



Education: March 30 – April 2, 2027

Exhibits: March 31 – April 1, 2027

Caesars Forum Conference Center | Las Vegas

Enhance Your Presence and Multiply Your Leads

Upgrade your exhibitor-directory listing and earn up to 134% more listing views.

In today's digital-first world, your exhibitor listing is crucial for year-round connections with ISS World Expo attendees. While these customers will meet you in person at the show, your online presence in the Exhibitor Resource Center ensures ongoing engagement. This platform integrates your company information with the expo website, mobile app and My Agenda, helping attendees set their event schedule and boosting your exposure and leads. Maximize this opportunity by completing your company profile promptly. For assistance, contact our sales team.

EXHIBITOR-DIRECTORY	BASIC LISTING PACKAGE (Required)	MAXIMUM EXPOSURE PACKAGE
Online and Mobile-App Listing (Company Name, Booth Number, Address, Description, Social Media, Website)	Yes	Yes
Company Logo	Yes	Yes
Product Categories	5	10
Show Specials	2	5
Trademark Brands	3	10
Online Business Cards	3	10
Show Features (Product Images and Descriptions)	3	10
Videos	NA	5
Documents/Collateral	NA	5
Corner-Peel Online-Booth Highlight	NA	Yes
LEAD GENERATION AND INSIGHTS		
Access to Lead Insights - NEW	Yes	Yes
Access to Online Leads	NA	Yes
Lead-Retrieval Mobile App (Includes app license to use on a smartphone or tablet.)	1	3
PRICE	\$950	\$1,450

CONTACT YOUR ACCOUNT EXECUTIVE TODAY TO UPGRADE YOUR DIGITAL PACKAGE!

Debbie Pirkey | Business Development Manager

debbie.pirkey@informa.com | 212.710.7424 (Office) | 480.372.7590 (Mobile)

DIRECTORY OF TERMS GLOSSARY



ONLINE AND MOBILE-APP LISTING

The online and mobile-app listing, or company profile, is provided with every standard package. It features company details including name, booth number, address, website, social media links and description.

COMPANY LOGO

A company logo appears in the search results and on your company profile page, increasing brand recognition and recall.

PRODUCT CATEGORIES

These are predetermined product and service categories you can assign to your company profile. Attendees use these to search for and discover exhibiting companies online and in the mobile app.

SHOW SPECIALS

Add show-specific specials to your company profile, including discount offers, raffles and giveaways.

DOCUMENTS/COLLATERAL

Add downloadable content to your company profile as PDFs, Word documents or links. Content can include press releases, brochures, catalogs, whitepapers and case studies.

ONLINE BUSINESS CARDS

Add team contacts to your company profile. The contact information on these digital cards includes each person's name, title, headshot, description, and social media links.

SHOW FEATURES (PRODUCT IMAGES AND DESCRIPTIONS)

Enhance your company profile by uploading product images with descriptions or videos for attendees to view.

FEATURED LISTING

Your company listing is highlighted in an exclusive list of exhibitors marked as "Featured".

CORNER-PEEL ONLINE-BOOTH HIGHLIGHT

The interactive floor plan enhances your booth with a distinctive red highlight featuring a peeled corner, ensuring it stands out. The corner peel appears on desktop and mobile devices.

LEAD INSIGHTS

Your custom Lead Insights platform offers a single, near-real-time view of all your event and digital campaign leads, along with reporting, in one place. It builds a rich profile of each of your prospects by analyzing how they have engaged with your content, overlaid with detailed demographic and company data. It then translates the data into actionable insights.

ONLINE LEADS

Receive contact details from attendees who share their information with you via the online and mobile app directory. This typically includes their name, title, email and company name.

LEAD-RETRIEVAL MOBILE APP

The lead-retrieval app license can be used on a smartphone or tablet to capture and collect leads at your booth. Simply scan attendees' show badges!

