

❖ **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

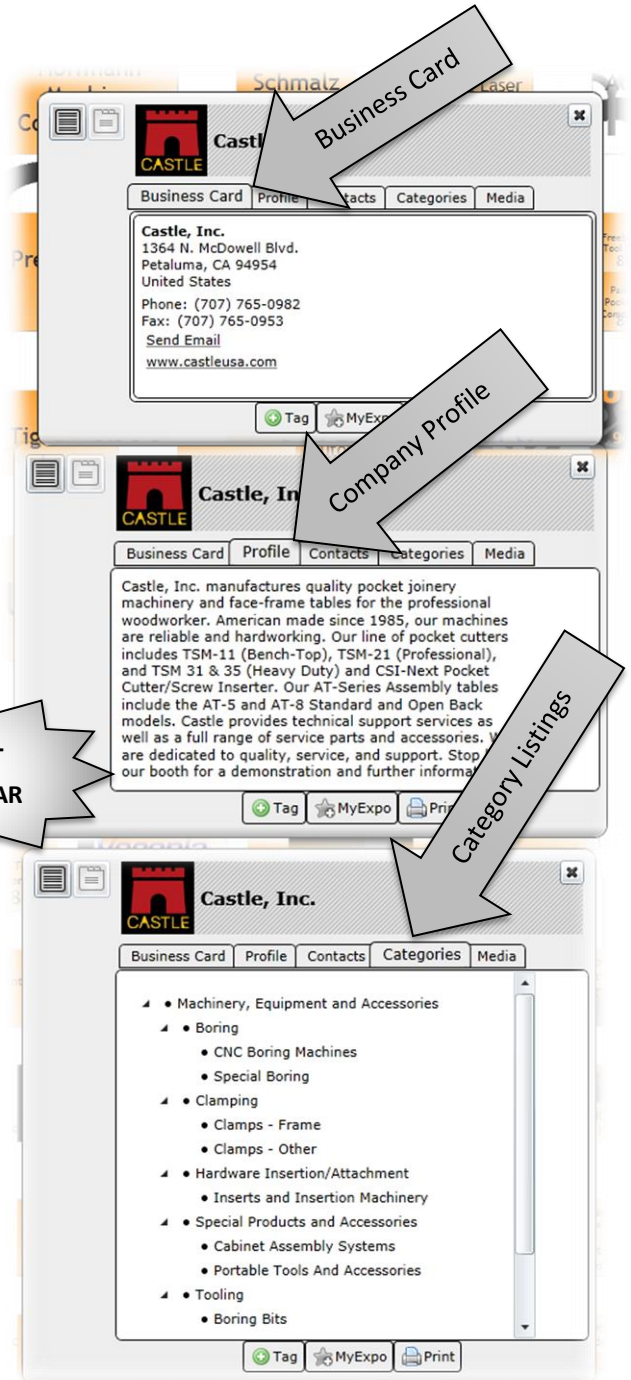
- “Standard Digital Booth Package”
- Company Logo on Business Card 50kb (pictured)
- Company Logo on Web Floor Plan 50kb
- TWO Press Releases

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

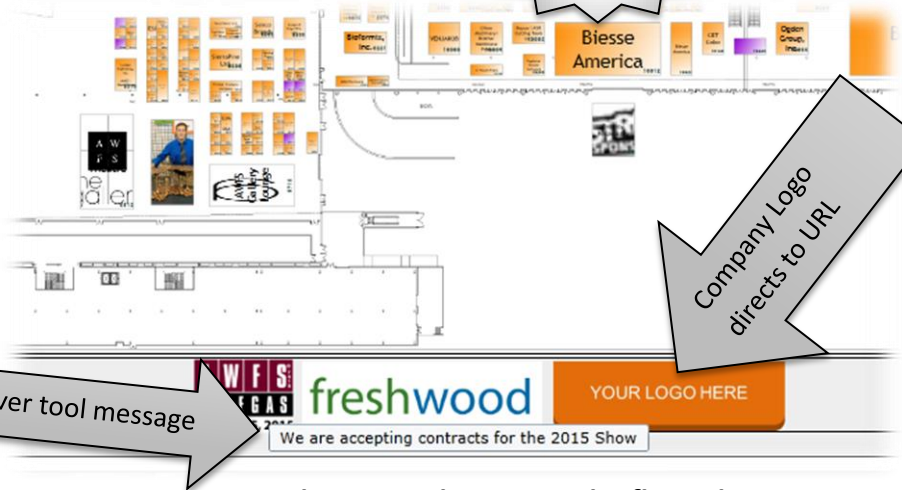
- “Gold Digital Booth Package”
- Booth Photo Wallpaper (600kb)
- SIX Press Releases
- FOUR Special Event Announcements



❖ MASTER FLOOR PLAN SPONSOR BAR LOGO



- Your company logo at the bottom of 2015 AWFS®Fair master floor plan.
- Logo will link to designated URL
- Hover tool will display a short message determined by client.
- Logo is live from time of purchase through duration of show.
 - **\$750.00 each**

