

40% EXPO 2017 Special Package Discount



Hard Rock Casino • Las Vegas
August 27-30

Booth at the EXPO 2017 Tradeshow:

Meet in-person with club owners and GMs \$1,990
Includes 10-by-10 booth, 2 badges, a table and 2 chairs

Full-page ad in July ED Club Bulletin:

Tell attendees in advance what you will be promoting at your booth \$1,200
Offer a discount or other incentive in your ad to encourage booth visits

Full-page ad in EXPO 2017 Program Guide:

Drive attendees onsite to your booth \$800
And reference your ad all year when they take the Guide home

Full-page ad in November ED Club Bulletin:

Remind attendees what you showcased at your booth \$1,200
Highlight for the third time in print the fabulous offers you are making

Your banner on the EXPO website:

Daily promotional exposure in the days leading up to EXPO \$1,200
Three months of digital coverage for your company and products

*Terms:

Signed contract and
50 percent payment up front;
balance in 90 days.

Gross	\$6,390
40% Discount*	-\$2,590
Special Package Net	\$3,800

Half-Page Package:

Same program but with half-page ads \$3,100

Free Package Bonuses

Announcement of your booth in ED's weekly e-Newsletter NC
Your booth #, logo and link on ED's Confirmed Exhibitors webpage NC
Your promo item placed in the EXPO 2017 official Goody Bag NC

Why a 40% discount?

We are offering this **Special Package Discount** for a selfish reason—we want you to come back as an exhibitor in 2018. Exhibiting at EXPO and meeting club operators one-on-one is great. But accompanying that personal interaction with your display ad in the two issues of Club Bulletin bracketing the EXPO; with your ad in the Program Guide that they take home and refer to all year; and with your banner on the show website leading up to the show will guarantee you many months of industry attention and interest, well past the actual show dates. And the more sales inquiries you receive, the more likely you will exhibit at the EXPO the next year!

Upgrades:

Get a corner booth for an extra \$300. Ask about special pricing on a year's worth of advertising (six issues).

Contact us: (727) 726-3592

Lacy Empkey and Kris Kay
lacy@EDpublications.com
kris@EDpublications.com
www.theEDexpo.com

