

# NAVIGATING THE NEW AGE OF STORAGE



**ISS**  
INSIDE SELF-STORAGE  
**WORLD EXPO**

Education: April 19-22, 2022  
Exhibits: April 20-21, 2022

The Mirage | Las Vegas

**SPONSORSHIPS  
& PROMOTIONAL  
OPPORTUNITIES**



# BUILD YOUR BRAND. GROW YOUR BUSINESS. MAXIMIZE YOUR PRESENCE.

With customized, forward-thinking and even integrated options, **ISS World Expo** sponsorships provide an important way to reach your most desirable prospects and customers. To get the most value out of your exhibit investment, select a plan to set your company apart and communicate your message before, during and after the event.

The following are standard, a la carte offerings, but we can work with you to develop a package tailored to your company's marketing goals and budget. Contact us for more sponsorship options throughout the year and see what's available at The Mirage!

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### \*ADDITIONAL SPONSORSHIP BENEFITS

Sponsorship buys of \$4,000+ include these value-added perks:

- Logo recognition in the pre-show planner, which appears in the March 2022 issue of ISS Magazine (sponsorship must be purchased by Jan. 11)
- Logo recognition on the sponsor page of the event website
- Logo recognition on the sponsor page of the event mobile app
- Logo recognition on the sponsor page of the official Show Guide
- Logo recognition on select onsite signage

# INTERACTIVE SPONSORSHIPS

## NEW-PRODUCT SHOWCASE

**\$7,500**

Do you have a product, tool or service you'd like to highlight to our audience? If so, promote it to thousands of qualified buyers through our "new-product" showcase. There are **only two spots available**, so claim yours now! This sponsorship includes:

- One six-foot, draped table in front of the Nassau Boardroom
- Table to be on display on Wednesday, April 20, 7-10 a.m.
- Electricity and room for a 36" wide banner stand
- Additional sponsorship benefits\*



## VENDOR PRESENTATION

**\$5,500**

Share expertise about a product or service in an exclusive education-style session. Unlike with a conference seminar, the content of this session can be specific to your company and its offerings. Our attendees are hungry for knowledge, and insight to how you can improve their business is compelling! This sponsorship includes:

- A 50-minute time slot
- Meeting room with basic A/V package (podium with microphone, clip-on microphone and LCD projector); sponsor must bring their own laptop
- Marketing campaign including email, social media and mobile-app push alerts
- Additional sponsorship benefits\*



## BOOTH HAPPY HOUR

**\$5,000**

Product discounts and giveaways drive traffic to your booth, but free drinks will really entice a crowd! Sponsor a happy hour in or near your booth and watch the attendees flock to your area for a free beverage. This sponsorship includes:

- Bar setup in or near your booth, depending on size (booths of 400+ square feet can accommodate the bar inside)
- A printed sign on the bar displaying your company logo and booth number
- 150 printed drink tickets for you to distribute to clients
- The opportunity to provide cups and/or napkins printed with your company logo (items provided by sponsor)
- Additional sponsorship benefits\*

**FOR COMPLETE SPONSORSHIP DETAILS, CONTACT:**

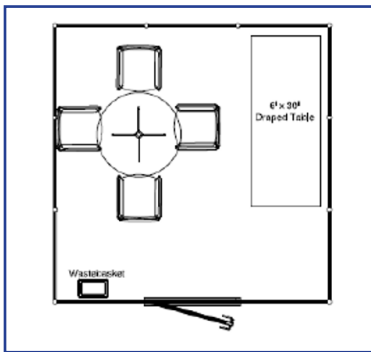
Debbie Pirkey, Business Development Manager  
debbie.pirkey@informa.com | 480.372.7590

# INTERACTIVE SPONSORSHIPS

## FACILITY TOUR \$4,500

This custom opportunity allows you to show your product to a captivated audience live at a self-storage facility. This sponsorship includes:

- Bus transportation for approximately 100 people
- Pre-registration list of tour attendees
- Small RSVP marketing campaign
- Additional sponsorship benefits\*



## PRIVATE MEETING ROOM: SHOW FLOOR \$2,000-\$5,000

Looking for a private place to hold customer meetings? Let us build you a dedicated, enclosed room right on the show floor, separate from your booth. We offer various sizes and layouts depending on your company's needs. This sponsorship includes:

