

↗ the
show
for
shows

EXHIBIT

iaee expo!
annual meeting
& exhibition
2025 expo!

houston, texas
8-10 december 2025

Connect with the key decision-makers in the exhibitions and events industry at Expo! Expo! Showcase your products and services to a targeted audience representing over 75 different categories. Expo! Expo! is the perfect opportunity to launch new products, strengthen relationships with existing clients, forge connections with new prospects, and network with the leading experts in the field.

NEW IN 2025!

IAEE, powered by Zenus, provides exhibitors with valuable sentiment data, demographics, stop rate information, and more, so you can maximize your ROI.

Pricing for Expo! Expo! 2025

2025	MEMBER RATES					NON-MEMBER	ADD
	DISCOUNT		REGULAR		LATE	ONE RATE	For each exposed CORNER
	Thru 31 January 2025		1 February 2025 - 31 August 2025		1 September 2025 and after	All Dates	
	Space ONLY	PLUS Full Meeting Rate	Space ONLY	PLUS Full Meeting Rate	Space ONLY		
Per Square Foot	\$43/sq. ft.	\$50/sq. ft. (adds \$7/sf for full mtg passes)	\$45/sq. ft.	\$52/sq. ft. (adds \$7/sf for full mtg passes)	\$47/sq. ft.	\$59/sq. ft.	\$300 each
Per 100 sq. ft. (10x10 booth)	\$4,300	\$5,000 includes 1 FM pass per 10x10 (save \$69)	\$4,500	\$5,200 includes 1 FM pass per 10x10 (save \$69)	\$4,700	\$5,900	\$300 each

Online Floor Plan Listing Upgrade Options

SILVER	GOLD	PLATINUM	DIAMOND
*company logo *enhanced listing badge on booth	*company logo *enhanced listing badge on booth	*company logo *enhanced listing badge on booth	*company logo *enhanced listing badge on booth
500 - character description 7 - product categories 1 - product listing 1 - show special 1 - press release	800 - character description 10 - product categories 1 - document upload 1 - product listing 1 - show special 2 - press releases 1 - video	1,100 - character description 2 - documents upload 1 - highlighted listing 4 - press releases 12 - product categories 3 - product listings 3 - show specials 2 - videos	1500 - character description 1 - directory profile header image 3 - documents upload 1 - highlighted listing 1 - premium position 10 - press releases 15 - product categories 10 - product listings 10 - show specials 4 - videos
Regular Pricing \$795	Regular Pricing \$995	Regular Pricing \$1195	Regular Pricing \$1395
*SPECIAL \$595	*SPECIAL \$795	*SPECIAL \$995	*SPECIAL \$1,195

Expo! Expo! is the premier show for the exhibitions and events industry, and the 2025 event in Houston, TX, USA will be exceptional.





Expo! Expo! Features

Education: The event features three (3) days of educational sessions covering a wide range of industry topics, providing attendees with valuable insights and best practices.

Trade Show Floor: The show floor is a hub of activity, with attendees connecting with suppliers and engaging in interactive learning activations.

Networking: Expo! Expo! offers numerous networking opportunities throughout the event, allowing attendees to connect with peers and build valuable relationships with exhibitors.

Industry Trends and Technology: The event showcases the latest industry trends and technology, giving attendees a glimpse into the future of exhibitions and events.

Economic Impact: Expo! Expo! highlighted the significant economic impact of the B2B exhibition industry, which contributes more than \$90 billion to the US GDP annually.

Social Responsibility: The event emphasizes the importance of social responsibility in the industry, focusing on areas such as environmental sustainability, diversity, equity and inclusion, community relations, and personal responsibility.



