

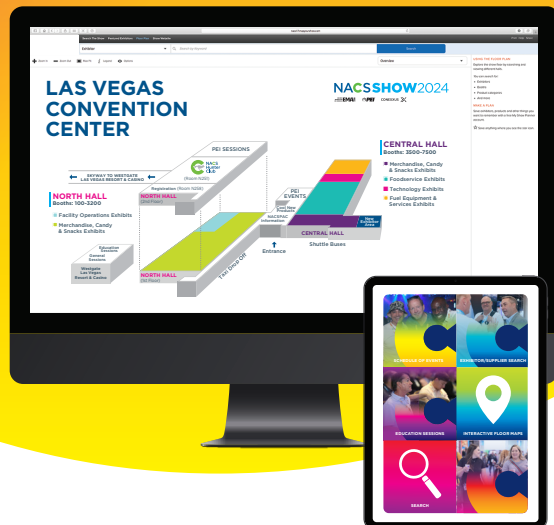


# SELL

ONLINE & MOBILE

ONLINE DIRECTORY  
& MOBILE APP  
PACKAGES

# WINNING TOGETHER



# PACKAGES & SPONSORSHIPS

## Gold Package: \$750

- **Company Logo**
- Access to online leads
- Display of social media links
- Content automatically appears in the mobile app

## Platinum Package: \$1,500

- Includes the **Gold Package**
- **4 product image/text panels**
- Inclusion in the "Featured Exhibitor Search"
- Content automatically appears in the mobile app

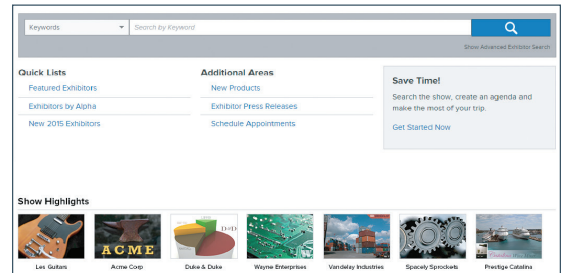
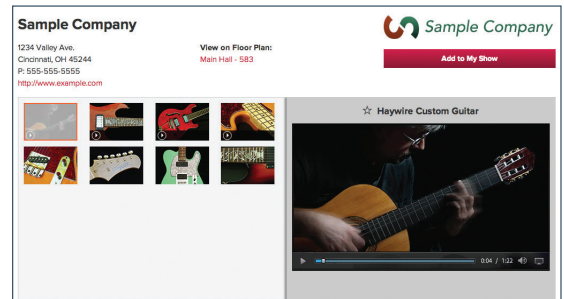
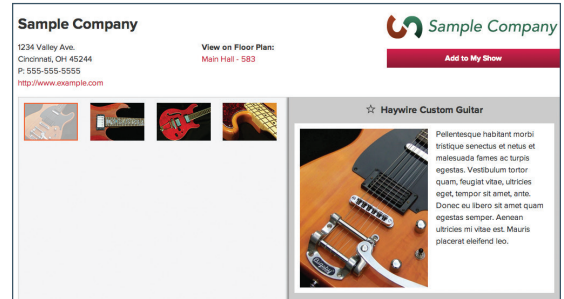
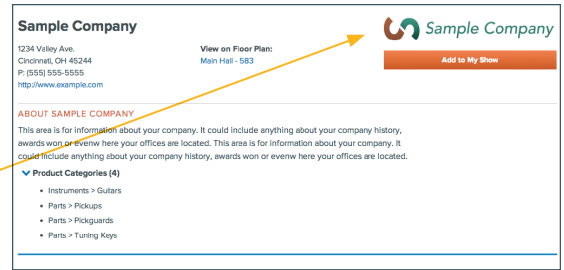
## Diamond Package: \$3,000

- Includes the **Platinum Package**
- **4 video panels (for a total of 8 display panels)**
- Online booth is highlighted with a corner peel
- Priority placement at the top of all online searches (Featured Exhibitors)
- Content automatically appears in the mobile app

Purchase any package, and receive a **50% discount on an ad in the NACS Show Onsite Guide (up to a \$3,500 value).**

## Product Spotlight: +\$500

- **Diamond Package** Required
- **Showcase your product image or video on the Exhibitor Directory home page**
- Live link directs attendees to your company's listing
- Limited to the first 28 exhibitors



# EXCLUSIVE SPONSORSHIPS\*

\*All sponsorships require a Diamond Package

## Product Category Sponsorship: +\$500/each

320x50 pixel image (640x100 required for upload).  
Guaranteed #1 listing in the category.

