

## BE HEARD OVER THE NOISE OF 20,000 PEOPLE TALKING SNOW.

SIA is known for its non-stop interaction. So for the SIA.09 SnowSports Trade Show, we're introducing a new set of technologies that will help you start talking with attendees even sooner.

What the SIA.09 SnowSports Trade Show Interactive Floor Plan & Show Guide gives you:

- **Marketing Options** – Get the listing you want, and set it up the way you want.
- **Connections** – The Exhibitor Extranet gives you qualified, opt-in **sales leads**, so you can start talking to attendees before the show starts
- **Flexibility** – Update and change your information any time – to introduce a new product, to add special show offers, or just to get attention
- **Control** – You have complete control of your listing. From how big your listing is to how you appear in the directory, it's your show.



### What It's Worth

- Recent surveys showed that 72% of people who created a MyShow agenda had either already purchased, or intended to purchase a product from the companies on their list.
- Over 30% responded that the inclusion graphics and text in exhibitor product listings influenced their decision to add exhibitors to their agendas.
- Anywhere from 3 to 6% of all MyShow agendas are created or updated after the show is over. This means that you'll be getting fresh sales leads from interested parties long after everyone heads back to the office.

#### SIA.09 INTERACTIVE FLOOR PLAN AND SHOW GUIDE — FEATURES

	GOOD GREEN Included	BETTER BLUE \$300	BEST BLACK \$500
Company name, location, contact info, Booth #	●	■	◆
Logo insertion to VTS Listing	●	■	◆
Display company products and services listing in (Show Details) button	●	■	◆
Printable VTS listing	●	■	◆
Access to stats on attendees viewing your listing	●	■	◆
Upload press releases into your VTS display	●	■	◆
Ability to communicate with opt-in show attendees	●	■	◆
Featured VTS icon on your listing in all search areas		■	◆
Featured icon for multimedia/presentation show features on all search results		■	◆
Update custom presentations throughout the show cycle		■	◆
Listed in Featured Exhibitor quick list on the interactive floorplans		■	◆
Custom designed interactive panel, including text and (1) <b>static images</b>		■	◆
Priority placement in product category search results		■	◆
Custom designed interactive panel, including text and up to (10) <b>static images</b>			◆
“Peeled-corner” graphic on your booth in floor plan			◆
Custom panel of interactive media, flash or <b>VIDEO</b>			◆

## GOOD ● INCLUDED IN SIA EXHIBITOR SPACE FEES

Listing includes:

- Booth number, contact information, and company logo
- A detailed company description
- Product categories, and/or trademarks
- Email form attendees can use to communicate with you before the show
- Access to listing traffic statistics
- Opt-in sales leads via the Exhibitor Extranet



Included in SIA Exhibitor Space Fees

## BETTER ■ UPGRADE FOR \$300

Up the ante to include:

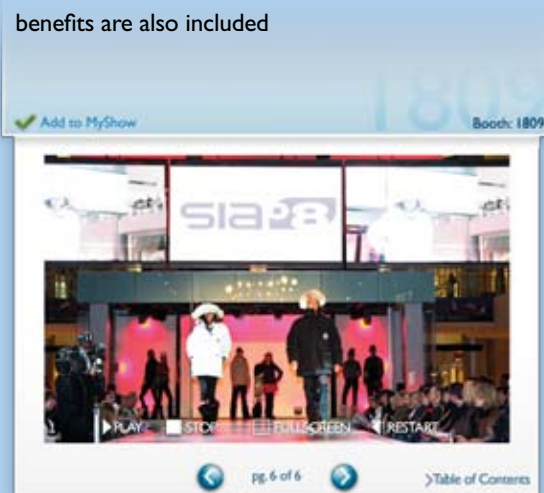
- A customizable, interactive product display panel, so you can show attendees what you're bringing to the show through graphics and text
- Inclusion in the Featured Exhibitor search option
- Green Package benefits and exhibitor extranet access are also included



## BEST ◆ UPGRADE FOR \$500

Add lasting impact with:

- A multimedia Flash or Video presentation
- Up to 10 product display panels
- Black Package exhibitors are highlighted on the floor plan with a "peel corner" graphic on their booths
- Green and Blue Package benefits, and exhibitor extranet benefits are also included



## ABOUT MAP YOUR SHOW

Map Your Show provides mapping and planning solutions for events and tradeshows of all sizes and types. Our customers include some of the most well-attended events in the country:

- MAGIC Marketplace Apparel show
- The CONEXPO-CON/AGG show
- The International Builder's Show

## CONTACT INFORMATION

Set up your enhanced listing today!

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