



WORLD. SHOES.
ACCESSORIES.

THE GLOBAL FOOTWEAR & ACCESSORIES MARKETPLACE

ON-SITE MARKETING OPPORTUNITIES

AUGUST 1-4, 2006

Mandalay Bay Convention Center | Sands Expo | The Venetian

FEBRUARY 1-4, 2007

Mandalay Bay Convention Center | Las Vegas Convention Center | The Venetian



exposure



Bring your products and brands to life.

Drive traffic to your booth with on-site marketing that works. This is your opportunity to maximize results and build brand awareness with the most important buyers and media outlets in the industry.

It has been proven that on-site marketing
more than DOUBLES
booth traffic.

Data: Center for Exhibition Industry Research (CEIR)

exposure

awareness.

traffic.

opportunity.

Get maximum exposure at the global footwear & accessories marketplace.

CALL 818.379.9400

AND LET US CREATE A CUSTOM ON-SITE MARKETING PACKAGE FOR YOU.



The WSA Show is the largest most comprehensive footwear and accessories trade event in the world.

FACT: 1.9 million square feet of exhibits—more than 1,500 exhibitors representing 6,000 brands.

Will the right buyers find your booth?

FACT: Every category leader will be exhibiting.

Will your company stand out?

FACT: 36,000 participants—including leading buyers from around the world and from every retail and distribution channel.

Will your booth be on their agenda?

FACT: 97% of buyers took buying action at the show.

Will you close the sale?

FACT: 79% found new lines and new resources.

Will they be looking for yours?

Take full advantage of the clout that only this world-class event delivers by incorporating on-site marketing into your WSA Show product sales and promotion strategy.





branding

BRANDING OPPORTUNITIES

Place your company's brand image on these hard-to-miss items in high-traffic locations throughout the show.



EXHIBIT HALL BAGS

- Enjoy branding that sticks with your customers morning to night - these bags are prized at the show!
- Your brand will be co-sponsored with WSA.
- In addition to the bag and an ad insert, includes recognition on pre-show and on-site promotional materials.
- Distributed at hall entrance and registration.

PRODUCT DISPLAY CASE

- Dimensions: 3' x 8'
- Clear plexiglass open on all 4 sides.
- Placed in lobby areas.
- Company logo and booth number included.

LIGHT BOXES

- Dimensions: 3' x 8'
- Your company graphics highlighted in a black light box.
- Placed in lobby areas.

ATTENDEE BADGE MAILER INSERT

- Insert your brand in the most important buyer mailing of the show - badge mailers.
- In addition to your insert, includes recognition on: pre-show and on-site promotional materials.

CARPET LOGO STICKERS

- Get noticed in the one place everyone looks at this show...their feet!
- Includes recognition on: pre-show and on-site promotional materials.
- Includes 25 stickers placed in high traffic areas.





leads. traffic. opportunity.



WINDOW CLINGS

- Get buyers' attention as they come and go from the show at facility entrance doors.
- Includes recognition on: pre-show and on-site promotional materials

COLUMN WRAPS

- Wrap your way to higher visibility on columns in exhibit halls.
- Includes recognition on: pre-show and on-site promotional materials

CYBER CAFE / INTERNET KIOSKS

- Reach the attendees as they surf the web, check email and communicate back to their associates.
On-site signage, branded monitors
- Las Vegas Convention Center lobby, Sands Expo lobby and floor, Mandalay Bay lobby and floor

AISSLES OF STYLES

- This exciting on-site marketing opportunity gives you the chance to put your new cutting edge styles on display in front of every buyer walking the show
- The Aisles of Styles showcases will be placed in the lobby registration areas



YOUR buyers will be here.
Make sure they know your company is, too.

**RESERVE YOUR
ON-SITE
MARKETING
OPPORTUNITY
TODAY.**

**Call 818.379.9400
for pricing and
details.**

brand image



INTERIOR BILLBOARD & BANNER SIGNAGE

Hung in the show's main traffic areas, these big banners rise above the crowd, allowing you to brand the event as your own in a big way.

BILLBOARD

- Dimensions: 8' wide x 12' tall

HANGING BANNER

- Dimensions: 20' wide x 16' tall (two available)

SANDS EXHIBIT HALL INSIDE BANNER

- Hanging banner dimensions: 20' wide x 16' tall (two available)
- Price includes production as well as exhibitor recognition in pre-show and on-site promotional materials

METER BOARDS

- 4.6' wide x 10' tall, double-sided, premium position
- 3' wide x 7' tall, double-sided, multiple locations
- Includes production and sponsor recognition on pre-show and on-site promotional materials



EXTERIOR BANNER SIGNAGE

Attendees can't miss these highly visible banners. They offer the largest impact for your brands and new styles.

