

The EXPO 2018

“Well, aren’t you special!”

Package Discount

Booth at the EXPO 2018 Tradeshow:

Meet in-person with club owners and GMs \$2,190
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 2018 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 \$1,500
Three months of digital coverage for your company and products

*Terms:

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

Gross	\$6,890
Well, aren't you special Discount*	-\$2,490
Special Package Net	\$4,400

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	Free
Your booth #, logo and link on ED’s Confirmed Exhibitors webpage	Free
Your promo item placed in the EXPO 2018 official Goody Bag	Free



Why a HUGE discount?

We are offering this **Special Package Discount** for a selfish reason—we want you to come back as an exhibitor in 2019. 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 **premium booth** for an extra \$300. Also, ask about special pricing on a year’s worth of advertising (six issues).

Deadline:

“Aren’t you special” Discount expires March 1!

Contact us: (727) 726-3592

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