- A dedicated, enclosed room on the show floor, built to your specifications
- Basic furnishings (upgrades available at an additional cost)
- 8.5" x 11" identification sign on room door
- Must be current exhibitor to reserve meeting space



## PRIVATE MEETING ROOM: CONFERENCE AREA \$1,000 PER DAY

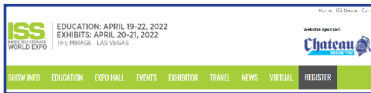
Looking for a place to hold customer meetings? Our meeting rooms give you a private space to interact with coworkers, clients and guests. Room capacity varies. This sponsorship includes:

- A dedicated, private room in our conference area
- Basic furnishings (upgrades available at an additional cost)
- 8.5" x 11" identification sign on room door
- Must be current exhibitor to reserve meeting space

**FOR COMPLETE SPONSORSHIP DETAILS, CONTACT:**

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# DIGITAL SPONSORSHIPS



## WEBSITE HEADER LOGO

Place your linked company logo right on the ISS World Expo website header, where it'll appear on every page. This **exclusive** sponsorship includes:

- One four-color logo (180 x 60 pixels) on our website header
- Link to your company website
- Appears for the four months leading up to the event (January to April)
- Post-show metrics of clicks/impressions



## WEBSITE AD \$500

Reach self-storage professionals via a digital ad the ISS World Expo homepage. Only three spots available, so grab yours now! This sponsorship includes:

- One static, four-color web ad (180 x 150 pixels) on the ISS World Expo website homepage
- Link to your chosen URL
- Appears for the four months leading up to the event (January to April)

For more detailed information regarding exhibitor-directory and mobile-app opportunities, please click [here](#) to view the "Exhibitor Directory and Mobile App Spotlight."



## EXHIBITOR DIRECTORY: HOMEPAGE BANNER

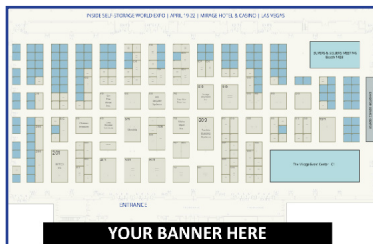
Your booth comes with an online exhibitor listing that appears on the ISS World Expo website and within the event mobile app. Drive more traffic to your listing before, during and after the event with a prominent banner on the directory homepage! This **exclusive** sponsorship includes:

- 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" below)
- Additional sponsorship benefits\*

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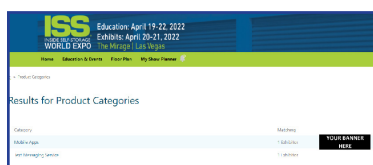
# DIGITAL SPONSORSHIPS



## EXHIBITOR DIRECTORY: 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 pixels, will appear as 728 x 90)
- Good for one full calendar year (Jan. 1 to Dec. 31, 2022)
- Requires a prerequisite purchase (see “Exhibitor Directory: Lead-Generation Package Upgrade” below)
- Link to your online exhibitor listing



## EXHIBITOR DIRECTORY: 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 pixels, will appear as 320 x 50)
- A banner ad next to your listing (uploaded as 640 x 100 pixels, will appear as 320 x 50)
- Requires a prerequisite purchase (see “Exhibitor Directory: Lead-Generation Package Upgrade” below)



## EXHIBITOR DIRECTORY: LEAD-GENERATION PACKAGE UPGRADE \$525

Your expo booth comes with an online exhibitor listing that appears on the ISS World Expo website and within the event mobile app. Take your directory listing to the next level with this upgrade package. This sponsorship includes:

- Four additional product-category selections
- Three additional product images
- 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

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# DIGITAL SPONSORSHIPS



## MOBILE-APP SPLASH AD \$4,500

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

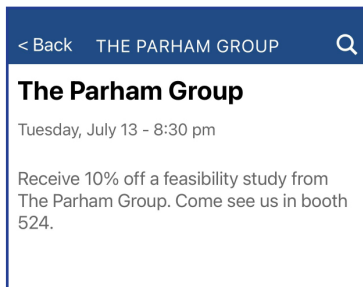
- One full screen displayed upon initial app opening
- Must be jpeg or gif file, sized at 1242 x 195 pixels (will shrink to fit various screen sizes)
- Link to your online exhibitor listing
- Additional sponsorship benefits\*



## 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.



## GEOFENCING \$3,500

Drive more traffic to your booth by having us deliver your digital message to attendees' smartphones while they're on the expo-hall floor! We'll use geofencing technology to send an estimated 40,000 mobile-ad units to audience members who happen to be using a web browser. This opportunity is available to ONE exclusive sponsor.