BANNER, LARGE

- Dimensions: 60' wide x 20' tall (exclusive)
- Includes production and sponsor recognition on pre-show and on-site promotional materials

BANNER, SQUARE

- Dimensions: 20' x 20' shared (three maximum)
- Includes production and sponsor recognition on pre-show and on-site promotional materials

BUS DROP KIOSKS

- Dimensions: 3' wide x 8' tall
- Includes production and sponsor recognition on pre-show and on-site promotional materials

awareness. credibility. opportunity.

It's easy to **stand out**
from the crowd.

Call 818.379.9400 for pricing and details.

attention

HOSPITALITY OPPORTUNITIES.

Benefit from increased brand awareness as buyers and the media take advantage—and take note of—your generous hospitality.



CONTINENTAL BREAKFAST

- Includes recognition on: signs, napkins, pre-show and on-site promotional materials
- Breakfast will be served each day at show opening in the hall lobby areas

DAILY SUBSIDIZED LUNCHES FOR BUYERS

- Subsidize attendee lunches (just \$5, thanks to you) & showcase your brand to buyers while they dine
- Includes recognition on: signs, napkins, pre-show and on-site promotional materials
- Lunches will be served in select locations within the convention center

SHOEBOX LUNCHES FOR THE MEDIA

- Serve up your brand alongside lunch to the info-hungry press at the show
- You provide the shoeboxes, we fill them with lunch
- In addition to your shoeboxes, includes recognition on: pre-show and on-site promotional materials
- Lunches will be served in the press room at each venue

COFFEE CART

- Boost brand awareness while boosting buyer energy with a caffeine jolt
- Includes recognition on: signage in all halls, pre-show and on-site promotional materials
- Carts will be located in the lobbies



CUSTOMIZED WATER BOTTLES

- Quench attendee thirst while they drink in your company's brand
- In addition to the water bottles, includes recognition on: pre-show and on-site promotional materials
- Logo will be put onto custom label of 7,500 bottles
- Distributed in registration lobbies of each venue

COFFEE MUGS

- Stock the morning coffee stations with take-home mugs and benefit from branding long after the show ends
- In addition to the coffee mugs, includes recognition on: pre-show and on-site promotional materials
- Distributed at concession stands

RELAXATION STATION

- Help buyers take a load off and brand yourself while they relax
- Includes recognition on: pre-show & on-site promotional materials & signage at station
- Station will be on the show floor



return

recognition.

hosting your buyers.

Effectively position your company at the forefront of the most important footwear marketplace.

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AND LET US CREATE A CUSTOM ON-SITE MARKETING PACKAGE FOR YOU.

ADVERTISING OPPORTUNITIES.

Advertising drives buyers directly to your booth, and continues driving prospects to your company following the event.

impressions

PRE-SHOW PLANNER

- Mini-directory and show guide mailed to pre-registered attendees at intervals ranging from 9 to 4 weeks prior to the show.
- A great way to get your brand message in front of attendees who are making their plans and setting appointments for the show.

ON-SITE POCKET GUIDE

- Convenient guide and directory that attendees will carry with them and use throughout the show.

WSA SHOW DIRECTORY & BUYER'S GUIDE

- Used again and again as a critical reference book during and long after the show.

WSA TODAY SHOW DAILY

- Recently launched at the February 2006 WSA Show, the new show daily was a huge success with attendees. It includes expanded show coverage, engaging feature articles, and helpful event calendars. It's an important part of every attendee's day.
- Each paid ad will run in all three WSA Today show daily issues (i.e. three ad insertions).



connection. action. opportunity.



Put your brand in the hands of the largest concentration of serious buyers in the industry.

CALL 818.379.9400

AND RESERVE YOUR ON-SITE MARKETING OPPORTUNITIES TODAY.

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results

As an exhibitor at The WSA Show, you are part of the **world's premiere global footwear and accessories marketplace.** By taking advantage of on-site marketing, you have an unmatched **opportunity** to put your **image**, your **brand**, your **products**, your **vision**, in front of the **widest possible audience of serious buyers**-in dozens of different ways-at the industry's leading event.

Find out how to maximize your exhibition investment at The WSA Show with on-site marketing.
Contact us today.

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