

↗ one
epic
event

EXHIBIT

iaee expo!
annual meeting
& exhibition
2026 expo!

milwaukee, wisconsin
16–18 november 2026

Connect with the key decision-makers in the exhibitions and events industry at Expo! Expo! by showcasing your products and services.

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.

↗ the
place
to be

Pricing for Expo! Expo! 2026

2026	MEMBER RATES					NON-MEMBER	ADD
	DISCOUNT		REGULAR		LATE	ONE RATE	For each exposed CORNER
	Thru 31 January 2026		1 February 2026 - 31 July 2026		1 August 2026 and after	All Dates	
	Space ONLY	PLUS Full Access Rate	Space ONLY	PLUS Full Access Rate	Space ONLY		
Per Square Foot	\$45/sq. ft.	\$52/sq. ft. (adds \$7/sf for Full Access registrations)	\$47/sq. ft.	\$54/sq. ft. (adds \$7/sf for Full Access registrations)	\$49/sq. ft.	\$61/sq. ft.	\$300 each
Per 100 sq. ft. (10x10 booth)	\$4,500	\$5,200 includes 1 Full Access Registration per 10x10 (save \$99)	\$4,700	\$5,400 includes 1 Full Access Registration per 10x10 (save \$99)	\$4,900	\$6,100	\$300 each

Online Floor Plan Listing Upgrade Options

SILVER	GOLD	PLATINUM	DIAMOND
*company logo *enhanced listing badge on booth 500 - character description 7 - product categories 1 - product listing 1 - show special 1 - press release	*company logo *enhanced listing badge on booth 800 - character description 10 - product categories 1 - document upload 1 - product listing 1 - show special 2 - press releases 1 - video	*company logo *enhanced listing badge on booth 1,100 - character description 2 - documents upload 1 - highlighted listing 4 - press releases 12 - product categories 3 - product listings 3 - show specials 2 - videos	*company logo *enhanced listing badge on booth 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 \$1,395
*SPECIAL \$595	*SPECIAL \$795	*SPECIAL \$995	*SPECIAL \$1,195

Expo! Expo! Features

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 \$94 billion to the US GDP annually.



Based on the 2025 Expo! Expo! Insights Report by Zenus, Inc. a key few metrics showed:



Reach: 2,878 average impressions from aisle traffic.

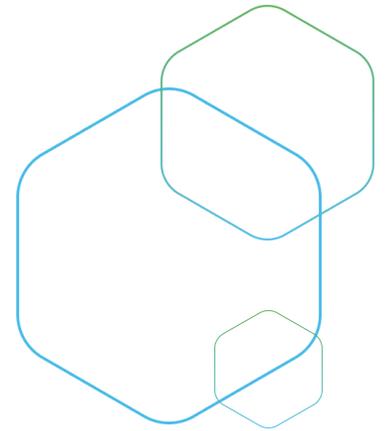
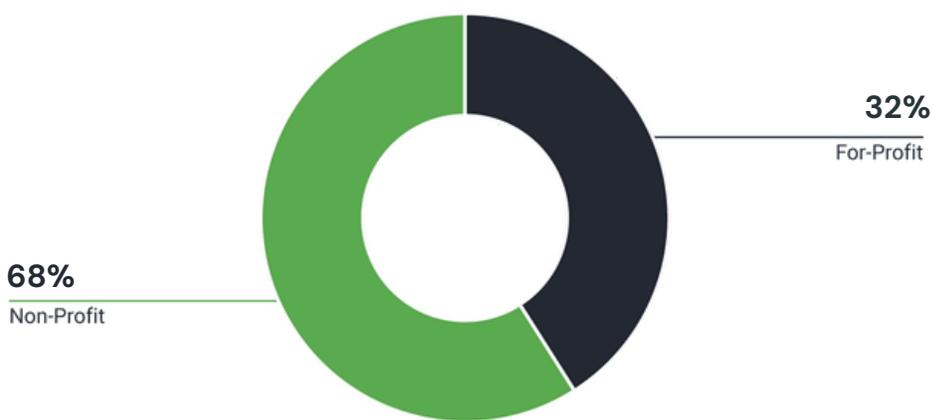
Traffic: Approximately 86 booth visits for every 100 square feet of space.

Quality: 8-minute average dwell time for conversations.