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# ONSITE SIGNAGE & GRAPHICS

## ROTUNDA DISPLAY

Be the center of attention and generate buzz with an eye-catching display right outside the expo hall. Past sponsors have used this space to show off an ice sculpture, a sports car custom-wrapped in company branding and a live magician. Get creative! The cost includes the space only. You pay for whatever you'd like to put on display. This **exclusive** sponsorship includes:

- Your brand on a massive display at the expo-hall entrance
- Additional sponsorship benefits\*

## SHOW-FLOOR CEILING SIGNAGE

Rise above the hustle and bustle with your logo on our prominent aisle signage. These large signs hang from the expo-hall ceiling for maximum visibility! This **exclusive** sponsorship includes:

- Your logo displayed on each aisle sign in the expo hall (13 signs total)
- Signs are 4' wide by 8' high for maximum visibility
- Additional sponsorship benefits\*



## MIRROR/WALL CLINGS

**\$4,000**

Spread your message across mirrored walls that line the conference hallways. This sponsorship includes 11 glass clings, including installation and production. There are only two cling sponsorships available, so reserve your spot now!

# ONSITE SIGNAGE & GRAPHICS



## BILLBOARD

**\$3,000**

Build your brand and draw attendees to your booth with a billboard placed in one of the The Mirage's high-traffic areas. This sponsorship includes:

- One double-sided advertisement measuring 3' wide and 8' feet high
- Placement options to be discussed with show management

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# ONSITE SIGNAGE & GRAPHICS



## REGISTRATION-DESK LCD SCREENS \$2,500 PER SCREEN

Display your show specials, custom messaging, new products and more on these premium-placement LCD screens. Positioned right in front of attendees at the registration desk, this opportunity provides high brand visibility. This sponsorship includes up to three slides or a 15-second video (no sound).



## CARPET STICKER \$1,800 AT BOOTH; \$2,500 IN PUBLIC AREA

Get creative and stop attendees in their tracks! Extend your valuable exhibit space into the aisle or one of the shows many public spaces. This sponsorship includes:

- One four-color sticker, 3' wide by 3' high if placed in front of your booth
- One four-color sticker, 5' wide by 5' high if placed in a public space

# BRANDING SPONSORSHIPS



## SHOW BAG

Attendees will walk around sporting your company logo on their official show bag, which is distributed at registration! Many will continue to use this quality bag after the event, giving you maximum exposure onsite and off. This **exclusive** sponsorship includes:

- Your single- or two-color logo imprinted on all show bags
- Your flier distributed in the show bag (optional, with flier to be provided by sponsor)
- Additional sponsorship benefits\*

## BADGE LANYARDS

Your brand as bling—tradeshow style! Get your logo around the necks of every event participant. This exclusive sponsorship includes:

- Your single-color or two-color company logo printed on our badge lanyards, end to end, to be distributed at registration counter
- Additional sponsorship benefits\*

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# BRANDING SPONSORSHIPS



## REFRESHMENT BREAK

**\$3,500**

Coffee, tea and soda will be made available to attendees at designated times during our seminar-track education sessions and workshops. You choose one break. Be the one they thank as they enjoy that bit of refreshment! This sponsorship includes:

- Logo recognition on the agenda page of the official Show Guide
- Logo recognition on onsite signage
- The opportunity to provide cups and napkins printed with your logo (provided by sponsor)
- The opportunity to collect attendee business cards via a fishbowl raffle
- Opportunity to provide a raffle prize

## BUYERS & SELLERS MEETING

Self-storage buyers and sellers come together in this designated area of the expo hall to discuss available properties. Tables are organized by region. This sponsorship includes:

