



International Association of Exhibitions and Events Media Guide

**Reach the Owners, Producers, Planners
and Managers of Business-to-Business and
Business-to-Consumer Events Worldwide.**

*Exhibition Industry Resource Guide
OnPoint eNewsletter*

FOR MORE INFORMATION, PLEASE CONTACT:

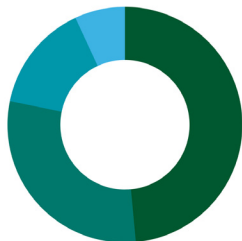
SaraCatherine Goodwin
Senior Project Manager
sgoodwin@naylor.com
(770) 810-6977

NAYLOR 
ASSOCIATION SOLUTIONS

About Us

IAEE proudly serves as the world's leader in the exhibition marketplace. Our members are owners, managers, producers and more, with **88%** having major roles in purchasing decisions. Our members make up multiple backgrounds and disciplines.

- 49% Association
- 30% Independent
- 15% Corporate
- 7% Public Shows



By The Numbers

11,427

Total number of exhibitions in North America.
(2014 data)

20,000

Estimated number of exhibitions held worldwide each year.

3,000 - 2 Million+

Our members planned exhibitions last year ranging in size from 3,000 to more than 2 million net square feet.

(Info from 2015 CEIR Census)

Why IAEE?

IAEE has been servicing members of the exhibitions and events community since 1928. Today, we are the leading association for the global exhibition industry. Representing more than 50 countries and 9,800 members, our focus on education and advocacy has served businesses that range in company size, industry, products and geographical area.



OnPoint eNewsletter

IAEE's OnPoint eNewsletter is sent to more than **8,000 industry professionals every week**. Previous issues can be viewed here:
www.naylornetwork.com/iae-nwl

OnPoint receives an average of

- 8,442 messages delivered per issue
- 1,825 total opens per issue

Stats averaged from 1/2019 - 11/2019

Exhibition Industry Resource Guide

Our members consult this online guide when looking to find suppliers and make purchasing decisions. The guide can be viewed here:
resourceguide.iaee.com

Exhibition Industry Resource Guide receives an average of:

- More than 1,000 page views per month
- More than 3 pages viewed per session
- Sessions lasting longer than 2 minutes

Stats averaged from 4/2019 - 10/2019



Exhibition Industry Resource Guide

Premier Listing Categories

Our *Exhibition Industry Resource Guide* allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

Business Services

- ☐ Advertising, Promotional Services
- ☐ Auditing/Financial/Accounting
- ☐ Catering Services
- ☐ Charging Stations/Kiosks
- ☐ Customs Broker
- ☐ Destination Management
- ☐ Executive Recruitment Services
- ☐ Floor Manager
- ☐ Flooring/Carpeting
- ☐ Insurance
- ☐ International Exhibitor Services
- ☐ Internet, Web Services, Webcasting, System Design, Software
- ☐ Legal Services
- ☐ Marketing Services, Research
- ☐ Personnel (Temporary)
- ☐ Photography
- ☐ Premiums, Promotions
- ☐ Service Contractor-General
- ☐ Universities and Colleges
- ☐ Virtual and Hybrid Events
- ☐ Experiential Marketing

Communications

- ☐ Beacon Technology
- ☐ Communication Equipment
- ☐ Graphics, Printing
- ☐ Message System
- ☐ Mobile Phone Application
- ☐ Product Locators, Message Centers
- ☐ Publications, Dailies
- ☐ Signage
- ☐ Surveys/Audience Response Systems

- ☐ Telecommunications
- ☐ Translation Services

Computers/Technology

- ☐ Computer Rentals
- ☐ Computer Software - Exhibitions/Events, Floor Plan Management
- ☐ Event Management Software - Itinerary builders, Matchmaking, Wayfinders, Virtual Reality Experience
- ☐ Lead Retrieval/Management Systems
- ☐ Social Media

Consultants/Designers

- ☐ Consulting Services
- ☐ Exhibit Designer, Builder
- ☐ MATSO
- ☐ Special Events/Tour Operations

Education Training

- ☐ Education, Training, Speakers, Speaker Bureau

Exhibition Services

- ☐ A/V Equipment, Rentals, Production
- ☐ Cleaning, Janitorial Services
- ☐ Electrical Contractor
- ☐ First Aid, Medical Services
- ☐ Florists, Plant Rental
- ☐ Furniture Rental, Booth Furnishings
- ☐ Hostesses, Modeling, Entertainment, Talent Services
- ☐ Literature Displays/Kiosks
- ☐ Luggage Services

- ☐ Registration Services, Badging Systems, RFID
- ☐ Registration Supplies
- ☐ Security Services
- ☐ Service Contractor-Installation and Dismantle
- ☐ Show Management
- ☐ Sponsorships

