

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
ALL-YEAR BUYER MARKETING	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
SHOW PUBLICATIONS & ONSITE SPONSORSHIPS (continues next page)	CLOSED - Preview Guide Issue 1 - Tabbed Full-Page Ad		\$2,500
	CLOSED - Preview Guide Issue 1 - Interior Full-Page Ad		\$1,775
	CLOSED - Preview Guide Issue 1 - 1/2-Page Ad		\$995
	CLOSED - 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		\$3,200
	Digital Show Directory - Back Cover Full-Page Ad	Exclusive	\$3,200
	Digital Show Directory - Opposite Back Cover Full-Page Ad	Exclusive	\$3,200
	Digital Show Directory - Two-Page Spread Ad		\$2,600
	Digital Show Directory - Interior Full-Page Ad		\$2,100
	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	\$5,200
	Pocket Guide - Premium Ad		\$4,700
	Pocket Guide - Double-Stack Ad		\$2,100
	Pocket Guide - Standard Ad		\$1,200
	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



	OPPORTUNITY	EXCLUSIVITY	PRICE
SHOW PUBLICATIONS & ONSITE SPONSORSHIPS	Show Site - Door Clings		\$3,000 - \$15,000
	Show Site - Escalator Runs		\$3,000 - \$6,000
	Show Site - Floor Decals 36" (qty 6)		\$4,000
	Show Site - Floor Decals 8'x8' (qty 4)		\$9,500
	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
DIGITAL PACKAGES & IWF MOBILE APP *	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:

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