag:** \$500 if supplied by exhibitor; given to all buyers at registration; includes one giveaway from exhibitor.
- **Pens, flyers, cups, other giveaways in Reg Bag given to buyers:** \$200 – limited space in each bag. Exhibitor must produce item and send to AAE for inclusion in bag.
- **Large Stand Alone Lobby Sign (3'W x 7.5 H):** Cost is \$250 PER SIDE for each show with company name/logo, booth number, graphics or photographs of product and is displayed near buyer registration.
- **HTML Email Campaigns:** AAE sends your Ad via HTML email to AAE buyer database. \$350
- **Hall Banners:** 4 ' x 8' aisle banners - \$400 if client produces them and \$800 if AAE produces them. Both prices include hanging them in the hall.
- **Footprints:** Approximately 20 footprints adhered to carpet at Hall entrance leading to your booth. If client produces them, cost is \$400. If AAE produces them, cost is \$900.
- **Reception/Party:** Call for pricing.



Contact Deborah Green at 770-444-3845 or [deborahgreen1@earthlink.net](mailto:deborahgreen1@earthlink.net)