

INSIDE SELF-STORAGE WORLD EXPO 2022

Get more from your exhibitor investment with our 'Map Your Show' platform!

Explore the power of our *exhibitor directory* and *mobile app*.

My Show Planner (MYS) is an easy-to-use, online platform that integrates with the ISS World Expo website and mobile app. It not only houses our exhibitor listings, agenda, education information and other key details, it helps attendees craft and track their onsite show experience. They can leverage the digital tools it offers to explore, research and plan their time at the event.

Your booth purchase comes with an **online exhibitor listing**. As our attendees navigate the platform, they can read details about your company and add you to their list of favorites. ***Don't miss your chance to maximize this robust marketing tool!***

Right now, you already have a Smart Business Package, which allows you to share basic company information. You can choose to **upgrade that package** to include more functionality and interaction with attendees before, during and after the show!

	Smart Business Package	Smart Business Package Plus	Lead Generation Package	Lead Generation Package Plus
Company name	1	1	1	1
Company address	1	1	1	1
Company description	1	1	1	1
Booth number	1	1	1	1
Link to company website	1	1	1	1
Company logo	1	1	1	1
Product categories	4	4	8	8
Product images/descriptions	2	2	5	5
Virtual business card	2	2	5	5
Video panels			5	5
Documents/collateral			5	5
Show specials	1	1	5	5
Access to online leads			•	•
Lead-retrieval app		•		•
Option to purchase exclusive banner ads			•	•

MYS Marketing Power!

In the three months leading up to the 2021 ISS World Expo, which took place July 13-16, the interactive floor plan within the MYS platform received 1,825 unique visits!

The exhibitor directory received 8,149!

EXHIBITOR DIRECTORY: LISTING UPGRADES

Smart Business Package

Included with your booth (value \$475)

Our attendees are looking for your products and services! Complete your exhibitor-directory listing by adding a company description, logo and product categories. The package includes:

- Company name, address, description, booth number, website link and logo
- Up to four product categories
- Up to two product images with descriptions
- Up to two virtual business cards
- The option to post one show special



Lead Generation Package

\$525

Take your directory listing to the next level with this upgrade! The package includes:

- Company name, address, description, booth number, website link and logo
- Up to eight product categories
- Up to five product images with descriptions
- Up to five virtual business cards
- The option to post up to five show specials
- The ability to upload five company videos
- The ability to upload five pieces of printed collateral including case studies, whitepapers, brochures, fliers, etc.
- Access to online leads

Smart Business Package *Plus*

\$600

This purchase includes everything in the Smart Business Package, *plus* use of our lead-retrieval app. You get three licenses to use the app on your own company devices, which allows you to scan attendee badges all throughout the event and collect their information.



Lead Generation Package *Plus*

\$1,000

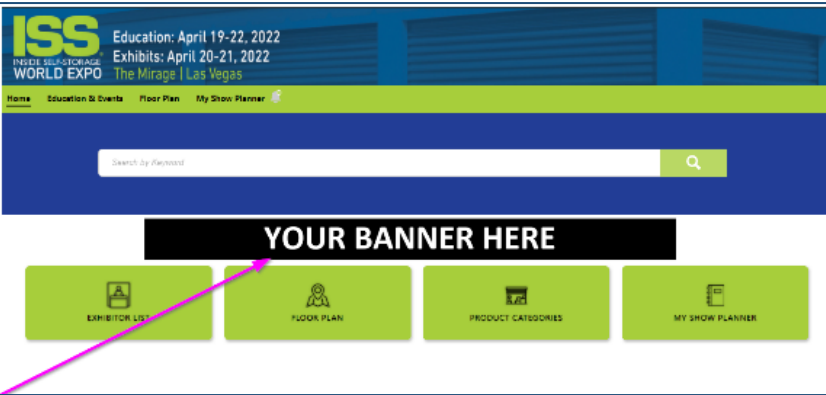
This purchase includes everything in the Lead Generation Package, *plus* use of our lead-retrieval app. You get three licenses to use the app on your own company devices, which allows you to scan attendee badges and collect their information.

EXHIBITOR DIRECTORY: ADVERTISING

Homepage Banner

\$5,000

Your booth comes with an online exhibitor listing that appears on the ISS World Expo website and within the event mobile app. Drive more traffic to your listing before, during and after the event with a prominent banner on the directory homepage! This **exclusive** sponsorship includes:



- One static banner on the directory homepage (1940 x 180 pixels for desktop version, 600 x 500 for mobile)
- Link to your online exhibitor listing
- Good for one calendar year (Jan. 1 to Dec. 31, 2022)
- Requires a prerequisite purchase (see "Exhibitor Directory: Lead-Generation Package Upgrade")
- Additional sponsorship benefits

Floor-Plan Banner

\$3,500

Receive incredible brand exposure with a static, trackable web banner on the ISS World Expo online floor plan. This **exclusive** sponsorship includes:

- One banner on the online floor plan (uploaded as 1456 x 180, will appear as 728 x 90)
- Live from Jan. 1 to Dec. 31, 2022
- Link to your online exhibitor listing
- Requires an upgrade to the Lead Generation Package

