

Do you have an **INNOVATIVE** product, service or solution to offer the exhibitions industry?

Put your solution on the **PATH_TO_INNOVATION** at Expo! Expo!

IAEE Expo!
Annual Meeting & Exhibition
2018

NEW 11-13 DECEMBER
ORLEANS, LA | 2018



Put your innovative solution on the **PATH** this year and drive organizers to **YOUR booth! Stand out from the field.**

Meet more prospects searching specifically for innovative products like yours

Exploring the **PATH_TO_INNOVATION** is the best way for attendees to discover some of the newest and most advanced products and services relevant to today's exhibitions and events industry.

The **PATH_TO_INNOVATION** serves as a promotional platform for exhibitors to showcase their products, services and solutions at the forefront of innovation within the industry. The **PATH** is open to all exhibitors to enter IF their product or service meets at least TWO of the following criteria:

- Will be **NEWLY** launched at Expo! Expo! 2018 OR was released to the industry within the last 12 months;
- Considered to be technologically-advanced OR focused on solving emerging tech-related industry issues
- Meets a new or increasingly relevant need within the exhibitions and events industry
- Has experienced rapid growth in sales over the last 24 months due to exceptional industry attention.

EXHIBITOR BENEFITS

- One promotional video spot (up to 60 sec.) via Facebook Live & housed on IAEE TV
- Promotion during show via mobile app push messages and onsite signage
- Pre-show promotion on the show website; identified with special badge in all online exhibitor listings
- Promotion on main screen before and after the Opening General Session program
- Post-show report of organizer attendees

ATTENDEE INCENTIVE

For each target attendees hit on the **PATH**, they will receive one entry into the grand prize drawing – the more participants they talk with, the greater their chances are of winning the grand prize... and the more contacts you meet!

(Grand prize to be provided by Hilton and Delta Airlines.)

NOTE: Attendees may collect even more entries into the grand prize drawing by also exploring **Path to Renovation...** a show floor game showcasing new or recent projects/developments being promoted by CVBs/Destination Management Organizations and related host city venues and event facilities.



Expo! Expo!

COST

\$1,750 per exhibitor
No cost to attendees

The online **ENTRY FORM** can be accessed within your Exhibitor Console

[click here](#) and login with your password.

QUESTIONS?

Please contact:

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**THE SHOW
FOR SHOWS**



#expoexpo

