



wsashow.com | thecollectionsatwsa.com | enkshows.com

2010 MARKETING SPONSORSHIP OPPORTUNITIES

TRAFFIC | IMPACT | BRAND | AWARENESS | SUCCESS

Two of the most important things you can do to guarantee your success at a trade show are **Pre-Show Marketing** and **On-Site Marketing**.

Bring your products to life. Make a statement about your brands. Drive traffic to your booth with on-site marketing that delivers results at a price you can afford.

You are in control. Let us help you create your custom on-site marketing package to meet your budget and position your product in front of buyers, ahead of your competition.

Whatever your goals are for the future, let us assist you.
Make An Impact. Go Beyond Your Booth.

RESERVE YOUR SPACE NOW!

Call Now to Guarantee Your Success. For more information on rates and/or custom packages, contact Lisa Heitner at +1.818.464.2353 or lheitner@wsashow.com.

an ENK International, LLC event

PRE-SHOW BRANDING OPPORTUNITIES

MAKE AN IMPRESSION ON BUYERS AS THEY'RE PLANNING THEIR TRIP AND THEIR PURCHASES FOR NEXT SEASON.



Attendee Badge Mailer Insert

- The most important buyer mailing for the show—badge mailers. Reach customers before your competition.
- Put your brand in front of registered buyers as they begin to plan their show schedule and make appointments.
- Cost-effective way to promote and invite retailers to your booth.

Online Product Preview

- Show buyers your new product releases prior to the show.
- Reach visitors 3 weeks before The WSA Show.
- Highlight your latest products and brands by posting product images and descriptions for the entire show cycle.
- Direct link to your Web site and contact information.



RESERVE YOUR SPACE NOW!

Call Now to Guarantee Your Success. For more information on rates and/or custom packages, contact Lisa Heitner at +1.818.464.2353 or lheitner@wsashow.com.

ON-SITE MARKETING & BRANDING OPPORTUNITIES

ON-SITE MARKETING ALONE MORE THAN DOUBLES BOOTH TRAFFIC. Source: Center for Exhibition Industry Research (CEIR)

Badge Lanyards

- Place your brand prominently around the necks of buyers as they spend time at the show.
- Distributed to attendees at badge-holder pick-up in the registration areas.



Exhibit Hall Bags

- Enjoy branding that stays with your customers morning to night. These bags are prized at the show—and taken home.
- Your brand can be co-sponsored with The WSA Show.
- Distributed at hall entrances and registration areas.

Column Wraps

- Wrap your way to higher visibility on columns in the lobbies.
- Dimensions: Call for more information.



RESERVE YOUR SPACE NOW!

Call Now to Guarantee Your Success. For more information on rates and/or custom packages, contact Lisa Heitner at +1.818.464.2353 or lheitner@wsashow.com.

ON-SITE MARKETING & BRANDING OPPORTUNITIES

PLACE YOUR COMPANY'S BRAND IMAGE ON THESE HARD-TO-MISS ITEMS IN HIGH-TRAFFIC LOCATIONS THROUGHOUT THE SHOW.

Window Clings

- Capture buyers' attention as they come and go at the show.
- Placed at facility entrance doors.
- Available at Sands Expo Center and Las Vegas Convention Center only.
- Dimensions: Call for more information.



Cyber Café/Internet Kiosks

- Stay in front of attendees as they surf the Web, check e-mail and communicate with their associates.
- Includes on-site signage and signs on computer monitors.
- Located in lobbies and on the show floors.

RESERVE YOUR SPACE NOW!

Call Now to Guarantee Your Success. For more information on rates and/or custom packages, contact Lisa Heitner at +1.818.464.2353 or lheitner@wsashow.com.

PRODUCT DISPLAYS

INCREASE SALES AND SEPARATE YOURSELF FROM THE COMPETITION.