## Online Hall Sponsorship: +\$2,500

728x90 pixel image in your online exhibit hall (1456x180 required for upload).

## Exclusive Online Directory Sponsorship: +\$4,500

180x150 pixel image on the online directory home page (360x300 required for upload).

**NACSSHOW2024**



## To purchase, contact:

Trent Hoffman, Exhibitor Advertising Manager  
(513) 527-8848 / thoffman@mapyourshow.com

# HOW TO **GET NOTICED**

**SELL**  
**ONLINE & MOBILE**

The NACS Show website and NACS Show mobile app houses the official exhibitor directory and MyShow Planner used by retail buyers and decision makers to find new products, services and tech while planning their Show experience. It is the only complete resource for exhibitor information that is updated in real time before, during, and after the Show.

Check out the  
**2024 NACS Show**  
**Online Directory**  
**and Mobile App:**



## **Visibility**

Create a competitive advantage by moving your company to the top of search results when attendees search for keywords and product categories relevant to your brands. In addition, you can highlight your booth on the floor plan and strategically incorporate custom content for maximum visibility. Regardless of how big or small your booth is, or where it's located, it's easy to stand out online.

## **Content**

Our model allows you to upload your company logo, product images, descriptions, press releases, and videos to the event website (nacsshow.com) and NACS Show mobile app. Three out of four attendees have already decided which exhibitors they want to see before they even get to the Show, so this is your opportunity to showcase your products and services to ensure your booth is on their must-see list. Our Exhibitor Dashboard allows you to upload, edit, delete and refresh your advertising content as often as you would like throughout the Show cycle.

## **Lead Generation**

Attendees use the exhibitor directory and floor plan to create a list of exhibitors they want to visit at the Show. As they add your booth to their MyShow Planners you will receive access to their contact information and you can reach out to this list of leads at any time before, during, and after the Show.

MORE  
**VISIBILITY**

**+**

MORE  
**CONTENT**

**=**

MORE  
**LEADS**

**NACSSHOW2024**

EXHIBITOR MANAGER OF AMERICA **EMA** | **PEI** | **CONEXXUS** X

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# OFFICIAL NACS SHOW MOBILE APP

**Don't miss the opportunity to feature your company on the official NACS Show mobile app.** Put your brand in the hands of attendees as they navigate the Show floor onsite with the official mobile app. Feature a product on one of the banners or push a notification out to the thousands of attendees.

## Official App Sponsor: \$15,000

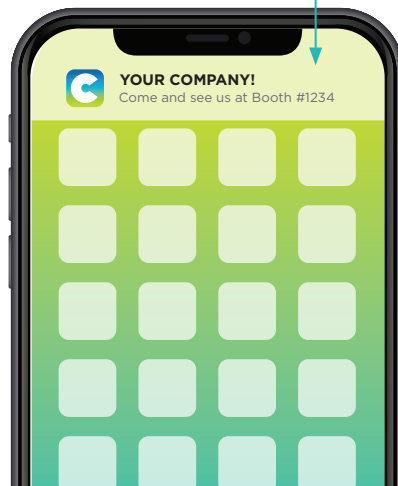
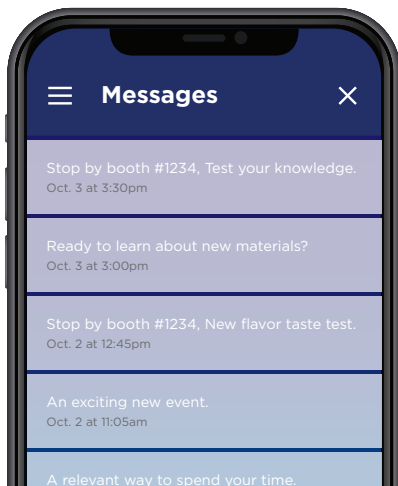
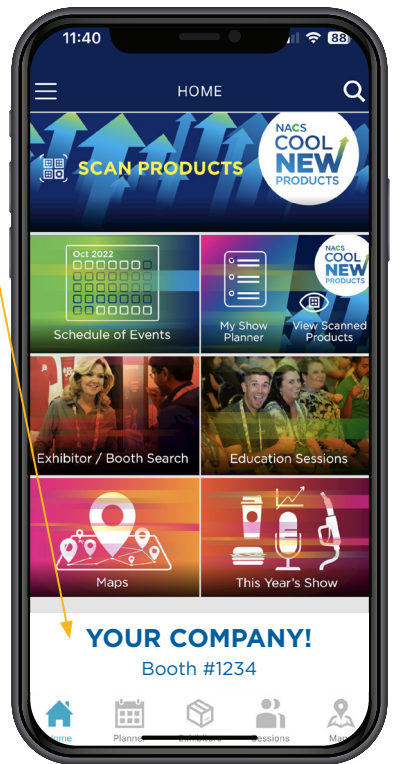
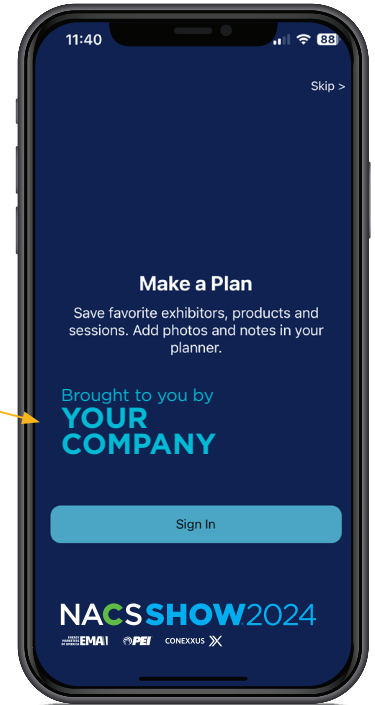
### SOLD

