

THE
SHOW
FOR
SHOWS

EXHIBIT

AT EXPO! EXPO! 2024

IAEE Expo!
Annual Meeting
& Exhibition
2024 Expo!

LOS ANGELES, CA
17-19 DECEMBER 2024

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& Exhibition
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Expo!

LOS ANGELES, CA
17-19 DECEMBER 2024

Show: Expo! Expo! 2024 Onsite Exhibition

Where: Los Angeles Convention Center
Los Angeles, CA USA

When: 17-19 December 2023

Times: TBD | Tuesday, 17 December
TBD | Wednesday, 18 December

Note: Dates and times subject to change.

Expo! Expo! is the gateway to the decision-makers for the exhibitions and events industry and is the primary annual event organized by IAEE.

As such, it attracts the owners, executives, directors and managers from companies and associations that organize a wide variety of exhibitions and events.

IAEE invites you to exhibit in Los Angeles, CA USA where you will discover what it's all about with attendees who are leading the way in their organizations.

Expo! Expo! is the perfect place for any exhibitor to showcase new products, meet new customers and network with some of the leading experts in the exhibitions and events industry.

The International Association of Exhibitions and Events (IAEE) is a trusted association that provides quality and value to its members through leadership, service, education and strong relationships to more than 1,300 members (organizations) and more than 12,000 member representatives (individuals) in 52 countries.



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#expoexpo

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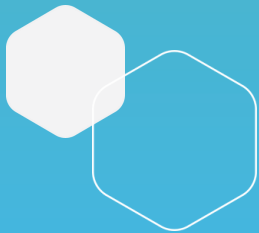
Exhibitor Benefits

- Have cost effective access to over 85 percent of the TSNN Top 250 trade show organizers
- Test or launch new products and services at the customer level
- Network and build relationships with decision makers and influencers
- Introduce your company to IAEE members
- Up-sell existing clients
- Contact new prospects and generate leads
- Reach the competition and develop ways to distinguish your products and services
- Discuss the needs of your customers face-to-face and demonstrate solutions
- Promote your organization's image and maximize its market exposure
- Develop your database to strengthen your overall sales and marketing program

Did you know...

88% of IAEE show organizer members have a role in purchasing decisions

89% of IAEE show organizer members are manager level or higher



IAEE Expo! Expo! is THE Show for Shows! We love exhibiting and participating in sponsorship opportunities. We must engage in person-to-person events and this show is the perfect fit for our clients.

***Christy Ricketts
Vice President Marketing, North America Exhibitions***

GES



Who Attends Expo! Expo!?

Exhibition and event organizers from around the globe gather with suppliers in the exhibitions and events industry to look for strategic industry partners to maximize their budgets and increase their efficiencies. They are searching for new and innovative technology, creative destinations and dynamic contractors to assist them in reaching their goals.

IAEE Show Organizer Demographics Interact with the buyers you want to see.

60%
Non-Profit



40%
For-Profit

Types of Events Produced by IAEE Members*

14.6%

BtoB Hybrid Exhibitions (Physical and Online Component)

6%

Sales or Incentive Meetings

10.5%

Proprietary/Corporate Exhibitions

10.9%

Hosted Buyer Events

24.2%

Consumer/Public Exhibitions

26.8%

Committee & Task Force Meetings



36.9%

Board Meetings

4.3%

Product Launch

74%

Business-to-Business Exhibitions

3.8%

Standalone Virtual Exhibition

*The counts and percentages in the charts below are based on total attendance, excluding exhibitors. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.