- Logo recognition on table tents
- Your logo on signage at the meeting entrance
- Lead information from attendees who participate in the event

## SHOW-BAG INSERT

**\$1,750**

Have your promotional item distributed to all attendees via the official show bag, which is handed out at the registration counter. This sponsorship includes:

- Distribution of your printed flier, brochure, pen, keychain, etc.
- Sponsor must supply items for distribution prior to the show and provide tracking information once they're shipped
- Items must be approved by show management



## LITERATURE-DISTRIBUTION BIN

**\$1,070**

Increase your visibility by reserving a space to distribute your printed promotional materials in the registration area. This sponsorship includes one letter-size handout no larger than 8.5" x 11".

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# PRINT ADVERTISING



## AGENDA COMPANION AD

Drive traffic to your booth with a four-color ad on the back panel of our Agenda Companion, which is a quick, convenient way for attendees to plan their day. This printed piece is distributed in multiple event areas including the registration desk, literature-distribution bins, the ISS booth and others. This **exclusive** sponsorship includes:

- One four-color ad on the back panel
- Size: 5.5" x 8.5"
- Distribution quantity: up to 4,000
- Reservation deadline: March 1, 2022
- Ad-materials deadline: March 15, 2022
- Additional sponsorship benefits\*

## REGISTRATION BADGE

This **exclusive** opportunity will get your message in front of every attendee at the show. This sponsorship includes:

- Your two-color logo on the front of our registration badge
- Your two-color logo, booth number and a short message on the back of the badge
- Distribution quantity: up to 4,000
- Reservation deadline: Jan. 15, 2022
- Ad-materials deadline: Jan. 30, 2022
- Additional sponsorship benefits\*



## TRI-FOLD MAILER: FULL-PANEL AD \$5,000

Drive traffic to your booth with your ad in our tri-fold mailer. Attendees refer to this piece to see what's new at the show, conference programming, expo-hall highlights special events and more. This **exclusive** sponsorship includes:

- One four-color ad (10" x 6") in the tri-fold mailer
- Distribution quantity: up to 5,200
- Reservation deadline: Jan. 15, 2022
- Ad-materials deadline: Feb. 1, 2022
- Full panel includes additional sponsorship benefits\*

## FOR COMPLETE SPONSORSHIP DETAILS, CONTACT:

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## PRINT ADVERTISING



**TRI-FOLD MAILER: LOGO PLACEMENT**  
**\$2,000**

Drive traffic to your booth with your logo in our tri-fold mailer. Attendees refer to this piece to see what's new at the show, conference programming, expo-hall highlights, special events and more. This sponsorship, available to only three companies, includes:

- One four-color logo in the tri-fold mailer
- Distribution quantity: up to 5,200
- Reservation deadline: Jan. 15, 2022
- Ad-materials deadline: Feb. 1, 2022
- Full panel includes additional sponsorship benefits\*



## SHOW GUIDE AD

**\$3,000 BACK COVER; \$2,500 FULL PAGE; \$1,500 HALF PAGE**

Drive traffic to your booth with a four-color ad in the official ISS World Expo Show Guide. Attendees refer to this publication throughout the event for full schedules, detailed descriptions, exhibiting companies, special activities and more. This piece is distributed at registration plus other areas of the event such as the literature-distribution bins, the ISS booth and others. This sponsorship includes:

- One four-color ad in the Show Guide
- Size for back cover and full page: 6" x 8.25"
- Size for half page: 6" x 4.125"
- Distribution quantity: up to 4,000
- Reservation deadline: March 1, 2022
- Ad-materials deadline: March 15, 2022



**REGISTRATION TICKET**  
**\$3,000**

Planning a raffle or giveaway for the show? Sponsor a registration ticket to lead attendees to your booth, offering them an easy way to enter your drawing while giving you a simple way to collect leads! This sponsorship includes:

- Pre-populated attendee contact information printed on each ticket (name, title, company, address, phone number, email address)
- Your company name and a short message printed on the ticket
- Distribution quantity: up to 4,000
- Reservation deadline: Jan. 15, 2022
- Ad-materials deadline: Jan. 30, 2022

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