# EXHIBITOR VALUE PACKAGES AT INTERPHEX 2013

INNOVATION + INTELLIGENCE + PASSION

INTERPHEX™ 2013

**Choose the package that's right for you.** INTERPHEX offers you cost-effective promotional packages that go far beyond a booth! These Value Packages conveniently bundle show services — along with exhibit space — to save you time and money, all while giving you increased visibility before, during and after the event.

**The purchase of your exhibit space includes the following essential items:** Access to update your company's description on the INTERPHEX website, and a link from that listing to your website • Listing in the Official Show Directory & Buyer's Guide • Discounts on additional advertising/sponsorships.

## The Value Packages also include the following components and services as indicated by the level below:

| Package Components | BASIC | OVER THE COUNTER | PRESCRIPTION | SPACE ONLY 10x10 | SPACE ONLY 20x20 & ABOVE | SCALE - UP 20x20 |
|---|---|---|---|---|---|---|
| **Booth Furnishings:** 6 ft., draped table (30" high), 2 side chairs, carpeting, wastebasket, lead retrieval, unit powered by 500 watt electrical outlet. | ✓ | ✓ | ✓ | | | |
| **Post-Show Attendee List:** customized list of post-show attendee names for your follow-up marketing efforts. | | ✓ 500 names | ✓ 1000 names | | | ✓ 1000 names |
| **Conference Pass:** access to important industry education for you and/or your customers. | ✓ One Day Pass | ✓ One Day Pass | ✓ Full Conference Pass | | | |
| **Discount on Additional Advertising and Sponsorships:** increase your company's visibility, drive additional traffic to your booth, and take advantage of discounts. | ✓ 10% Discount | ✓ 10% Discount | ✓ 10% Discount | | | |
| **One Full Priority Point:** priority points are part of the formula that determines order of space selection. | | | ✓ | | | |
| **Exposure in Official Show Directory:** will provide heightened presence in the primary vehicle that buyers use to source new vendors and partners.<br>• 4/color ad near your directory listing<br>• Logo next to your directory listing<br>• Logo within your selected product category areas in the directory | ✓ Logo next to directory listing | ✓ Logo next to directory listing<br>✓ Shaded Listing | ✓ Half Page 4C Ad<br>✓ Logo next to directory listing<br>✓ Shaded Listing | ✓ Logo next to directory listing<br>✓ Shaded Listing | ✓ Logo next to directory listing | ✓ Full Page 4C Ad<br>✓ Logo next to directory listing<br>✓ Shaded Listing |
| **Map Your Show:** a free, website based show planning tool, that provides exhibitors with the opportunity to showcase themselves to attending buyers and connect with them before the show.<br>• Enhanced Listing - Company logo, access to buyer contact info, buyers have capability to send you messages<br>• Showroom Listing - Enhanced list plus 3 product images/descriptions, 1 video<br>• Featured Showroom Listing - showroom, plus your company pushed to the top of the exhibitor list and highlighted on the floorplan. | ✓ Enhanced | ✓ Showroom | ✓ Showroom | ✓ Enhanced | ✓ Featured Showroom | ✓ Enhanced |
| **Mobile Listing:** Your basic listing includes a brief description of your company (50 words), a link that allows attendees to add you to their agenda and your booth number which is linked to the floor plan that will enable attendees to find you faster. | | | | ✓ | ✓ | ✓ |

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