



Two of the most important things you can do to guarantee your success at a trade show are Pre-Show Marketing and On-Site Marketing.

Bring your products to life. Make a statement about your brands. Drive traffic to your booth with on-site marketing that delivers results at a price you can afford.

Let us help you create a custom, on-site marketing package that fits your budget and positions your product in front of buyers, ahead of your competition.



MARKETING SPONSORSHIP OPPORTUNITIES



FEBRUARY 6.7.8 2012 AUGUST 7.8.9 2012



RESERVE YOUR SPACE NOW!

For more info on rates and/or custom packages:
sponsorship@enkshows.com / 818.379.9400

An ENK International, LLC Event

ENK WSA

SANDEXPO & CONVENTION CENTER, VEGAS
FEBRUARY 6.7.8 2012 AUGUST 7.8.9 2012
SPONSORSHIP@ENKSHOWS.COM / 818.379.9400



ON-SITE MARKETING AND BRANDING OPPORTUNITIES

EXHIBIT HALL BAGS

- Enjoy branding that stays with your customers morning to night. These bags are prized at the Show—and taken home.
- Your brand can be co-sponsored with ENKWSA.
- Distributed at hall entrances and registration areas.



INTERNET KIOSKS

- Stay in front of attendees as they check email and communicate with their associates.
- Includes signage on show floor computer monitors.

GO CHARGE STATIONS

- Display your ad on printed external plexi-billboard.
- Showcase your brand on the screen slideshow.



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ENK ENK
WSA WSA
SOLE SOLE

MOBILE APPLICATION SPONSOR

Take this opportunity to be the most visible exhibitor to all of our app users. As an official Mobile Sponsor you will receive:

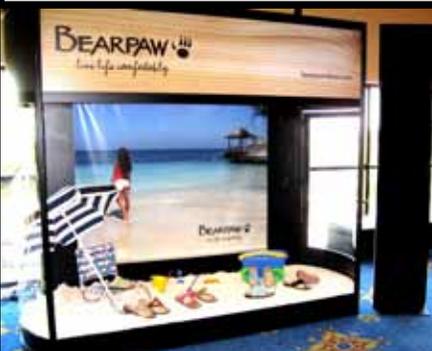
- Advertisement on Website and Mobile search pages.



BADGE LANYARDS

- Place your brand prominently around the necks of buyers as they spend time at the Show.

- Distributed to attendees at badge-holder pick-up in the registration areas.



PRODUCT DISPLAYS

PRODUCT DISPLAY CASE AISLES OF STYLES

- Placed in lobby areas near entrances, registration and high traffic areas.

- Company logo and booth number included.

- Clear plexiglass cases, 3' x 8' x 6' or 6'8" x 1'8" x 1'8"



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BANNERS AND SIGNAGE



INTERIOR BANNERS

- Banners hang in the Show's main traffic areas.
- High-impact way to brand the event as your own.
- Various sizes available.



EXTERIOR BANNERS

- Located on the outside of the Sands Expo Center.
- Attendees can't miss these banners; they offer your brand the largest impact.

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BANNERS AND SIGNAGE



METER BOARDS / LIGHT BOXES

-Super Size your ad. Drive traffic to your booth by promoting your brand to sought after retail buyers.

-3' x 7', double-sided. Multiple locations available.

-Light Boxes—Your company's graphics backlit on a double-sided light box.



BILLBOARDS

-The largest indoor billboards for the biggest impact.

-Placed in prominent locations for maximum visibility.

-Dimensions: 8' x 12', one-sided, includes lighting.



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HOSPITALITY OPTIONS

DAILY COFFEE SERVICE

-Retailer coffee service is provided each day before show opening in lobby areas.

-Place your company name and logo on signs and cups. Imagine your brand, logo and marketing message in the hands of retail buyers on a daily basis.



CUSTOMIZED WATER BOTTLES

-Thirsty for visibility? Place your logo on custom labels.

-Distributed at exhibit hall entrances and high traffic areas.



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ENKWSA SHOW ON-SITE MARKETING

RATE CARD & SPECIFICATIONS
FEBRUARY 6.7.8, AUGUST 7.8.9 SANDS EXPO, LAS VEGAS

BRANDING OPPORTUNITIES

Place your company's brand image on these hard-to-miss items in high-traffic locations throughout the Show.
Note: Costs do not include production or labor.

Badge Lanyards: \$5,000

- Sponsor to provide lanyards.
- WSA to approve art prior to production.
- Needs to be shipped to WSA.

Exhibit Hall Bags: \$35,000 Exclusive or \$20,000

- Sponsor to provide bags.
- WSA to approve art prior to production.

Internet Kiosks:

\$10,000/One Locale or \$18,000/All Locales

Go Charge Screen Slideshow Ad and Printed External Plexi-Board: \$3,500

Catalogue Bookmark Color Ad: \$1,500

Mass E-mailing: \$2,000

PRODUCT DISPLAY

Aisles of Styles: \$1,800 per Showcase

- Placed in lobby areas.
- WSA to produce all materials. All we need is your art.
- Sponsor responsible for placement of samples in the display case.

Product Display Case: \$5,500

- Placed in lobby areas.
- WSA to produce all materials. All we need is your art.
- Sponsor responsible for placement of samples in the display case.

BANNERS AND 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.

Billboards: \$15,000 (indoor only)

- Dimensions: 8'x12'
- Price includes production.

Exterior Banners: \$40 per Square Foot

- 400-square-foot minimum.
- Price includes production.

Interior Banners: \$35 per Square Foot per Side

- Price includes production.

Light Boxes: \$5,000

- Placed in lobby areas.
- WSA to produce all materials. All we need is your art.

Meter Boards

- 4'x10' tall, double-sided, premium position: \$5,000/board
- 3'x 7' tall, double-sided, multiple locations: \$2,500/board

WSA Directory Ad

- One Page: \$1,300
- Two Page Spread: \$2,000
- Back Cover (in Color): \$4,000
- Website Banner Ad: \$500

Mobile App Sponsor - Website, Mobile: \$800

Mobile App Enhanced Listing: \$150 per show

TRANSPORTATION OPPORTUNITIES

Hotel Shuttle Bus

- (2) 2'x16' banners: \$2,500
- (2) 2'x 24' banners: \$3,600
- (2) 2'x 35' banners: \$5,500
- Queen Kong banner: \$9,000
- King Kong banner: \$12,000
- Full Wrap: \$28,000

HOSPITALITY OPPORTUNITIES

Benefit from increased brand awareness with buyers and the Media.

Refreshment Carts: \$5,000 per Cart per Day

Coffee Service: \$7,500 per Day

Customized Water Bottles: \$15,000

Coffee Mugs: \$10,000

- You provide the mugs.WSA to approve art prior to production.

Relaxation Station: \$10,000

Subsidized Lunches for Buyers: \$7,500 per Day

Shoebox Lunches for the Media: \$5,000 per day (Max 50)

Desserts for the Media: \$5,000 per Day (Max 50)

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