

Are you a DMO, host city venue or event facility with something **NEW & EXCITING** to showcase?

Pin your destination on the **PATH_TO_RENOVATION** at Expo! Expo!

IAEE Expo!
Annual Meeting & Exhibition
2018

NEW 11-13 DECEMBER
ORLEANS, LA | 2018

QUALIFICATIONS

Must be a Convention Bureau, Destination Management Organization (DMO) or related event facility or venue. Must have a new or recent project to promote (started or completed within the last 24 months). Limited to first 12 qualified entries received. Entries are subject to show management approval.



The **PATH_TO_RENOVATION** is a newly created show floor game planned for Expo! Expo! 2018, specifically designed to provide destinations and their event facilities an avenue to promote new or recent plans, projects and developments directly to exhibition and event organizers.

Exploring the **PATH_TO_RENOVATION** is the most direct way Expo! Expo! attendees can learn of all the very latest developments within the world of destinations supporting the exhibitions industry.

Leave your mark on the **PATH_TO_RENOVATION** this year and drive organizers to your booth to learn what's new with your destination!

- Highlight a recent renovation or addition to your facility
- Promote a newly developed project still under construction
- Announce the grand opening of a new facility, venue or hotel
- Introduce a newly created or revitalized visitor attraction to your city

EXHIBITOR BENEFITS

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

ATTENDEE INCENTIVE

For each "destination" attendees visit on the **PATH_TO_RENOVATION**, 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 participating in the **PATH_TO_INNOVATION**... a show floor game showcasing products, services and solutions at the forefront of innovation within the exhibitions and events industry.



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**

