

PRODUCT LISTINGS AND ENHANCED ONLINE EXHIBITOR LISTINGS



Exhibitors may choose a product category to be listed under so that attendees may find them by searching that category. Multiple category listings are available through enhanced online exhibitor listings outlined below.

PRODUCT CATEGORIES:

Artificial Intelligence (AI)	Medical Devices
Biomarkers	Non Profit Organization
Business Solutions	Pathology Testing Centers
Cell Analysis Systems	Pharmaceutical
Digital Microscopes and Scanners	Publications and Educational Products
Digital Pathology	Reagents
Image Acquisition and Analysis Systems	Scanning Technologies
Image Management System	Software
Informatics	Tissue Marking Systems
Laboratories and Laboratory supplies	Tissue Processors

PROMOTIONAL OPPORTUNITIES

INTERACTIVE EXHIBITOR FLOOR PLAN BANNER AD

Your ad is placed at the footer of the Interactive Floor Plan viewable not only on-site on the **Popular Exhibit Hall Locator Touchscreens** but in advance as attendees look at the online Interactive floor plan to map their on-site strategy.

Rotation: Random

Size: 205 wide x 60 high

Format: GIF/JPEG (non-animated)

Rate: **\$1,500 each**

PRINT EXHIBITOR LOCATOR BOARD SPONSORSHIP (limited to 1 company only)

Place your company logo on the large printed floor plan placed strategically at the front of the Exhibit Hall, directing attendees as to the overall layout of the booths. Rate: **\$2,000**

INTERACTIVE FLOOR PLAN ON-SITE AND ONLINE LISTING PACKAGES

Historically the companies with some level of enhanced listing receive nearly 50% more online booth visits than basic exhibitors.

PACKAGE LEVEL UPGRADES		BASIC	TIER 3	TIER 2	TIER 1	
		Package Cost	FREE	\$1,000	\$1,500	\$2,000
Online Profile	Update your booth profile with all relevant company information. <i>Number of characters:</i>	500	750	1,000	1,000	
Welcome Message	Add an event-specific message highlighting your presence at the meeting.	Y	Y	Y	Y	
Videos	Let potential buyers see and hear your story through promotional videos.	N	N	1	2	
Product Categories	Select the categories potential customers are most likely to search to find your company.	1	5	5	10	
Products	Feature your latest product lines that will be introduced for the event or some of your most popular brands. Include descriptions and photos.	N	1	5	10	
Press Releases*	Highlight what's happening at your company. Tell your story in a printable, downloadable press release.	N	1	5	10	
Show Specials	Spotlight the deals—discounts, giveaways, post-show drawings, etc. —keep the traffic coming to your booth!	N	1	5	10	
Event Map Logo	Brand your presence on the show floor to make your company stand out above the rest of the competition.	N	Y	Y	Y	
Display Listing as Enhanced	Your online company listing will be noted with a red star further drawing the user to your listing vs. the others.	N	Y	Y	Y	