Essential elements key to exhibitors:

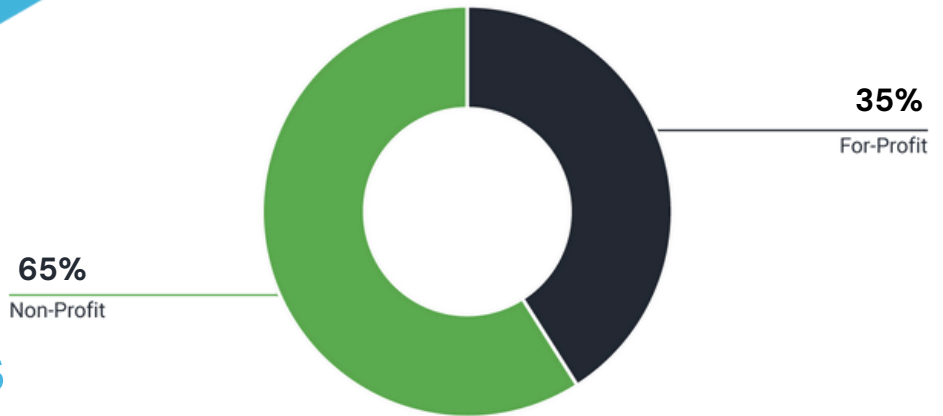
- 76% of attendees allocate budget, recommend or make the final decision when purchasing
- 88% of attendees are manager level or higher
- Expo! Expo! 2024 brought in over 300 new buyers



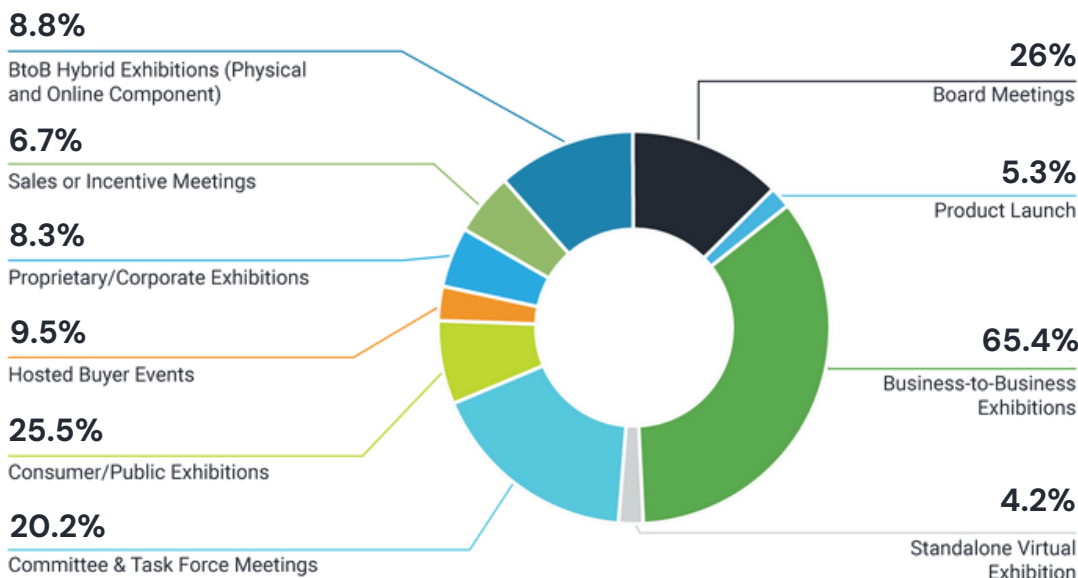
Who Attends Expo! Expo!?

