

MY SHOW PLANNER AND YOUR EXHIBITOR-DIRECTORY LISTING

Explore the power of our exhibitor directory!

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.

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!

ENHANCED EXPOSURE PACKAGE VS. BASIC



27%

more attendee views
of exhibitor listings



14%

more attendees adding exhibitors to
their MYS agenda

MAXIMUM EXPOSURE PACKAGE VS. BASIC



168%

more attendee views
of exhibitor listings



141%

more attendees adding exhibitors to
their MYS agenda

EXHIBITOR DIRECTORY LISTING

Make the best, first impression among attendees with your exhibitor listing. Basic listing includes logo, company description and contact information. Do you have explainer videos or case studies telling your company's story? Choose an upgraded package! *Please note: You are required to choose a package.*



	BASIC	ENHANCED EXPOSURE	MAXIMUM EXPOSURE
Company Name	Yes	Yes	Yes
Company Address	Yes	Yes	Yes
Logo	Yes	Yes	Yes
Company Description	Yes	Yes	Yes
Booth Number	Yes	Yes	Yes
Website Hyperlink	Yes	Yes	Yes
Social Media Links	Yes	Yes	Yes
Product Categories	4	8	10
Show Features (Product Images and Descriptions)	2	5	10
Virtual Business Cards	2	5	10
Show Specials	1	3	3
Video Panels	--	2	5
Product-Category Banner Ad	--	--	1
Documents/Collateral	--	--	5
Access to Online Leads/My Planner Users	--	--	Yes
Corner Peel Online Booth Highlight	--	--	Yes
Featured Listing	--	--	Yes
Ability to Purchase Premium Banners	--	--	Yes
Digital Package	\$550	\$975	\$1,375
PLUS Lead-Retrieval Mobile App	+\$600	+\$500	+\$400
otal Digital Package	\$1,150	\$1,475	\$1,775