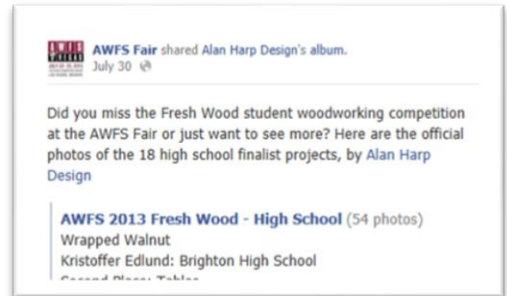


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❖ SOCIAL MEDIA PACKAGES



- 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**

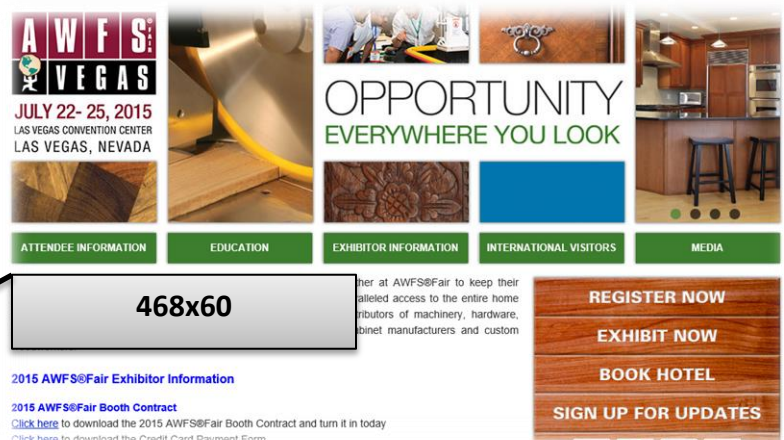


Amy Bartz * AWFS®Fair Sales Director
2400 E. Katella Ave, Suite 340 * Anaheim, CA 92806
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WEBSITE ONLINE ADVERTISING OPPORTUNITIES

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*



468x60

2015 AWFS®Fair Exhibitor Information
 2015 AWFS®Fair Booth Contract
[Click here](#) to download the 2015 AWFS®Fair Booth Contract and turn it in today
[Click here](#) to download the Credit Card Payment Form

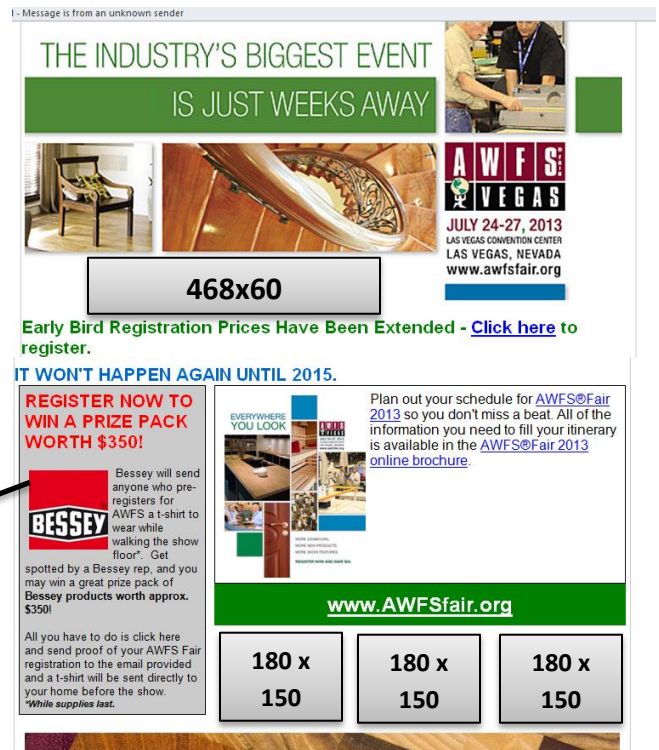
468x60

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
 - **\$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.
 - **\$500.00 Per email blast**



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❖ 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

- 600x120 Ad
- Static ad – does not hyperlink
- *EXCLUSIVE OPPORTUNITY*
 - **\$3,000.00**



▪ **CONFIRMATION PAGE** of the online AWFS® Fair Attendee Registration Process

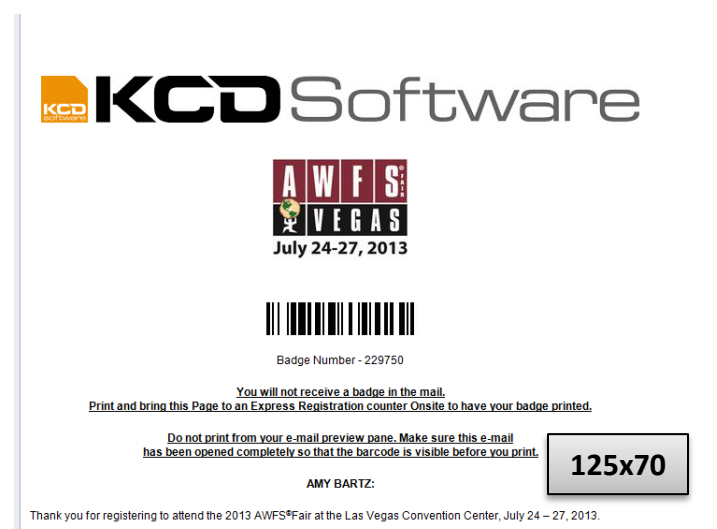
- 600x120 Ad
- Ad will hyperlink to desired URL
- *EXCLUSIVE OPPORTUNITY*
 - **\$3,500.00**

▪ **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**



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❖ "PICK 3" PROMO PACKAGE

NEW!

- Pick 3 to help drive traffic to your booth!
- Pick 3 to brand your company!
- Pick 3 to SAVE!!!
 - \$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

NEW!

- Available to AWFS®Fair First Time Exhibitors
 - 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**

- Inclusion in pre-show sponsor "thank you" ad in AWFS® online news
- Link to your website from sponsor "thank you" page on AWFSFair.org
- Inclusion in sponsor "thank you" signs throughout the show
- Inclusion as an AWFS®Fair sponsor in all printed materials
- 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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