

# IRE EXHIBITOR DIRECTORY ADS

Exclusive sponsorships are subject to the first right of refusal on a year-over-year basis.

Enhance your visibility in the exhibitor directory and increase your brand awareness. Our exhibitor directory ads will drive more traffic to your exhibitor profile listing and help you generate more leads and sales.

The exclusive directory homepage ad provides your company with a high level of visibility when attendees and prospect attendees land on the exhibitor directory.

The floor plan banner ad provides your company with an exclusive banner ad placement on the expo hall floor plan.

The exhibitor spotlight sponsorship showcases your company's first image or video loaded on your exhibitor profile listing on the homepage of the exhibitor directory. This sponsorship has a limited number of spots available.

The product category banner increases your visibility when an attendee or prospect attendee searches for brands by category. One only product category banner ad is featured per category, and they are on a first-come, first-serve basis.

## PRICING

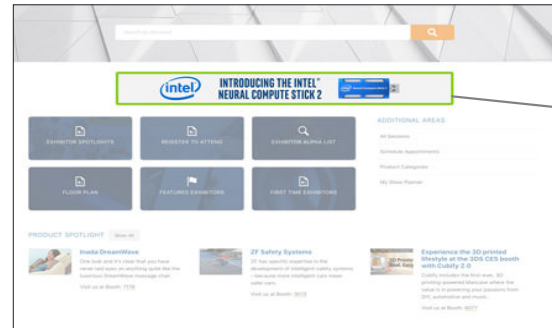
**DIRECTORY HOMEPAGE BANNER, EXCLUSIVE . \$5,000**

**FLOOR PLAN BANNER, EXCLUSIVE ..... \$2,500**

**EXHIBITOR SPOTLIGHT ..... \$1,500**

**PRODUCT CATEGORY BANNER..... \$500**

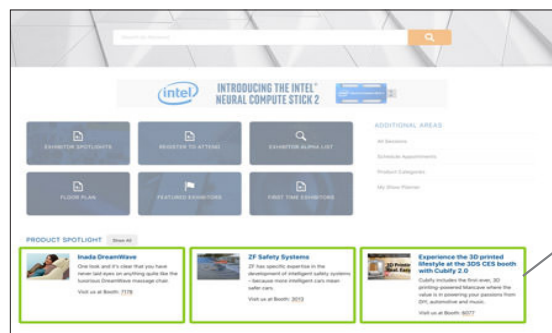
One (1) ad per product category.



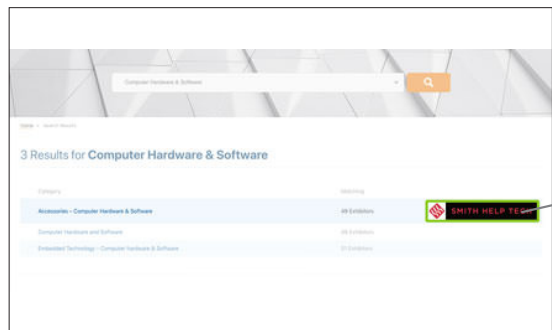
**DIRECTORY HOMEPAGE BANNER**



**EXPO HALL BANNER**



**EXHIBITOR SPOTLIGHT**



**PRODUCT CATEGORY BANNER**