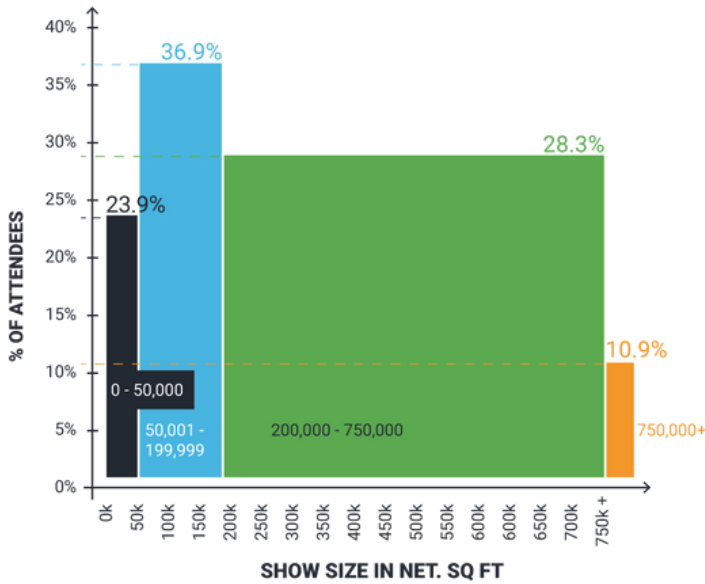
Did you know...

41%

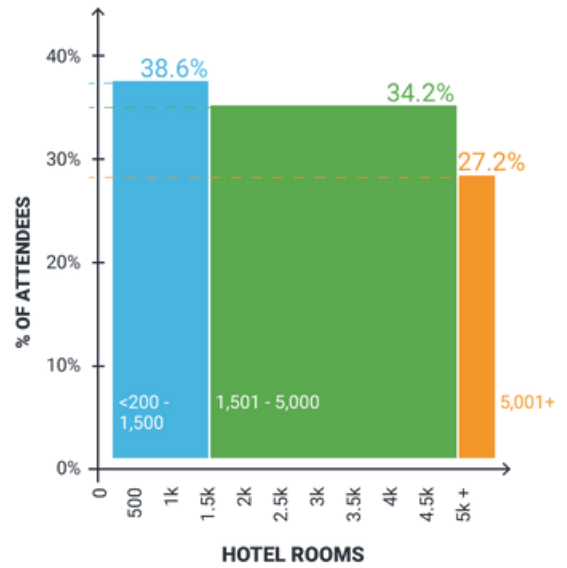
of attendees plan or produce shows outside of the U.S.



Size of Shows Produced



Number of Hotel Rooms Required on Peak Night by IAEE Members

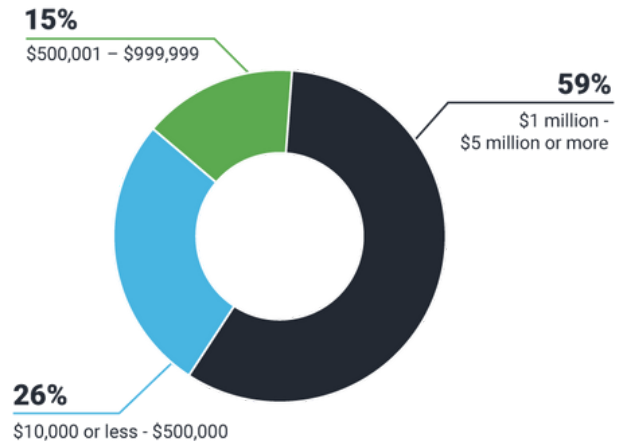


Types of Venues Used by IAEE Members



*Members were allowed to select more than one option. % in graph will not equal 100.

Annual Budget for Product & Service Purchases for their Organization's Events





Who Should Exhibit?

If you offer any of the following categories of products and/or services for the exhibitions and events industry, reserve your exhibit space today!



Expo! Expo! stands alone as an unparalleled experience, offering incredible networking opportunities and fostering essential business-to-business interactions for both industry newcomers and seasoned leaders alike.

***Tyra McGary
National Sales Manager
American Tradeshow Services***

Join the growing list of exhibitors who offer products and services in the following categories:.