Government Agencies

- ☐ US Government Export Services

Traffic Builders

- ☐ Traffic Builders

Transportation Travel

- ☐ Airline
- ☐ Freight-Air
- ☐ Freight-Common Carrier
- ☐ Freight-Van Line
- ☐ Transportation, Shuttle Services

Venues

- ☐ Convention & Visitor Bureau
- ☐ Facility-Arenas, Auditoriums, Stadiums
- ☐ Facility-Convention Center
- ☐ Facility-Fairground
- ☐ Facility-Public Expo
- ☐ Facility-World Trade Center
- ☐ Hotel-Exhibit Space greater than 30,000 nsf
- ☐ Hotel-Exhibit Space less than 30,000 nsf
- ☐ Housing, Travel Services

Five (5) free categories with any Premier Listing. Additional listings are \$50.00 each. No limit.

_____ Additional Categories X \$50.00 = \$_____

Initial:_____ Date:_____

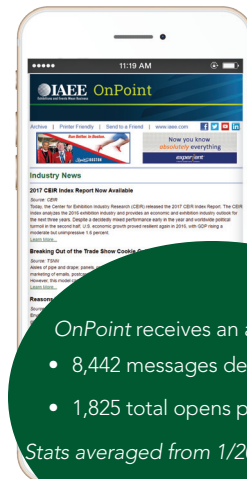
OnPoint eNewsletter

— www.naylornetwork.com/iae-nwl

Now more than ever, professionals consume information on the go. Our *OnPoint* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 8,000 decision-makers on a regular basis
- In addition to IAEE members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other IAEE publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



OnPoint receives an average of

- 8,442 messages delivered per issue
- 1,825 total opens per issue

Stats averaged from 1/2019 - 11/2019



Industry News

Things I Wish Somebody Would Have Told Me About Exhibiting

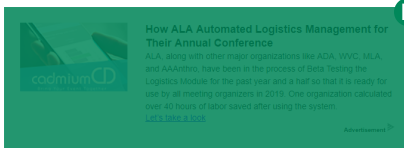
SOURCE: TSNH Blog
Exhibit project manager, Candy Adams, lends her expertise on trade show deadlines, and how a little padding can help avoid a missed deadline domino effect, while lessening the time poverty that seems a part of our daily lives.
[Learn More...](#)

3 Ways Digital Adoption Can Make You a Better Business Leader

SOURCE: Entrepreneur
The digital transformation is upon us, and though often viewed as a necessary evil, smart business leaders are embracing the move. Tomorrow's leader will want to master such technology to keep employees innovative and productive, and to better understand customer needs and values.
[Learn More...](#)

CMOs Champion Change with Diversity as Growth Strategy

SOURCE: Forbes
It all started with a surprise visit to an Arkansas Walmart. Understanding consumers and the diversities among them were the basis of the 14th annual Forbes CMO Summit held Nov. 14-15, which stressed the CMO's role for broadening market inclusion, and identifying consumer culture, needs and values.
[Learn More...](#)



New Study: Technology Is Causing Burnout and Social Isolation in the Workplace. Here's How You Can Avoid Both

SOURCE: Inc.com
Despite the advantages offered by a plethora of emerging technologies, can technology itself be a root cause of social isolation? Leaders from top companies like Walmart, Facebook and Nike agree that the "double-edged sword" of technological efficiency may also contribute to mental and physical burnout.
[Learn More...](#)

Stop Thinking B2B or B2C

SOURCE: SES Blog
Throwing out the B2B or B2C mindset in favor of a Human-to-Human (H2H) or Face-to-Face (F2F) one builds on the premise that as technology increases and human contact decreases, the desire for interaction actually increases.
[Learn More...](#)



A Top 2 Rectangles (300 x 100 pixels)

12 Months | \$9,975 each

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

B 1st Sponsored Content

12 Months | \$9,705

- Naylor will create the ad
- Client supplies 3 - 5 words for the header and 30 - 50 words for the summary text
- Client supplies thumbnail image at 180 x 150 pixels
- JPEG Only

C Middle 2 Rectangles (300 x 100 pixels)

12 Months | \$9,450 each

- Only two spots available – NO ROTATION

2nd Sponsored Content

12 Months | \$9,185

Lower 2 Rectangles (300 x 100 pixels)

12 Months | \$8,925 each

- Only two spots available – NO ROTATION

Distributed on a weekly basis every Wednesday

Exhibition Industry Resource Guide

– resourceguide.iaee.com

The *Exhibition Industry Resource Guide* is a user-friendly forum designed to bring suppliers and purchasers together. Available whenever you need it, the *Exhibition Industry Resource Guide* makes it easy to locate products and professional services geared to the exhibition and events industry.

