



WELCOME TO THE IWF PIPELINE. Growing your business with IWF means you get what you want when you want it. Before, during and after the show. No matter what the calendar shows, the time to grow your business with IWF's unmatched resources is right now. Explore all the options below. For more information and the most up-to-date list, visit the [IWF Pipeline](#) in the Exhibit section of our website or **contact your sales rep** (details at top of page).

| | OPPORTUNITY | EXCLUSIVITY | PRICE |
|---|--|---------------------------|----------------------|
| YEAR ROUND MARKETING | Attendee List Rental | | Starts at \$1,595 |
| | IWF Website Featured Video | | \$1,500/month |
| | IWF Website Carousel Ad | | \$1,500/month |
| | IWF Website Panel Ad | | \$1,200/month |
| | IWF Website Subpage Ad | | Contact Sales |
| | IWF Network News Newsletter Ad | | \$3,500/issue |
| PRE SHOW MARKETING | <i>Attendee Registration Website Ad - SOLD</i> | <i>Exclusive</i> | <i>\$5,000</i> |
| | <i>Attendee Registration Confirmation Email Ad - SOLD</i> | <i>Exclusive</i> | <i>\$7,500</i> |
| | <i>IWF Preview Guide, Issue 1 - 1/4-Page Ad - CLOSED</i> | | <i>\$550</i> |
| | <i>IWF Preview Guide, Issue 1 - 1/2-Page Ad - CLOSED</i> | | <i>\$995</i> |
| | <i>IWF Preview Guide, Issue 1 - Interior Full-Page Ad - CLOSED</i> | | <i>\$1,775</i> |
| | <i>IWF Preview Guide, Issue 1 - Tabbed Full-Page Ad - CLOSED</i> | | <i>\$2,500</i> |
| | <i>IWF Preview Guide, Issue 2 - 1/4-Page Ad</i> | | <i>\$550</i> |
| | <i>IWF Preview Guide, Issue 2 - 1/2-Page Ad</i> | | <i>\$995</i> |
| | <i>IWF Preview Guide, Issue 2 - Interior Full-Page Ad</i> | | <i>\$1,775</i> |
| | <i>IWF Preview Guide, Issue 2 - Tabbed Full-Page Ad</i> | | <i>\$2,500</i> |
| | <i>Map Your Show Digital Package - Standard Listing Package *</i> | | <i>Complimentary</i> |
| | <i>Map Your Show Digital Package - Platinum Listing Package *</i> | | <i>\$800</i> |
| | <i>Map Your Show Digital Package - Diamond Listing Package *</i> | | <i>\$1,500</i> |
| | <i>Map Your Show Digital Package - Product Spotlight Sponsorship *</i> | | <i>\$1,000</i> |
| | <i>Map Your Show Digital Package - Product Category Sponsorship *</i> | <i>Exclusive/Category</i> | <i>\$1,000</i> |
| | <i>Map Your Show Digital Package - Hall Sponsorship *</i> | <i>Exclusive/Hall</i> | <i>\$3,000</i> |
| <i>Map Your Show Digital Package - Facility Overview Sponsorship *</i> | <i>Exclusive</i> | <i>\$5,500</i> | |
| <i>Map Your Show Digital Package - Overall Show Planner Sponsorship *</i> | <i>Exclusive</i> | <i>\$8,500</i> | |

* For information about Map Your Show Digital Packages and the Mobile App, please contact:
Michael Cutter, Exhibitor Engagement Manager, Map Your Show
o: [513.338.2202](tel:513.338.2202)
e: mcutter@mapyourshow.com



| | OPPORTUNITY | EXCLUSIVITY | PRICE |
|----------------------------------|--|------------------|---------------------|
| DURING SHOW MARKETING | Booth Space | | Contact Sales |
| | IWF Pocket Guide - Standard Ad | | \$1,000 |
| | IWF Pocket Guide - Double-Stack Ad | | \$1,900 |
| | IWF Pocket Guide - Premium Ad | | \$4,500 |
| | <i>IWF Pocket Guide - Premium Ad / Back Cover - SOLD</i> | <i>Exclusive</i> | <i>\$5,000</i> |
| | Mobile App Sponsorship * | Exclusive | \$10,000 |
| | Mobile App Messaging Alert * | | \$1,000/each |
| | Official Show Directory - Interior Full-Page Ad | | \$1,975 |
| | Official Show Directory - Two-Page Spread Ad | | \$2,600 |
| | Official Show Directory - Tabbed Full-Page Ad | | \$3,000 |
| | Official Show Directory - Logo with Listing | | \$300 |
| | <i>Onsite Badge Sponsorship - SOLD</i> | <i>Exclusive</i> | <i>\$13,500</i> |
| | <i>Onsite Badge Lanyard Sponsorship - SOLD</i> | <i>Exclusive</i> | <i>\$9,250</i> |
| | <i>Onsite Show Bag Sponsorship - SOLD</i> | <i>Exclusive</i> | <i>\$5,750</i> |
| | Onsite Napkin Sponsorship | Exclusive | \$5,500 |
| | Onsite Door Clings | | \$2,500 - \$15,000 |
| | Onsite Escalator Runs | | \$2,500 - \$6,000 |
| | Onsite Floor Decals 36" (qty 6) | | \$6,600 - \$35,000 |
| | Onsite Floor Decals 8'x8' (qty 4) | | \$6,600 - \$35,000 |
| | Onsite Indoor Banners | | \$5,000 - \$25,000 |
| | Onsite Indoor Back-Lit Panels | | \$2,400 - \$5,000 |
| | Onsite Indoor Flags | | \$5,500 |
| | Onsite Column Wraps | | \$15,000 - \$27,750 |
| | Onsite GA World Congress Center Digital Board Campaign Sponsorship | Exclusive | Contact Sales |
| | Sponsored Education Session | | \$1,250 - \$6,000 |
| | Exhibitor EDU | | Contact Sales |

* For information about Map Your Show Digital Packages and the Mobile App, please contact:
Michael Cutter, Exhibitor Engagement Manager, Map Your Show
o: [513.338.2202](tel:513.338.2202)
e: mcutter@mapyourshow.com