

EVENT PLANNERS & SUPPLIERS EXPO™

EXHIBITOR PROSPECTUS



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EVENT PLANNERS & SUPPLIERS EXPOTM

WHAT'S THE SHOW ABOUT?

First established in 1991, this event brings the people that supply events, face to face, with the people that plan events. Over \$800 billion is spent annually in the event industry, and the people that plan and orchestrate these events are constantly in need of new and unique ideas and resources. They come to EVENT EXPO to find them. Corporations, associations and independent party and event planners of special events, meetings, conventions, tourism, attractions, hospitality and all areas of the entertainment industry come here year after year, to shop the exhibits, find the latest products and do business. This is the business event, for the event business.

WHO SHOULD PARTICIPATE IN THE EVENT EXPO?

If you do business with event planners, you should be at EVENT EXPO. Whether it's a product or service that is common and widely used, or new and innovative to the industry, event planners will be looking to fill and restore their resource files for their up-coming event needs.

WHO WILL I REACH?

The primary target audience is planners of Corporate Meetings and Events, Association Conferences and also planners of City Celebrations, Fairs, Festivals, Weddings, Private Parties, and other Special Events.

YOU WILL MEET:

- Certified Meeting Planners
- Conference Managers
- Certified Association Executives
- Tradeshow Exhibit Managers
- Business Owners
- Re-Union Organizers
- Wedding Planners
- Event Marketing Directors
- Fair and Festival Committees
- Independent Planners
- Tour and Attractions Operators
- Public Relations Professionals



WHY EXHIBIT?

Trade show an event marketing is among the most effective marketing methods – when done right. You get the opportunity to meet your prospects and customers face-to-face, one-on-one, and talk with them and qualify them in real-time, drastically reducing the selling cycle. The attendees of EVENT EXPO are in the active planning process.

AT THE SHOW, YOU CAN EXPECT TO:

- Meet new customers and colleagues
- Re-connect with past customers
- Generate new leads of qualified buyers—in just days
- Demonstrate your latest products and services to a targeted audience
- Create and build brand awareness
- Launch or Promote a New Product
- Inform and Educate Prospects
- Increase Your Exposure
- Research Your Market
- Collect Qualified Leads
- Generate Sales
- Commercial Project Opportunities
- Brand Building
- Immediate Sales
- Generate Media Coverage
- Bond Customer Relationships

EXHIBITOR CATEGORIES

- Activities and Attractions
- Ad Specialties
- Casinos and Hotels
- Gift Baskets / Incentives
- Signs and Banners
- Travel Agencies
- Tour Operators
- Country Clubs
- Cruises and Excursions
- Entertainers and Speakers
- Caterers and Florists
- Props and Decor
- Talent Agencies
- Speakers Bureaus
- Equipment Rental
- Balloon Decoration
- Event Venues
- Limousine Services
- Modeling Agencies
- Photographers
- Audio-Visual Rental
- Games and Inflatables
- And much MORE!



HOW THE SHOW IS PROMOTED

We take a synergistic approach, collaborating and cooperating with multiple select organizations and networks, both conventional and online, which compliment, leverage and multiply each of our individual agendas.

Our targeted marketing campaigns will ensure that the greatest number of high-quality attendee's visit the event. Also our diversified strategies will promote market and advertise to a wider variety of specifically targeted markets.

We cover the gamut and spectrum of corporate meeting planners, association convention coordinators, fair, festival and city celebration committees, tour operators, wedding planners and independent event planners of conferences, seminars, workshops, retreats and special events.

Strategic Partnerships – We've built relationships with various networks, industry associations and promotional partners to assure we attract a wide array of quality prospects for you to convert into your customer! We work in synergy with these partners using internet marketing technologies, and social media streams to maximize the quality attendance of the event. To assure an audience of qualified buyers (Event Industry Professionals), all sponsors, strategic partners and exhibitors are equipped with information and tools to assist in the co-promotion of the event.

Internet Marketing – This event, as well as all our events get listed on hundreds of online event directories and websites with keywords that are optimized for targeted search. We are constantly, blogging, posting and re-posting information about our featured exhibitors, sponsors, activities and attractions building a dynamic on-going stream of information. We also have our in-house database of warm quality contacts that have opted-in to receive updates on these events.

Social Media Networking – We have multiple social media streams and online networking groups both internal and external, all cross-pollinating each other, and directed back to the focal "event site", that captures the interested contacts 24/7/365. We also promote a variety of business related events which supplies our database with an on-going spectrum of contacts from a wide array of industries.

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SPONSORSHIP

To gain additional exposure and maximize your marketing effectiveness beyond your booth, consider investing in our sponsorship packages.

HOW DO I RESERVE A BOOTH?

612-242-6468