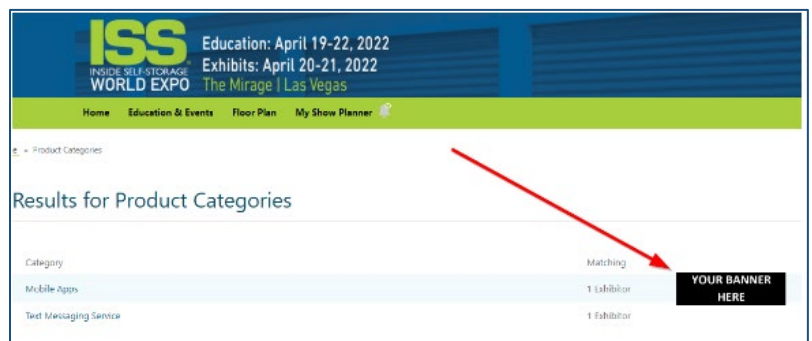


Product-Category Banner

\$500

Your expo booth comes with an online exhibitor listing that appears on the ISS World Expo website and within the event mobile app. Increase brand exposure by having your static web banner featured in the product-categories section of this directory. Only one sponsorship will be sold for each subcategory. This sponsorship includes:

- A banner at the top of the exhibitor list in your chosen category (uploaded as 640 x 100, will appear as 320 x 50)
- A banner ad next to your listing (uploaded as 640 x 100, will appear as 320 x 50)
- Requires an upgrade to the Lead Generation Package



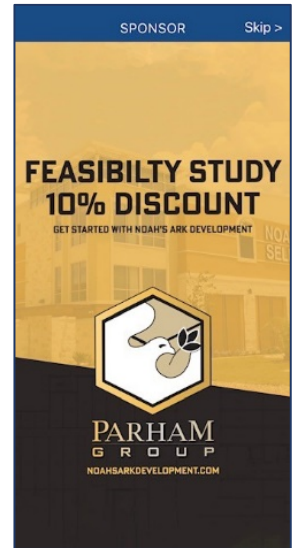
MOBILE-APP OPPORTUNITIES

Mobile-App Splash Ad

\$4,500

Drive traffic to your booth with the opening splash page of the ISS World Expo mobile app. In 2021, this app experienced 8,528 launches, 3,471 exhibitor views and 544 downloads! This **exclusive** sponsorship includes:

- One full screen displayed upon initial app opening
- Must be jpeg or gif file, sized at 1242 x 195 (will shrink to fit various screen sizes)
- Link to your online exhibitor listing
- Additional sponsorship benefits



Mobile-App Banner

\$2,000

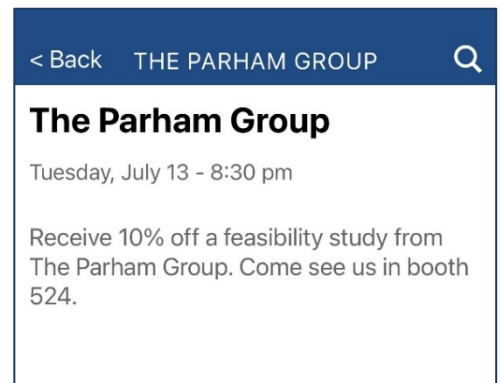
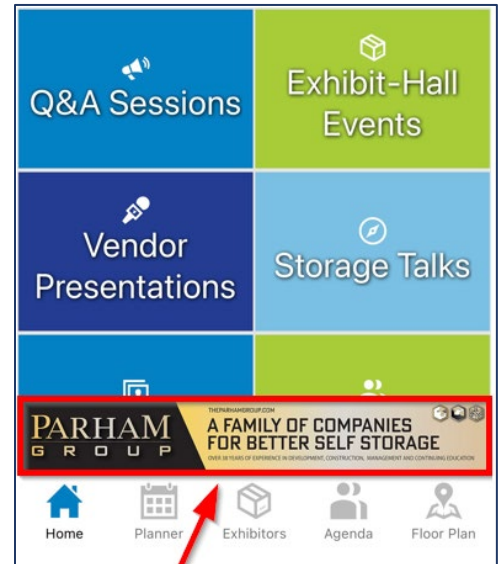
Keep your company in the spotlight by having your static banner ad displayed before, during and after the event. The ad will rotate with four others in the space. This sponsorship includes:

- One static banner appearing at the bottom of all mobile-app pages
- Must be jpeg or gif file, sized at 1242 x 195 pixels (will shrink to fit various screen sizes)
- A link to your online exhibitor listing

Mobile-App Push Alert

\$1,500

Send a push alert to drive traffic and let attendees know about promotions at your booth. In 2021, ISS World Expo mobile-app push alerts received an average 13% click-through rate, which is well above industry standard! This sponsorship includes one custom, 90-character message (including spaces) sent at the time of your choice. Availability is limited, so grab yours today.



For complete sponsorship details, contact:

Debbie Pirkey
Business Development Manager
debbie.pirkey@informa.com
480.372.7590