



LEADS

HIGH QUALITY LEAD GENERATOR

Your prospects are using the Official Interactive Floor Plan and My Show Planner to streamline their time at CONEXPO-CON/AGG and IFPE 2011. As attendees add your company to their agendas, they can choose to share their contact information with you – producing high quality sales leads for your company.

WHAT MAKES THESE LEADS SO VALUABLE?

***70%** of post show-survey respondents who used the agenda planner purchased from exhibitors that had been added to their agenda.

***85%** of that same group of respondents bought from companies they had NEVER done business with in the past.

*Statistics are from MYS post-show attendee surveys

Enhance Your Showroom & Access Your Sales Leads

You can access your sales leads at any time by upgrading your listing on the Interactive Floor Plan. You'll also receive weekly reports of any new leads generated starting now and not ending until months after the event is over.

Not only will upgrading your listing give you access to sales leads, but it will also give you the ability to turn a basic listing into your very own online showroom. Add videos and/or product images to your listing and attendees will see what you'll have on display before, during & after the event.

What Can You Expect from Your Enhanced Showroom?

****5x** more leads are generated when you add a multimedia presentation to your online listing.

****2-3x** more leads are generated when you add a product image & description to your online listing.

**Statistics are averages based on the comparison of sales leads of exhibitors with the basic listing versus the sales leads of exhibitors with enhanced listings.

To take advantage, contact:

Anthony Pavlik,
Director of Business Development
513-527-8890 | 412.388.0261
apavlik@mapyourshow.com

VISIBILITY

BEFORE DURING AFTER

Sample Image of the Exhibitor Dashboard Leads Report*

EXHIBITOR DASHBOARD

Home

Company Information

Reports/Stats

Map

Leads for CONEXPO-CON/AGG and IFPE 2011

594 total users have added you to their "My Show Planner,"
247 of them have decided to share their contact information

Save Leads to an Excel Spreadsheet

Date Added	Name	Company	Email
6/25/09	Joe Smith	Masomex	js@maso.com
6/25/09	Tom Spencer	TRW Inc.	tspencer@trw.com
6/25/09	John Kenny	CEI Technologies	j.kenny@cei.com
6/25/09	Rick Kimler	Tate & Lyle	kilmer.rick@tlyle.com
6/25/09	Mike Stevens	Baxter	mstevens@baxter.com
6/25/09	Sarah Jones	GM	sarahj@gm.com
6/25/09	David Patrick	IAC	dpatrick@iac.com
6/25/09	Dan Shivley	Greenview	danielshivley@gv.com
6/25/09	Chris Marker	Flexform	cmarker@flexform.com
6/25/09	Mary Pascal	Okaya LLC.	mpascal@okaya.com
6/25/09	Ian Counsel	Emerson	ian@emerson.com

SEE BACK FOR SHOWROOM PACKAGES & VISIBILITY OPTIONS...



LEADS. VISIBILITY. TRAFFIC.



OFFICIAL FLOOR PLAN SPONSOR

- A 900x80 pixel banner on the application's homepage
- EXCLUSIVE Sponsorship
- 4 total display panels (2 video/flash presentations & 2 product images/descriptions)

INCLUDES:



INDIVIDUAL HALL SPONSOR

- A 360x45 pixel piece of real-estate, viewable every time the floor plan is open. (Visible on all floor plan print outs, too)
- EXCLUSIVE Sponsorship
- 4 total display panels (2 video/flash presentations & 2 product images/descriptions)

INCLUDES:



BANNER SPONSORSHIP

- A rotating 360 x 45 pixel piece of real-estate viewable by all who visit the floor plan
- Limited Number Available
- 4 total display panels (2 video/flash presentations & 2 product images/descriptions)

INCLUDES:



DIAMOND LEVEL

- On average, generates 5x more sales leads than a basic listing
- 4 total display panels (2 video/flash presentations & 2 product images/descriptions)
- Included in Featured Exhibitor Search

INCLUDES:



PLATINUM LEVEL

- On average, generates 2.5-3x more sales leads than a basic listing
- 2 total display panels for product images and/or descriptions
- Included in Featured Exhibitor Search

INCLUDES:



GOLD LEVEL

- On average, generates 2x more sales leads than a basic listing
- Company logo, description and e-mail address included
- Included in Featured Exhibitor Search

INCLUDES:



VISIBILITY OPTIONS:

1. Featured Exhibitor Status in all search results
2. Logo displayed with your directory information
3. Corner Peel graphic highlighting your booth
4. Product image with text or multimedia presentation (video or flash)
5. Rotating floor plan banners (present on all pages, BUT the homepage)
6. Listed in the Featured Exhibitor Search
7. Hall banner sponsorship
8. Official Application Sponsor

