

Two of the most important things you can do to guarantee your success at a trade show are Pre-Show Marketing and On-Site Marketing.

Bring your products to life. Make a statement about your brands. Drive traffic to your booth with on-site marketing that delivers results at a price you can afford.

Let us help you create a custom, on-site marketing package that fits your budget and positions your product in front of buyers, ahead of your competition.



# MARKETING SPONSORSHIP OPPORTUNITIES





## JANUARY 29.30.31 2013 JULY TBD 2013





#### **RESERVE YOUR SPACE NOW!**

For more info on rates and/or custom packages: sponsorship@enkshows.com / 818.379.9400

An ENK International, LLC Event



SANDS EXPO & CONVENTION CENTER. VEGAS JANUARY 29.30.31 2013 JULY TBD 2013 SPONSORSHIP@ENKSHOWS.COM / 818.379.9400



# ON-SITE MARKETING AND BRANDING OPPORTUNITIES

### **EXHIBIT HALL BAGS**

- -Enjoy branding that stays with your customers morning to night. These bags are prized at the Show—and taken home.
- -Your brand can be co-sponsored with ENKWSA.
- -Distributed at hall entrances and registration areas.





### **INTERNET KIOSKS**

- -Stay in front of attendees as they check email and communicate with their associates.
- -Includes signage on show floor computer monitors.

### **GO CHARGE STATIONS**

- -Display your ad on printed external plexi-billboard.
- -Showcase your brand on the screen slideshow.

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### **MOBILE APPLICATION SPONSOR**

Take this opportunity to be the most visible exhibitor to all of our appusers. As an official Mobile Sponsor you will receive:

-Advertisement on Website and Mobile search pages.



### **BADGE LANYARDS**

- -Place your brand prominently around the necks of buyers as they spend time at the Show.
- -Distributed to attendees at badge-holder pick-up in the registration areas.





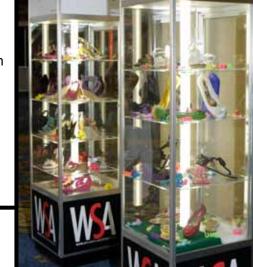
### PRODUCT DISPLAYS

# PRODUCT DISPLAY CASE AISLES OF STYLES

- -Placed in lobby areas near entrances, registration and high traffic areas.
- -Company logo and booth number included.
- -Clear plexiglass cases, 3' x 8' x 6' or 6'8" x 1'8" x 1'8"

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Top Guy

### **BANNERS AND SIGNAGE**





### **INTERIOR BANNERS**

- -Banners hang in the Show's main traffic areas.
- -High-impact way to brand the event as your own.
- -Various sizes available.



### **EXTERIOR BANNERS**

- -Located on the outside of the Sands Expo Center.
- -Attendees can't miss these banners; they offer your brand the largest impact.

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### **BANNERS AND SIGNAGE**



### **METER BOARDS / LIGHT BOXES**

-Super Size your ad. Drive traffic to your booth by promoting your brand to sought after retail buyers.

-3' x 7', double-sided. Multiple locations available.

-Light Boxes—Your company's graphics backlit on a double-sided light box.





### **BILLBOARDS**

- -The largest indoor billboards for the biggest impact.
- -Placed in prominent locations for maximum visibility.
- -Dimensions: 8' x 12', one-sided, includes lighting.





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### **HOSPITALITY OPTIONS**

### **DAILY COFFEE SERVICE**

- -Retailer coffee service is provided each day before show opening in lobby areas.
- -Place your company name and logo on signs and cups. Imagine your brand, logo and marketing message in the hands of retail buyers on a daily basis.







### **CUSTOMIZED WATER BOTTLES**

- -Thirsty for visibility? Place your logo on custom labels.
- -Distributed at exhibit hall entrances and high traffic areas.



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