- A/V Equip./Rentals/Production
- Advertising/Promotional Services
- Airline
- Association/Foundation
- Beacon Technology
- Business Services - Auditing/Financial/Accounting
- Catering Services
- Charging Kiosks
- Cleaning/Janitorial Services
- Communication Equipment
- Computer Rentals
- Computer Software - Exhibition/Event, Floor Plan Management
- Consulting Services
- Convention & Visitors Bureau
- Customs Broker
- Destination Management
- Education/Training/Speakers/ Speaker Bureau
- Electrical Contractor
- Event Management Software - Itinerary Builders, Matchmaking, Wayfinders, Virtual Reality Experience
- Executive Recruitment Services
- Exhibit Designer/Builder
- Facility - Arena/Auditorium/Stadium
- Facility - Convention Center
- Facility - Fairground
- Facility - Public Expo
- Facility - World Trade Center
- First Aid Medical Services
- Floor Manager
- Flooring/Carpeting
- Florist/Plant Rental
- Freight - Air
- Freight - Common Carrier
- Freight - Van Line
- Furniture Rental/Booth Furnishings
- Graphics/Printing
- Health & Safety
- Hostesses/Modeling Services Entertainment/Talent Services
- Hotel - Exhibit Space < 30,000 sq. ft.
- Hotel - Exhibit Space > 30,000 sq. ft.
- Housing/Travel Services
- Insurance
- International Exhibitor Services
- Internet / Web Services / Webcasting / System Design / Software
- Lead Retrieval / Management Systems
- Legal Services
- Literature Displays/Kiosks
- Marketing Services/Research
- Message System
- Mobile App
- Personnel (Temporary)
- Photography
- Premiums/Promotions
- Product Locators/Message Centers
- Publications/Dailies
- Registration Services/Badging Systems/RFID
- Registration Supplies
- Security Services
- Service Contractor - General
- Service Contractor - I&D
- Show Management
- Signage
- Social Media
- Special Events/Tour Operations
- Sponsorships
- Surveys/Audience Response Systems
- Telecommunications
- Traffic Builders
- Translation Services
- Transportation/Shuttle Services
- Virtual & Hybrid Events/Experiential Marketing




Exhibit Space Cost

Member: \$4,300 per 100 sq. ft

Non-Member: \$5,700 per 100 sq. ft

**Member rates increase to \$4,500 per 100 sq. ft on 31 Aug 2024.*




*Onsite Exhibit Space Includes:

- **Pipe and Drape - 8 ft. draped back wall, and 3 ft. draped side rails**
- **Signage - Company ID Sign (11"x17")**
- **Booth Staff Badges - 3 badges per 100 square feet provided for exhibit staff (see access details below)**
- **Complimentary lunch and dessert served on the show floor on Wednesday**
- **Standard Booth Cleaning - pre-show, both days**



*Additional Exhibitor/Booth Staff Benefits:

- **Ability to send emails and appointment requests to attendees prior to the show via the show app**
 - **Online booth listing which includes company description, category listings and URL link to exhibitor's website**
 - **Booth registration includes move-in, move-out, show hours, opening reception, general session, show floor learning theaters, chapter receptions, and closing lunch.**
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Reserve Your Space



View the 2024 Floor Plan

myexpoexpo.com/floor-plan



Reserve Your Exhibit Space

myexpoexpo.com/exhibitors

- If you are a new exhibitor and have never exhibited with us before, click the “Looking to Exhibit?” link to create a new account. Click start and search for your company name. If in the search it does not show, click start again and create your new account.
- Follow the steps to fill out the booth space contract.
- You can choose your booth at this time.
- Fifty percent is due at submission (you also have the option to mail in a check).
- Show management will email confirmation of your booth space once approved.

IMPORTANT NOTE:

Prior to 1 August 2024, a 50% deposit is due with all contracts in order for exhibit space reservations to be processed and complete; after 1 August, FULL payment is due with all exhibit space contracts.



The event app was extremely helpful before, during and after the show. We had a very good idea of what traffic to expect at our booth. We had a good ROI and exceeded our exhibiting objectives and expectations.

Pat Pathade
CEO
SHOWCYCLE



Sponsorship & Advertising Opportunities

Increase your ROI with exciting sponsorship and advertising opportunities that will enhance your visibility at Expo! Expo!

Choose from a wide variety of options that will fit your needs.



Exhibiting or sponsorship/advertising questions?

Rick Jennings, CEM, VP of Partnership Relations

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*The quality of Expo! Expo! attendees
is the best in the industry.*

Marty Bear
Owner
PMSI