



## WELCOME TO THE EXPO! EXPO! GRIDIRON

Are you happy in the red zone? Or do you want a touchdown?

### Score BIG in Dallas with the Gridiron Gamification

*An excellent way to drive more show organizers to your booth.*



**Gamification available to  
organizer attendees only**



**Limited quantity available**



**Cost to participate -  
\$3,000 USD**



**Gamification will take place  
on show floor**

Powered by  
 **Captello**

**CONTACT US TODAY!**

**Karen Gonzales, CMP-F, CEM**

**Director of Global Business Development**

[kgonzales@iaee.com](mailto:kgonzales@iaee.com) | +1.972.687.9219

**Rick Jennings, CEM**

**Vice President, Partner Relations**

[rjennings@iaee.com](mailto:rjennings@iaee.com) | +1.972.687.9211

# IAEE's Pop-up!

***Are you looking for a unique and engaging way to connect with buyers at Expo! Expo!?***

Look no further than IAEE's Pop-up! With just a push notification sent by IAEE, you can invite buyers to meet you at your booth, a coffee stand, or any other location of your choice. Host them to a beverage or snack and share any new updates about your products and services. This fun and interactive experience is a great way to build relationships and connect with customers in a more relaxed setting.

## **There are only five (5) Pop-up opportunities available, so act fast!**

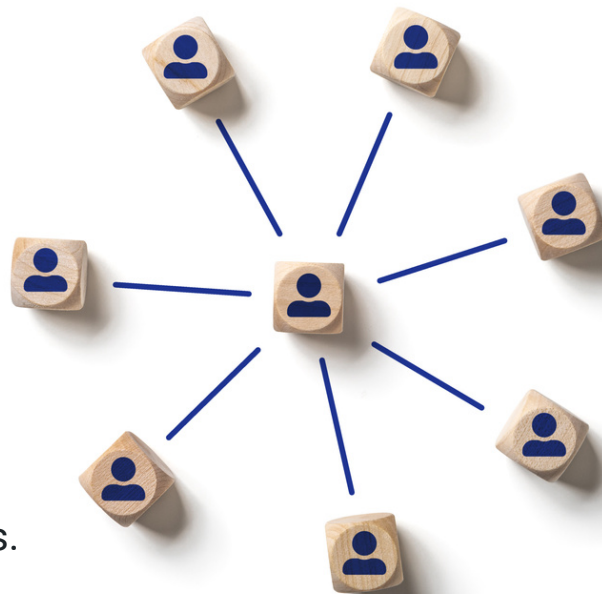
Two (2) on Tuesday, 5 December

Two (2) on Wednesday, 6 December

One (1) on Thursday, 7 December



- IAEE to send push notification to buyers of your choice.
- Exposure to buyers that you may have not been able to connect with during show hours.
- Build relationships in a fun environment.



Your company will be responsible for costs associated with F&B or giveaways.

Don't miss out on this chance to gain exposure to new buyers and build relationships in a fun and engaging environment.

**Cost to Participate \$2,500**

Secure your Pop-up spot today!

**Rick Jennings, CEM**

**VP of Partnership Relations**

[rjennings@iaee.com](mailto:rjennings@iaee.com) | +1.972.687.9211

**Karen Gonzales, CMP-F, CEM**

**Director, Global Business Development**

[kgonzales@iaee.com](mailto:kgonzales@iaee.com) | +1.972.687.9219



---

## Exclusive Exhibitor Email Marketing Opportunity

---

### Send a customized HTML-formatted email to ALL pre-registered attendees

For a seventh year, an exhibitor email marketing program is being offered to a limited number of Expo! Expo! exhibitors. Special eShowMails – custom HTML-formatted emails – can be sent to the FULL (or partial) Expo! Expo! opted in attendee list. This is a very exclusive opportunity, offered through our partner, Event Technologies, and is limited to just 20 participants and further restricted to a maximum of two messages per participant (1 pre-show and 1 post-show).

#### Benefits of this service:

- HTML-formatted to create a fully customizable message from you with your unique branding
- Email sent from IAEE
- Boost traffic, increase awareness, and notify attendees that you are participating

Pre-show eShowMails will be scheduled for deployment Monday-Friday, 13 November 2023 through 4 December 2023 (excluding holidays and weekends), with a calendar limitation of only two (2) sent per day. Send date is the choice of exhibitor and will be scheduled first come, first served. There is also an option to send messages after the show... a discount is offered if both a pre-show and post-show email are purchased. Post-show messages can be scheduled Monday-Friday, 8 December 2023 through 22 December 2023.

- Single Pre-Show Email = \$850
- One Pre-Show and One Post-Show Email = \$1,500

The attendee database will NOT be shared with exhibitors; these emails will be sent out through Event Technologies on the exhibitor's behalf with an email address from IAEE. If exhibitor is unable to supply their own HTML message, one will be built for them (at no additional charge) with custom text and images.

---

To become one of the 20 exhibitors to participate in this program, please contact Rick Jennings, CEM at [rjennings@iaee.com](mailto:rjennings@iaee.com) or Karen Gonzales, CMP-F, CEM at [kgonzales@iaee.com](mailto:kgonzales@iaee.com).

For technical questions regarding your content or design, you may contact Event Technologies directly: Chris Tremblay at [chris@event-technologies.com](mailto:chris@event-technologies.com) or (310) 581-2696