



SHOWCASE YOUR COMPANY ON THE OFFICIAL CASTEXPO WEBSITE

An exciting free marketing tool is available exclusively to you as a CastExpo exhibitor. By simply logging into the *Exhibitors Online* **DIGITAL BOOTH** option at <http://www.afsinc.org/CastExpo/ExhibitorProfile>, you can enhance the details visitors to the official show site see when viewing your company profile.

The **DIGITAL BOOTH** allows you to display your:

- Company Business Card your company name, address, phone, fax and e-mail
- Company Website URL links visitors to your company's website
- Company Profile 150 words describing your company. (This will also be used for your listing in the official Guide to CastExpo'16 distributed onsite.)
- Company Logo 100x100 pixel GIF or JPG
- Booth Contacts (2) First person listed will be in printed program
- Categories assign the appropriate categories for your company so others can target you when searching for specific products and/or services.

All visitors to the website will see the information you have posted as they navigate the floorplan or use the "My Expo" feature to pinpoint exhibitors to visit when planning their show agendas.

To get started, go online to <http://www.afsinc.org/CastExpo/ExhibitorProfile>. Select your company name from the list and use your company number as referenced on your exhibit space invoice to log in for the first time. Upon log in, you will be required to change your password as the very first step before being given access to the various features. The Digital Booth editor will allow you to return as often as needed to keep your information up to date. **Note: Be sure to complete your company profile as this information will also be used in the official, printed Guide to CastExpo'16 distributed to all attendees onsite.**

Interested in taking your marketing efforts even further? Click on **Upgrade!** while in the Digital Booth editor and we will contact you with details on special promotional opportunities packaged to fit any size budget and offered exclusively to CastExpo exhibitors.