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

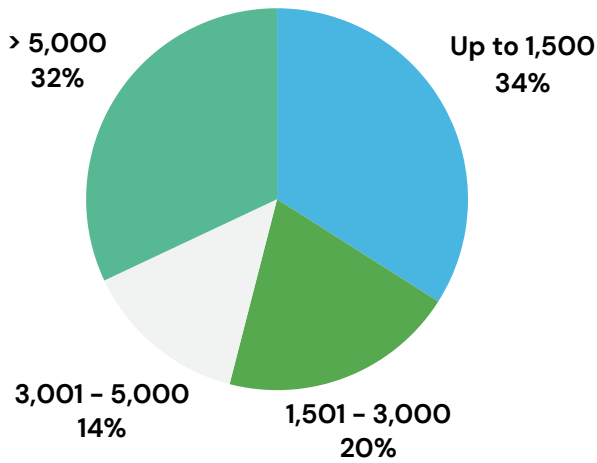


Types of Events Produced by IAEE Members*

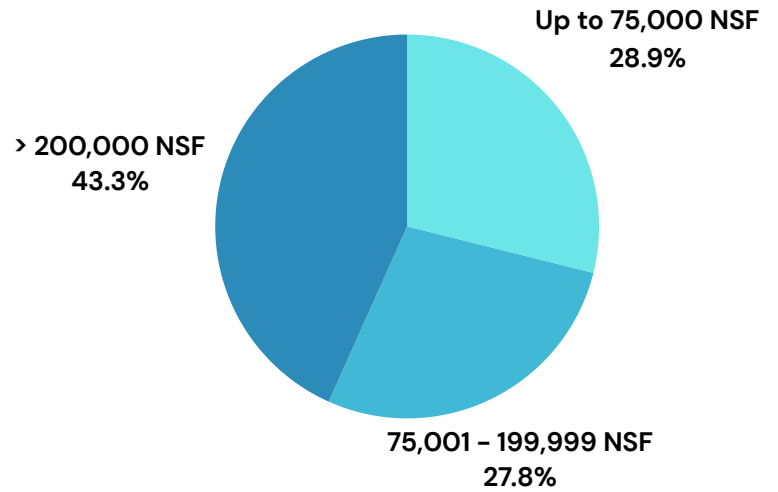


*The counts and percentages in the charts below are based on total attendance, excluding exhibitors. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

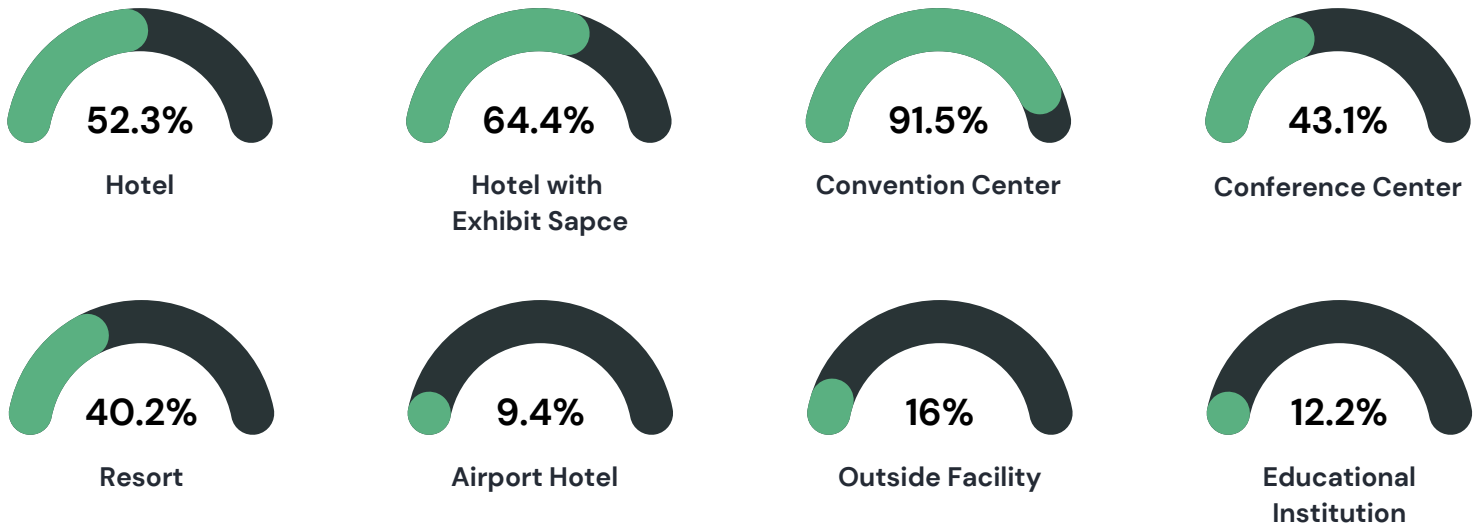
Number of Hotel Rooms Required on Peak Night by IAEE Members



Size of Shows Produced



Types of Venues Used by IAEE Members



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

Contact the IAEE Sales Team

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