

2015 AWFS®Fair ONLINE & DIGITAL Opportunities

❖ DIGITAL BOOTH ONLINE FLOORPLAN PACKAGES

Online visitors to the Floor plan, spends on average 4 minutes and 25 seconds viewing the floor plan.

STANDARD DIGITAL BOOTH PACKAGE FREE

- Every exhibitor receives with Booth Contract
- Business Card Contact Information (pictured)
- Company website link from exhibitor list
- Company Profile (200 words) (pictured)
- ONE Press Release
- ONE Special Event Announcement

SILVER DIGITAL BOOTH PACKAGE \$200.00

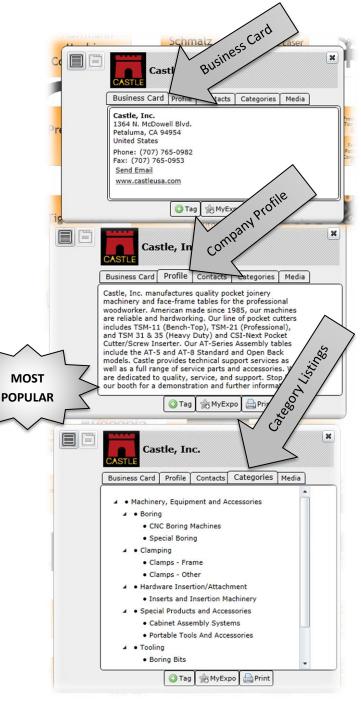
- "Standard Digital Booth Package"
- Company Logo on Business Card 50kb (pictured)
- Company Logo on Web Floor Plan 50kb
- TWO Press Releases

GOLD DIGITAL BOOTH PACKAGE \$400.00

- "Silver Digital Booth Package"
- YouTube embedded video on Business Card
- FOUR Press Releases
- TWO Special Event Announcements
- Social Media Options: Facebook, Twitter, Linkedin

PLATINUM DIGITAL BOOTH PACKAGE \$600.00

- "Gold Digital Booth Package"
- Booth Photo Wallpaper (600kb)
- SIX Press Releases
- FOUR Special Event Announcements





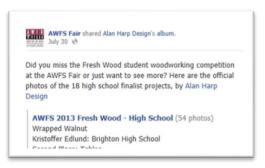
Online visitors to the Floor plan, spends on average 4 minutes and 25 seconds viewing the floor plan.

❖SOCIAL MEDIA PACKAGES



- Social Media Postings from AWFS®Fair for your companies message to promote the show
- Message will appear on Twitter, Facebook & Linkedin
- 150 Characters or less
 - \$500.00 per message to post on all 3 media platforms





❖2015 OFFICIAL SHOW APP

The Free AWFS®Fair APP for attendees to download, so that they can find exhibitors, education, events and more from any web-enabled device, anywhere, anytime. (Droid/Android/iPhone application)

APP Advertising

- 600x120 Ad
- Ad will hyperlink to customer website or profile
- 1 of 6 possible ads on App
 - \$1,500.00 each (6 available)
 OR
 - \$5,000.00 Exclusive Sponsorship

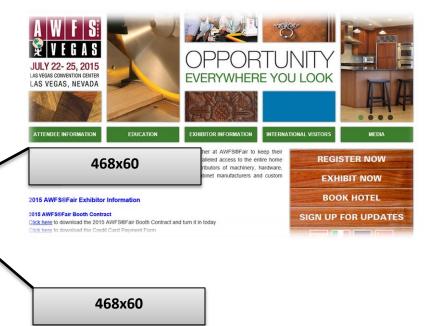


Amy Bartz * AWFS® Fair Sales Director 2400 E. Katella Ave, Suite 340 * Anaheim, CA 92806 323.215.0302 direct * 323.201.8232 fax * 760.468.6122 cell

❖ WEBSITE ONLINE ADVERTISING OPPORTUNITIES

AWFS®Fair Website 728x90 Leaderboard

- Ads will run Run of site at top and bottom position.
- Ad will run starting when artwork is received and approved through the end of August of 2015.
- Ad will hyperlink to desired URL
 - \$3,000.00 10 available
 - *Client to supply ad in ready form



ATTENDEE EMAIL CAMPAIGN AD OPPORTUNITIES



Advertise on our Attendee Promo Emails LIMITED – 20 Opportunities

- Approx 20k recipients
- Emails are sent beginning in January 2015 and are sent through the start of the show in July 2015
- BANNER AD 468x60 Banner
 - o \$250.00 Per email blast
 - *Client to supply ad in ready form
- RECTANGLE ADS 180X150 Rectangles
 - \$150.00 Per email blast
 - *Client to supply ad in ready form
- PRODUCT SPOTLIGHT AD
 - Company Logo, and 50 word product description with company url.
 - o \$500.00 Per email blast



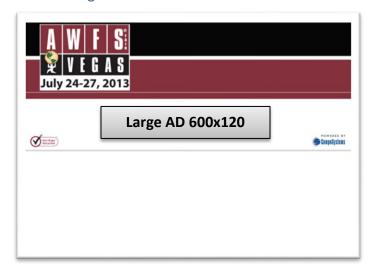
ATTENDEE ONLINE REGISTRATION OPPORTUNITIES

