



**IWF MARKETING TOOLS & SPONSORSHIP OPPORTUNITIES.** Engage and sell IWF buyers before, during and after the show. For more information and the most up-to-date list of opportunities, visit **Marketing Tools** in the Exhibit section of our website or **contact your sales rep** at the information listed above.

	OPPORTUNITY	EXCLUSIVITY	PRICE
<b>ALL-YEAR BUYER MARKETING</b>	Buyer Email List Rental		From \$1,975
	IWF Website Ad - Carousel Ad		\$1,500/month
	IWF Website Ad - Panel Ad		\$1,200/month
	IWF Network News Ad		\$3,500/issue
<b>SHOW PUBLICATIONS &amp; ONSITE SPONSORSHIPS</b>  (continues next page)	Preview Guide Issue 1 - Tabbed Full-Page Ad		\$2,500
	Preview Guide Issue 1 - Interior Full-Page Ad		\$1,775
	Preview Guide Issue 1 - 1/2-Page Ad		\$995
	Preview Guide Issue 1 - 1/4-Page Ad		\$550
	Preview Guide Issue 2 - Tabbed Full-Page Ad		\$2,500
	Preview Guide Issue 2 - Interior Full-Page Ad		\$1,775
	Preview Guide Issue 2 - 1/2-Page Ad		\$995
	Preview Guide Issue 2 - 1/4-Page Ad		\$550
	Digital Show Directory - Tabbed Full-Page Ad		\$3,000
	Digital Show Directory - Two-Page Spread Ad		\$2,600
	Digital Show Directory - Interior Full-Page Ad		\$1,975
	Digital Show Directory - Additional Full Listing		\$1,460 - \$2,075
	Digital Show Directory - Additional Limited Listing		\$300
	Digital Show Directory - Logo with Listing		\$300
	Pocket Guide - Premium Back Cover Ad	Exclusive	\$5,000
	Pocket Guide - Premium Ad		\$4,500
	Pocket Guide - Double-Stack Ad		\$1,900
	Pocket Guide - Standard Ad		\$1,000
	SOLD - Show Site - Badge Sponsorship	Exclusive	\$15,500
	SOLD - Show Site Badge Lanyard Sponsorship	Exclusive	\$10,250
	SOLD - Show Site Show Bag Sponsorship	Exclusive	\$6,000
	Show Site - Napkin Sponsorship	Exclusive	\$5,800
	Show Site - Door Clings		\$3,000 - \$15,000
Show Site - Escalator Runs		\$3,000 - \$6,000	



	OPPORTUNITY	EXCLUSIVITY	PRICE
<b>SHOW PUBLICATIONS &amp; ONSITE SPONSORSHIPS</b>	Show Site - Floor Decals 36" (qty 6)		\$4,000
	Show Site - Floor Decals 8'x8' (qty 4)		\$3,000
	Show Site - Indoor Banners		\$5,000 - \$25,000
	Show Site - Indoor Back-Lit Panels		\$2,800 - \$5,400
	Show Site - Indoor Flags		\$5,500
	Show Site - Column Wraps		\$15,000 - \$27,750
	Show Site - All-GWCC Digital Monitors Sponsorship	Exclusive	Contact Sales
	Sponsored Education Session		\$1,250 - \$6,000
	Sponsored Education - Exhibitor EDU		Contact Sales
	SOLD - Attendee Registration Website Ad	Exclusive	\$5,000
	SOLD - Attendee Registration Confirmation Email Ad	Exclusive	\$7,500
<b>DIGITAL PACKAGES &amp; IWF MOBILE APP *</b>	Digital Package - Diamond Package *		\$1,500
	Digital Package - Platinum Package *		\$800
	Digital Package - Basic Listing *		Complimentary
	Directory Sponsorship - Directory Homepage Banner *		\$8,500
	Directory Sponsorship - Facility Overview Banner *		\$5,500
	Directory Sponsorship - Floor Plan Banner *		\$3,000
	Directory Sponsorship - Product Category *	Exclusive/Category	\$1,000
	Directory Sponsorship - Product Spotlight *		\$1,000
	Mobile App - Overall Exclusive Sponsorship *	Exclusive	\$10,000
	Mobile App - Rotating Banners *		\$1,500
	Mobile App - Push Notifications *		\$1,000

\* For information about Digital Packages and the IWF Mobile App, please contact:

**Michael Cutter**, Exhibitor Engagement Manager, Map Your Show

o: [513.338.2202](tel:513.338.2202)

e: [mcutter@mapyourshow.com](mailto:mcutter@mapyourshow.com)