A Reference at Your Fingertips:

- Cross-promoted in other IAEE communication pieces
- Optimized to drive traffic from search engines and the IAEE home page
- Efficient browsing with fewer clicks
- Users can set the guide as their default browser, bringing them to your listing
- Directs visitors to a landing page to learn more about your business
- Google™ integration returns richer results
- Consumers come to you when they are ready to buy
- Customized listing and enhanced content

On average, resourceguide.iaee.com receives:

- More than 1,000 page views every month
- More than 3 pages viewed per session
- Sessions lasting longer than 2 minutes

Stats averaged from April 2019 - October 2019

The purchase of any *Exhibition Industry Resource Guide* display ad comes with a **COMPLIMENTARY** Premier Listing – a \$499 value!



A Banner Package (728 x 90, 320 x 50 and 300 x 250 pixels) \$3,859.50 - 12 months

No matter what page of the Exhibition Industry Resource Guide visitors click on, your message will be prominently displayed! Your ad will be displayed on both Leaderboards, as well as in the 1st and 2nd rectangles. Run-of-site.

NEW - Package include a FREE Premier Listing (\$479 value)!

B Featured Companies | \$2,579.50 - 12 months

The Featured Companies section allows 9 companies to showcase their offerings through two rotating rectangle positions. Includes company logo and 30-40 words describing the company. Run-of-site.

Featured Company position includes FREE Premier Listing!

C Category Rectangle (300 x 250 pixels) \$1,779.50 - 12 months

The Category Rectangle appears in the third rectangle position on the right column of the category of your choice, as well as on the home page, ensuring your message impacts those in the market for your specific products and services. Exclusive per category.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Exhibition Industry Resource Guide

– resourceguide.iaee.com

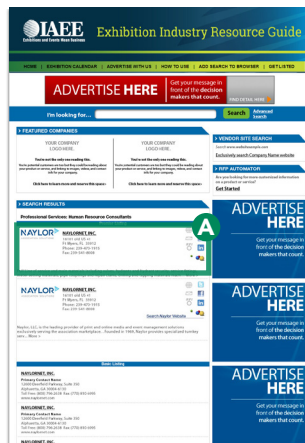
The purchase of any *Exhibition Industry Resource Guide* display ad comes with a **COMPLIMENTARY Premier Listing** – a \$499 value!

Premier Listing | \$499

Premier Listings are designed to offer heightened visibility within the *Exhibition Industry Resource Guide*. Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. Premier Listings contain all basic information. Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.

Premier Listing additional features:

- Full-color company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Full-color product image and description linked to your website
- Google map of your business location
- Google site search: to search your website from your Premier Listing
- Request for information: a contact form to reach a representative from your business



MAXIMIZE THE IMPACT OF YOUR PREMIER LISTING WITH THESE UPGRADES

A Category Sponsors

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category on the home page of the *Exhibition Industry Resource Guide* your company is the first that they see. Includes Premier Listing upgrade. All category sponsors include complimentary video upgrade.

Category Sponsor #1 | \$879.50

Category Sponsor #2 | \$769.50

Category Sponsor #3 | \$669.50



B Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

Upgrade | \$200

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Exhibition Industry Resource Guide

Premier Listing Checklist

Below is a checklist of all elements required in order to process your Premier Listing.

☐ **Full-Color Company Logo**

- ☐ The size of your logo should be **240 pixels wide x 120 pixels high** and no larger than 100kb. We accept JPG or GIF format. *Your logo will link to your website, so please provide the URL to which you would like your logo to link.*

☐ **Company Contacts - Up To Five**

- ☐ Please include job title, phone number and email address. All email addresses will be hyperlinked and active.

☐ **Company Description**

This is strictly **textual information about your company**. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*

Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to your Naylor account executive.

☐ **Website Activation**

Please provide us with the **website, Facebook, Twitter and LinkedIn URLs to which your listing should link**. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

☐ **Product/Service Categories**

All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Premier Listing. *Additional category listings can be purchased for \$50 each.*

☐ **Full-Color Product Image and Description**

The size of your product photo should be **240 pixels wide x 240 pixels high** and no larger than 100kb. We accept JPG, GIF or SWF/Flash format (animation must be no longer than 25 seconds). *Please provide the URL to which you would like your product image to link.* You can also include a brief product description (500 characters maximum) that will appear next to the product image.

☐ **Video Upgrade - Additional cost: \$200 (OPTIONAL)**

Your video should run no longer than five minutes. We accept the following video formats: .avi (Audio Video Interleave), .mov (Apple QuickTime Movie), .mp4 (MPEG-4 Video File), .mpg (MPEG Video File), .qt (Apple QuickTime Movie), .rm (Real Media File), .swf (Macromedia Flash Movie) and .wmv (Windows Media Video File). Video dimensions should be 400 pixels by 300 pixels.

Once we receive all elements of your Premier Listing, we will post it to the site on a first-come, first-listed basis. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.