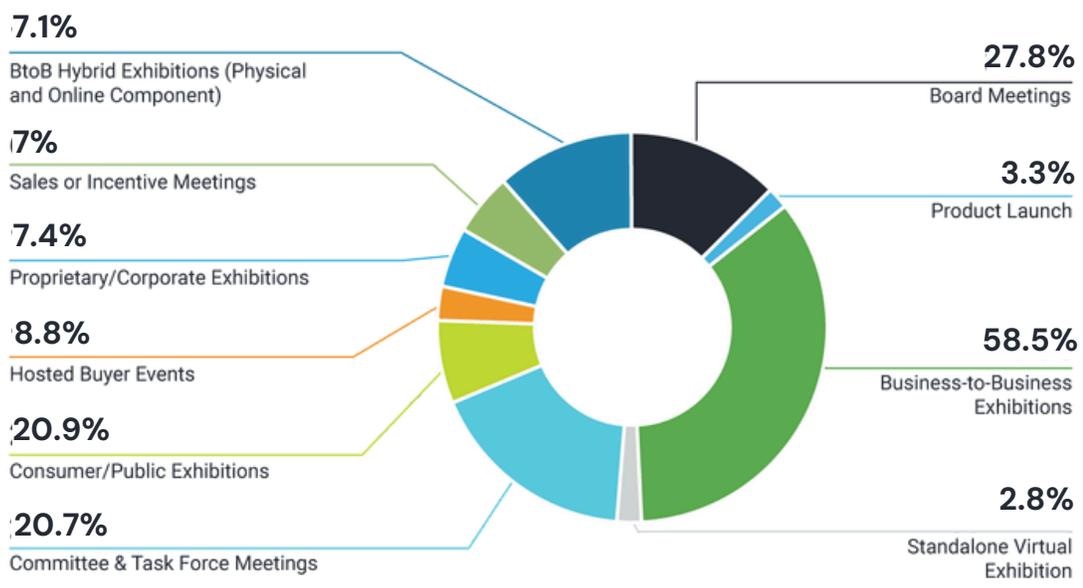
Zenus captures the "hidden traffic". These are visitors who engage with a booth but never get their badge scanned.



IAEE Show Organizer Demographics



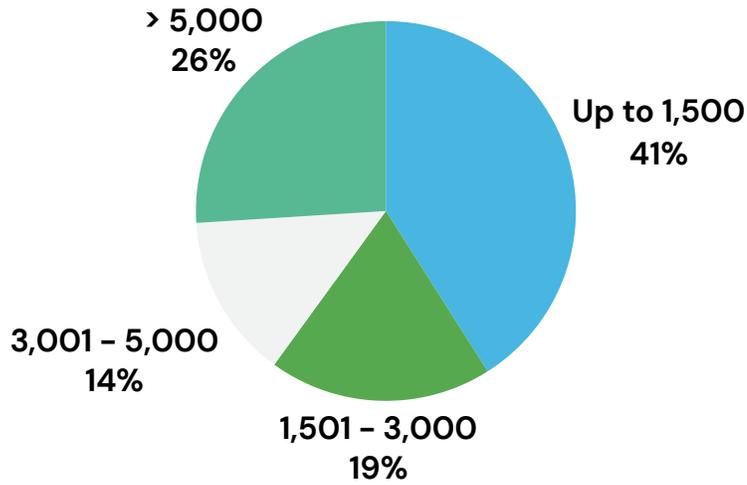
Types of Events Produced by IAEE Members*



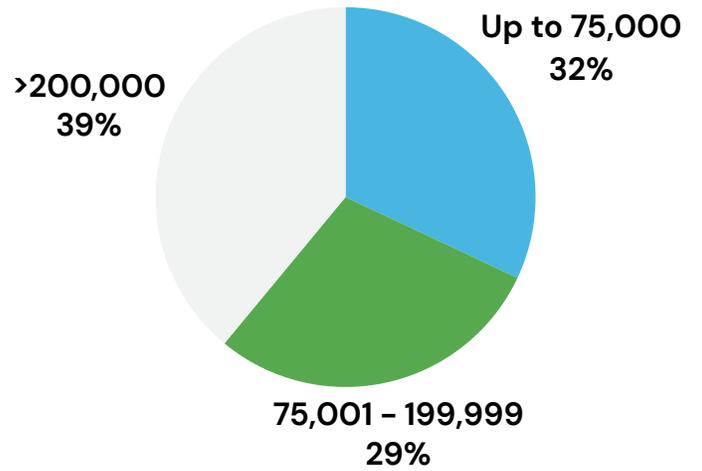
*The counts and percentages in the charts below are based on total attendance, excluding exhibitors. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.



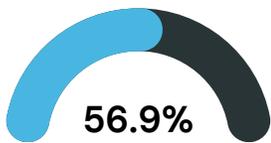
Number of Hotel Rooms Required on Peak Night by IAEE Members



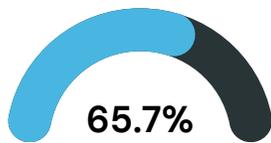
Size of Shows Produced in NSF



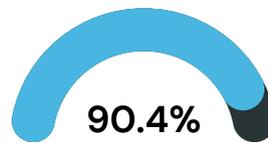
Types of Venues Used by IAEE Members



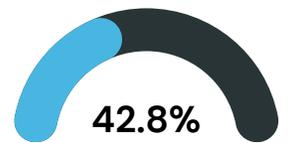
Hotel



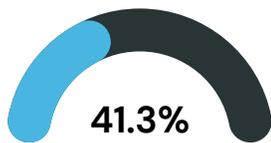
Hotel with Exhibit Space



Convention Center



Conference Center



Resort



Airport Hotel



Outside Facility



Educational Institution

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

Contact the IAEE Sales Team

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