For BEST RESULTS: order by January 1, 2015 to get your message and ad to every registered attendee

- WEB LANDING PAGE of the online AWFS®Fair Attendee Registration Process
 - o 600x120 Ad
 - Static ad does not hyperlink
 - EXCLUSIVE OPPORTUNITY
 - **\$3,000.00**
- CONFIRMATION PAGE of the online

AWFS®Fair Attendee Registration Process

- o 600x120 Ad
- Ad will hyperlink to desired URL
- EXCLUSIVE OPPORTUNITY
 - **\$3,500.00**



- **CONFIRMATION EMAIL** LARGE AD of the AWFS®Fair Attendee Registration Confirmation
 - Large Ad 600x120 (pictured)
 - Ad will hyperlink to desired URL
 - EXCLUSIVE OPPORTUNITY
 - **\$4,000.00**
- CONFIRMATION EMAIL SMALL AD of the

AWFS®Fair Attendee Registration Confirmation

- Small Ad 125x70
- Ad will hyperlink to desired URL
- 1 OF 6 Available
 - **\$1,500.00**



❖ "PICK 3" PROMO PACKAGE



- Pick 3 to help drive traffic to your booth!
- Pick 3 to brand your company!
- Pick 3 to SAVE!!!
 - o \$3,000.00 for any 3 of the following:
 - Platinum Digital Booth Package
 - > 3 Sided Kiosk on the show floor
 - Product Spotlight Ad in Attendee Promo Email
 - Company Logo on the Master Online Floor plan
 - Social Media Post Package
 - Aisle Sign Sponsorship

❖FIRST TIMER PACKAGE



- Available to AWFS®Fair First Time Exhibitors
 - o Receive \$100.00 off any Digital Booth Package and/or signage at the 2015 Fair.

SPEND OVER \$2,500.00 and qualify as a 2015 AWFS®Fair SPONSOR!

- SHOW SPONSOR BENEFITS
 - o Inclusion in pre-show sponsor "thank you" ad in AWFS® online news
 - Link to your website from sponsor "thank you" page on AWFSFair.org
 - o Inclusion in sponsor "thank you" signs throughout the show
 - Inclusion as an AWFS®Fair sponsor in all printed materials
 - o Post-show publicity in the AWFS® Fair online news sponsor "thank you" ad
 - First right of refusal on purchased sponsorships for the 2017 AWFS®Fair

TO PURCHASE: fill out the order form, and return with payment to awfssales@awfs.org
Or fax to 323.201.8232.

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2015 AWFS®Fair "ONLINE & DIGITAL ADVERTISING" Order Form

All sponsorships are based on availability

Digital Booth Online Floor Plan Package	s		QTY	TOTAL
Silver Digital Booth Package		\$200.00		\$
Gold Digital Booth Package		\$400.00		\$
Platinum Digital Booth Package		\$600.00		\$
Master Floor Plan Sponsor Bar Logos		\$750.00 each		\$
Social Media Packages when:		\$500.00 each		\$
Official Show APP Ad - 600x120 ad	6 available	\$1,500.00 each		\$
AWFS®Fair Website Advertising (Ads will I	run through December 201	15)		
Banner 468x60 ROS - 10 available		\$3,000.00		\$
ATTENDEE Email Campaign Ads (20 emails	s available)			
Banner 468x60	when:	\$250.00 each		\$
Rectangle 180x150	when:	\$150.00 each		\$
Product Spotlight ad	when:	\$500.00 each		\$
ATTENDEE REGISTRATION Online & Email	Ad Options			_
Landing Page 600x120	Exclusive	\$3,000.00		\$
Confirmation Web Page 600x120	Exclusive	\$3,500.00		\$
Confirmation Email - Large Ad 600x1	20 Exclusive	\$4,000.00		\$
Confirmation Email - Small ad 125x70	0 6 available	\$1,500.00 each		\$
PICK 3 PACKAGE		\$3,000.00		\$
Platinum Digital Booth Package	Logo on Onlin	e Floorplan	3 Sided Ki	iosk
Product Spotlight Ad - Attendee Ema			_ ¬	dia Package
		- ;		
PANY NAME CONTACT NAME		TITLE		
DRESS	CITY/STATE/ZIP			
AIL	PHONE		FAX	
SEND INVOICE CREDIT CARD	SIGNATURE			DATE

The undersigned, on behalf of the company named above ("We") does hereby apply for the reservation of the exhibit space in the 2015 AWF5® Fair July 22 - 25, 2015. We have read and agree to abide by the "Terms & Conditions", which are made a part of this Agreement by reference and fully incorporated herein. We understand that this Agreement shall be legally binding between AWFS and the Exhibitor upon acceptance in writing by a duly appointed representative of AWFS. We understand that any changes to this Agreement must be made in writing. When executed by both parties to the is Agreement, this shall constitute a binding Agreement between the parties.