



a2z Expo 2016

Dallas Convention Center

December 5-7, 2016

Dallas, Texas

Increase traffic to
your eBooth by
4 - 5 times

Enhance web exposure
and search engine results

Promote your
products & services
24/7/365

Maximize ROI by
generating high quality
new leads

Increase your
online leads by
3 - 4 times

LISTING OPTIONS	BASIC Free	ENHANCED*		
		Silver \$495 now \$650 later**	Gold \$995 now \$1100 later**	Platinum \$1495 now \$1600 later**
eBooth Profile Add relevant company information	250 characters	350 characters	500 characters	500 characters
Website URL Add your website link to your eBooth Profile	No	Yes	Yes	Yes
Company or Product Logo Add your logo to your eBooth Profile	No	No	Yes	Yes
Welcome Message eBooth Profile opening statement	No	50 characters	60 characters	60 characters
Product Categories Select those that buyers are likely to search with	2	3	5	10
Products Display detailed descriptions with full color images	No	1	5	10
Press Releases Highlight what's happening at your company	No	1	4	10
Show Specials Spotlight discounts, giveaways & sweepstakes	No	No	1	5
Videos Showcase your product videos	No	No	1	2
Brands Included in keyword search	100 characters	125 characters	150 characters	200 characters
Social Media Icons Link to your Facebook, Twitter and LinkedIn pages	Yes	Yes	Yes	Yes

*Exhibitors with Silver/Gold/Platinum packages are listed under the Enhanced Listings tab on the event map.

The Company names and booth numbers of these exhibitors are displayed in bold styling, and a special icon makes their listing pop in the list as well as on the event map.

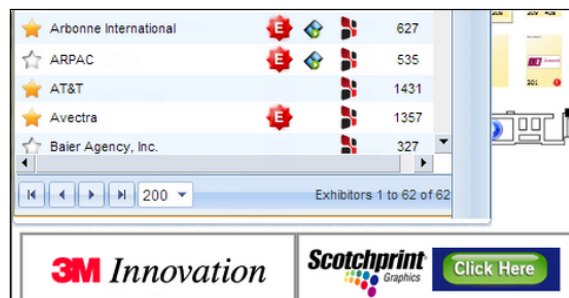
In addition, the Enhanced Listings are highlighted on the event map for a few seconds while viewing the page.

**If you purchase an enhanced eBooth package after purchasing your booth space the higher price applies.

ADD ON PROMOTIONAL OPPORTUNITIES

Event Map Banner Ads

All respiratory therapists will check out the online event map. Catch their attention in this hot spot with a track-able banner advertisement.



Random rotation | Size: 205 x 60 | Format: JPG/GIF (non animated)

First Position - Exclusive: \$1,000

Second Position - Limit 5 Rotating Ads: \$750

Third Position - Unlimited Ads: \$500

Event Map Logos

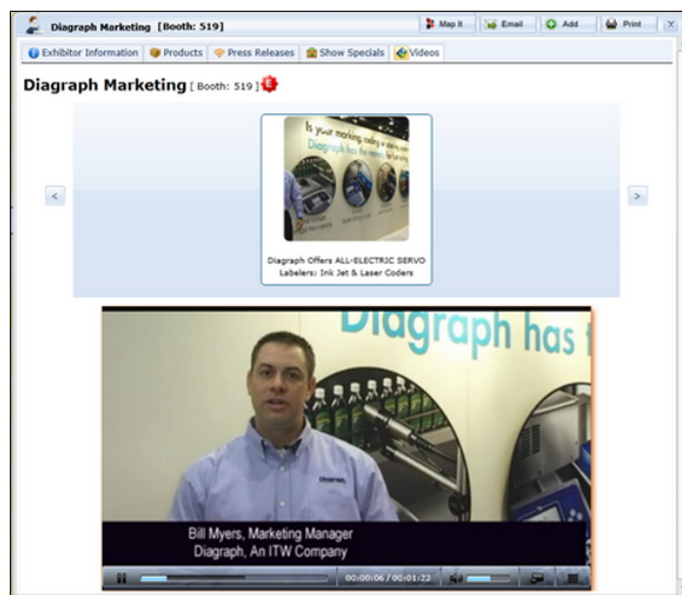
Make your booth stand out from others by opting to show your company or product logo in your exhibit booth on the interactive event map.



\$500 each

Videos

Let potential buyers and influencers see and hear your story through promotional videos. Upload videos directly from your console. The videos are automatically encoded to play on multiple platforms including mobile devices. \$750 each



Questions: Contact Annette Phillips | Annette.phillips@aacrc.org | 972-406-4653