

i m p r e s s i o n s

Atlantic City

March 20-22, 2025

**Advertising,
Sponsorship
and Marketing
Opportunities**

impressionsexpo.com

impressionsmagazine.com

As of December 10, 2024



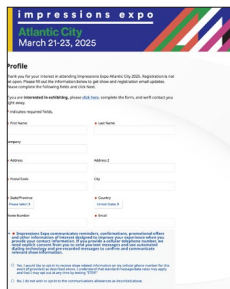
Pre-Show Advertising & Marketing

Stand out from your competition and get noticed! **Impressions Atlantic City** offers a multitude of sponsorship opportunities for your company to get the most exposure possible before AND during the show. All budgets aren't the same, and that's why we offer a wide variety of advertising and sponsorship opportunities at Impressions Atlantic City. There's something for every sized company, at every price point!

Website Advertising

Highlight your company, product or service by placing a banner, including hotlink to your company's website, in a highly visible position on the official show website. Over 90% of our qualified Attendees register via the web and continually browse the website for exhibitor listings, conference updates and travel information.

| Ad Unit | Size | \$ Per Month |
|-------------|----------|--------------|
| Leaderboard | (728x90) | \$1,110 |
| Inline | (728x90) | \$1,100 |
| Anchor | (728x90) | \$550 |



Registration Page Sponsorship (*Exclusive*): \$2,150

Be front and center in the Impressions registration process and reach every attendee with this impactful digital sponsorship. Your company's ad will appear at on the side of each Online Registration Page within the attendee registration process. This is an exclusive opportunity for one company to engage buyers prior to the show.

Large screen (desktop): Sidebar ad, up to 300 pixels wide; **Medium screen (tablet):** Footer ad, up to 1000 pixels wide; **Small screen (phone):** Footer ad, up to 620 pixels wide. File types: JPG, GIF and PNG formats.

Registration Confirmation/Reminder Email Sponsor (*Exclusive*): \$2,150

Your brand will be part of an integral step in the registration process with this impactful digital sponsorship. Your company's logo/banner will appear on the attendee confirmation and reminder emails. This is an exclusive opportunity for one company to leverage premium space prior to the event.

Attendee Email Updates: \$550

Provide your logo to be included in an Attendee Email update to all registrants for Impressions Expo!

Questions?

For questions regarding **Pre Show Advertising & Marketing**, please contact your **Sales Representative**.

Signage

Escalator Wraps (*Multiple opportunities*): \$7,150

Place your company's logo/branding in a prominent location on the escalators used by attendees constantly throughout the day. (*Production/installation are not included*)



Aisle Danglers (*contact for pricing*)

Display your company logo on the bottom of each hanging aisle sign. A great way to expose your brand as attendees are walking down the aisles of the show.



Column Wraps: \$2,750 per column

Have your brand wrapped around columns and be recognized by all attendees. *Limited to a single sponsor.*

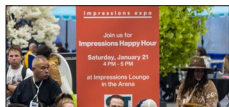


Entrance Unit (*Exclusive*): \$6,500

Be the first exhibitor noticed with your brand on an entrance unit at the Expo. (*Production and installation are not included*)

Floor Stickers (*four 3'x3' stickers*): \$2,400

Use floor stickers to guide attendees directly from the show floor entrance to your booth or use them to designate specific exhibitors. *Limit of three sponsorships available.*



Meter Board: \$2,200

Meter Boards are sure to grab attendees attention and drive traffic to your booth! (*Production is not included*)

Sponsorships



Badge Sponsor (*Exclusive*): \$5,200

Have your company logo conveniently displayed on all attendee badges. Sponsor to provide logo. (*Preferred filetypes are .ai, .eps, .svg, .pdf*)



Impressions Expo Happy Hour (*Exclusive*): \$2,400

Have your company logo on signage at the happy hour where attendees and exhibitors end the day.

Dress the Staff: \$3,500

Thousands of attendees will see staff members wearing your apparel, providing significant brand recognition. Your sponsorship will ensure that our dedicated event staff proudly wear your branded apparel.



Lanyards (*Exclusive*): \$3,500

Be the only one to have your company's name/logo around the neck of every attendee. Send us your company branded lanyards, which we distribute at show site registration. (*Exhibitor supplied*)

Sponsorships



Reusable Water Bottles (Exclusive): \$1,100

Branded with your company logo, help keep attendees hydrated while saving the environment at the same time! *(Production is not included)*



Impressions Expo Show Shirts: \$3,500

Your brand will be front and center, reaching thousands of attendees at the Impressions Show Booth. Attendees will be able to watch your shirts being screen-printed and get to take home a commemorative Impressions Expo Atlantic City 2024 show shirt.



Shop Talk Sponsor (options are listed below):

Your company logo will be displayed on one of the side panels of the Shop Talk stage and will be featured in all the videos taken from the show. This is a great way to have continuous name recognition, as the videos are used on multiple platforms including the Impressions website, YouTube, Instagram and more. You also get a shout out before and after each Shop Talk.

