



TRANSFORM SALES LEADS INTO
CUSTOMERS
 with Two Premium Exhibitor Upgrades



IAAPA Expo Insider, Sponsored by Hasbro



Advertisers receive a **single-sided advertisement*** in the 5" x 8" booklet.

*Ad designs are the advertiser's responsibility and are subject to IAAPA approval.

Get a **PIECE** of the action and drive additional traffic to your **booth!** Engage with attendees as they participate in our custom version of the classic board game Monopoly with an attractions-industry twist.

The IAAPA Expo Insider Booklet will be the **ONLY** printed guide on-site and is your best opportunity to connect with qualified buyers.

INVESTMENT	
\$2,000	\$3,500
GENERAL ADVERTISEMENT	GAME PARTICIPANT ADVERTISEMENT Includes game incentive for attendees to visit your booth. <i>(limited quantity available)</i>

Contract and artwork due to IAAPA by Sept. 30.

Contact **Julie Rice-Witherell** at jricewithere@IAAPA.org for more details.



Exhibitor Clips: Level Up Your Video Content

Transform your business with a custom video that highlights your products and services during IAAPA Expo 2024. Your company can use this video to not only attract qualified buyers to your booth but also to support your future marketing efforts.

INVESTMENT: \$1,250

HERE'S HOW IT WORKS



Schedule your recording today. **Space is limited and selling fast.**



Filmed directly at your booth and only takes approximately 30 minutes.



Final video is **30-60 seconds** and yours to keep.

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