- **Branding** on the splash/loading screen
- **Up to 3 rotating banners** placed at the bottom of the various main content pages
- **Banners link to your mobile listing for lead capture** (must be jpg or gif files, sized at 1080 x 169 pixels; we'll shrink to fit various screen sizes)

## Messaging Alerts: \$2,000 each

### HUNTER CLUB EXCLUSIVE OFFER THROUGH May 31, 2023

- **Message alerts are pushed based on a scheduled date/time**
- **4 messages available each day** (except day three; 10 messages total)
- **Message consists** of a subject, short description, and full length message:
  - **Subject:** 20 characters
  - **Push Notification:** 60 characters
  - **Full Length Message:** Unlimited (although we recommend clear and concise)



# ORDER FORM

for the official 2024 NACS Show online directory and mobile app packages/sponsorships.

Confirmation (including remittance information) will be sent upon receipt of Order Form. All signed agreements will be considered firm, and no cancellations are accepted.

## For payment:

For PCI Compliance reasons, credit card numbers may only be accepted by phone.

Upon receipt of this order, our sales team will contact you directly for credit card specifics.

Please indicate your card of choice:  VISA  MasterCard  AMEX

Name \_\_\_\_\_

Company Name \_\_\_\_\_ Booth Number

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

This insertion order serves as your commitment to purchase an online-advertising sponsorship provided by Map Your Show (MYS) for the 2024 NACS Show event. Upon receipt of this signed contract, MYS will, if necessary, issue an invoice for these services and provide the opportunity to immediately activate your online advertising content. Once your package has been activated, your sponsorship CANNOT be canceled and you are due the amount indicated on this insertion order. The payment terms on all MYS invoices are Net 30 Days. If an invoice becomes past due to the point that it becomes necessary to pursue collection efforts, all active web-related content will be suspended and the gross invoice amount is due & payable.

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_

### Online Packages & Sponsorships:

- Gold Package: \$750
- Platinum Package: \$1,500
- Diamond Package: \$3,000

### Diamond Package plus Exclusive Sponsorships:

- Product Spotlight Sponsorship: +\$500
- Product Category Sponsorship: +\$500
- Online Hall Banner Sponsorship: +\$2,500
- Overall Directory Sponsorship: +\$4,500

### Mobile App Sponsorships:

- Messaging Alert: \$2,000/each **limited availability!**
- Official App Sponsor: \$15,000 **SOLD**

NOTES: \_\_\_\_\_

\*Please contact Trent for the most up-to-date inventory

Order total:

NACSSHOW2024

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Please email completed forms to:

Trent Hoffman: [thoffman@mapyourshow.com](mailto:thoffman@mapyourshow.com) For help, call: (513) 527-8848