Gold Sponsorship (Exclusive): \$3,000
Two Exhibitors

Silver Sponsorship (Exclusive): \$1,250
Six Exhibitors



Show Bag (Exclusive): \$1,800

Leave a lasting impression on the minds of all attendees by becoming the official sponsor for the Buyer Bags. *(Production and delivery are the sponsor's responsibility)*

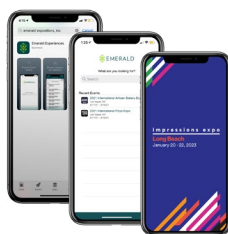


Conference Pens & Paper: \$575

Sponsor the Conference Pens & Paper and you'll be giving attendees a keepsake for their notes that they will refer back to again and again.

Hotel Key Cards (Exclusive): \$1,575

Your branding will be featured on hotel key cards used by show attendees and exhibitors.



Impressions Expo Mobile App: \$3,500

Limited to one sponsor for each Impressions Expo. The Impressions Expo app is a great way to increase your exposure, before, during, and after the show. Attendees will use the app to navigate the show, search for products, exhibitors, speakers, and more. This exclusive sponsorship includes your logo on the screen as the app opens, your banner ad on the app's home page, and more. Sponsor will also receive recognition in app promotions, logo on website, and logo in show directory.

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Other Marketing Opportunities



Flyer Distribution (Exclusive): \$2,300

Representatives from your company will be at the front of the exhibit hall entrance to hand out your company brochures/flyers to attendees. Please note, Sponsor is responsible for any associated costs in producing and shipping materials to the show as well as distribution on-site.



Publications on Display: \$1,100

Display your publication at Impressions Expo near the registration desk. (Production/shipping are not included)



Lobby Display: \$4,200

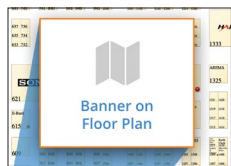
Show off your items in a display area located in the main lobby or registration area – a great place to be seen by all. Exhibitor may select from certain areas. These display areas are to be static/unmanned, and only used to showcase products.

Questions?

For questions regarding **Onsite Advertising & Marketing**, please contact your **Sales Representative**.

Profile Upgrades

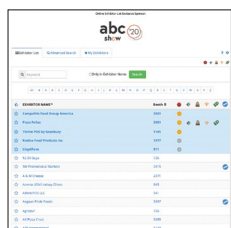
Exhibitor Floor Plan Opportunities



Floor Plan Banner Ad: \$340



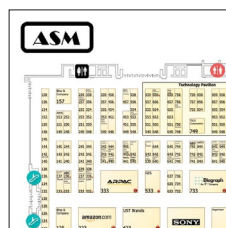
Floor Plan Booth Logo: \$450



Exclusive Exhibitor List Sponsorship: \$2,195*

- All Features of the Complete Marketing Package
- Company Logo on the Top of the Exhibitor List and Search Results
- Rotating Banner Ad on Online Floor Plan

*Limited to a Single Sponsor



Exclusive Online Floor Plan Sponsorship: \$2,745*





- All Features of the Complete Marketing Package
- Company Logo on the Top of Online Floor Plan
- Rotating Banner Ad on Online Floor Plan

*Limited to a Single Sponsor

Questions?

For questions regarding **Profile Upgrades**, please contact your **Sales Representative**.

Exhibitor Listing Opportunities

| Online Listing Options ▶ | BASIC  Included | BRONZE  \$260 | SILVER  \$525 | GOLD  \$655 |
|--|---|--|---|---|
| Premium Position Your exhibitor listing will be placed at the top of the exhibitor list and search results. | X | X | X | ✓ |
| Videos Tell your story to potential buyers through promotional videos. Upload videos directly from your console. | X | X | 1 | 2 |
| Digital Product Showcase Engage attendees with detailed product descriptions along with full color images. | 1 | 3 | 5 | 10 |
| Show Specials Spotlight special deals like discounts, giveaways & sweepstakes. | 1 | 3 | 5 | 10 |
| Press Releases Get more coverage by sharing the latest news about your company. | 1 | 3 | 5 | 10 |
| Product Categories Help buyers find you by selection the categories that best describe your products. | 8 | 10 | 10 | 12 |
| Company Online Profile (Characters) Introduce your company to make a great first impression. | 550 | 900 | 1,200 | 2,000 |
| Post Contract Pricing: | - | \$325 | \$660 | \$820 |

Questions?

For questions regarding **Profile Upgrades**, please contact your **Sales Representative**.

Contact Us

For questions regarding **Sponsorship Opportunities**, please contact your **Sales Representative**.



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Join Us at a Future Event!

i m p r e s s i o n s e x p o

Dallas

October 2-4, 2025

Kay Bailey Hutchison Convention Center



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