Aisles of Styles

- Put your new styles on display in front of buyers.
- Aisles of Styles showcases are placed in lobby areas near entrances and registration—all high-traffic areas.
- Case sizes are 6'8" x 1'8"

Product Display Case

- Create your own environment that highlights your product with these large cases, placed in lobby areas.
- Company logo and booth number included.
- Clear plexiglass case, 3' x 8' x 6'



RESERVE YOUR SPACE NOW!

Call Now to Guarantee Your Success. For more information on rates and/or custom packages, contact Lisa Heitner at +1.818.464.2353 or lheitner@wsashow.com.

BANNERS AND SIGNAGE

PLACE YOUR COMPANY'S BRAND IMAGE ON THESE HARD-TO-MISS ITEMS IN HIGH-TRAFFIC LOCATIONS.



Billboards

- The largest indoor and outdoor billboards for the biggest impact.
- Placed in prominent locations for maximum visibility.
- Dimensions: 8' x 12', one-sided, includes lighting.



RESERVE YOUR SPACE NOW!

Call Now to Guarantee Your Success. For more information on rates and/or custom packages, contact Lisa Heitner at +1.818.464.2353 or lheitner@wsashow.com.

BANNERS AND SIGNAGE

ON-SITE MARKETING ALONE MORE THAN DOUBLES BOOTH TRAFFIC. Source: Center for Exhibition Industry Research (CEIR)



Interior Banners

- Banners hang in the Show's main traffic areas.
- High-impact way to brand the event as your own.
- Various sizes available. Call for more information.

Meter Boards / Light Boxes

- Super Size your ad. Drive traffic to your booth by promoting your brand to sought-after retail buyers.
- Multiple locations available in the venues.
- 3' x 7', double-sided. Multiple locations available.
- Light Boxes—Your company's graphics backlit on a double-sided light box.



RESERVE YOUR SPACE NOW!

Call Now to Guarantee Your Success. For more information on rates and/or custom packages, contact Lisa Heitner at +1.818.464.2353 or lheitner@dwsashow.com.

TRANSPORTATION OPPORTUNITIES

PLACE YOUR COMPANY'S BRAND IMAGE ON THESE HARD-TO-MISS ITEMS.



Bus Drop Kiosks

- Located at the waiting and boarding areas for interconnect and hotel shuttle buses.
- Dimensions: 3' x 8'
- Cost includes production.

Interconnect Shuttle

- Your brand on the move—your personal advertising vehicle throughout the Show.
- The main transportation for buyers between the show venues.
- Includes signage on both sides of the shuttle.
- Dimensions: 2' x 16', 2' x 24', or 2' x 35'



RESERVE YOUR SPACE NOW!

Call Now to Guarantee Your Success. For more information on rates and/or custom packages, contact Lisa Heitner at +1.818.464.2353 or lheitner@wsashow.com.

HOSPITALITY OPTIONS

MAKE A LASTING IMPRESSION ON RETAIL BUYERS AND MEDIA. WE CAN CUSTOMIZE ALMOST ANY TYPE OF HOSPITALITY EVENT TO MATCH YOUR BUDGET.



Refreshment Carts

- Located in lobby areas. Boost your brand awareness while boosting buyers' energy.
- Various refreshment-type carts available.

Continental Breakfasts

- A buyer breakfast is served each day at show opening in lobby areas.
- Place your company name and logo on signs and napkins. Imagine your brand, logo and marketing message in the hands of retail buyers on a daily basis.



Customized Water Bottles

- Thirsty for visibility? Place your logo on custom labels.
- Distributed in high-traffic registration lobbies at each venue.

RESERVE YOUR SPACE NOW!

Call Now to Guarantee Your Success. For more information on rates and/or custom packages, contact Lisa Heitner at +1.818.464.2353 or lheitner@wsashow.com.

OTHER HOSPITALITY SPONSORSHIPS TO CONSIDER:



Relaxation Station



Daily Subsidized Lunches for Buyers



Shoebox Lunches for the Media



Desserts for the Media

RESERVE YOUR SPACE NOW!

Call Now to Guarantee Your Success. For more information on rates and/or custom packages, contact Lisa Heitner at +1.818.464.2353 or lheitner@wsashow.com.