



Increase Your Exposure With The HOUSTEX Online Directory

All exhibitors receive free basic listings, but you can upgrade your presence in the HOUSTEX online directory. By choosing the Silver or Gold level listings you can enhance the online information available to attendees while reinforcing your brand.

ONLINE LISTING PACKAGES	Basic Listing Free	Silver Listing \$595	Gold Listing \$1295
Company Profile Update your booth profile with all relevant information and description.	Max 1000 Characters	Max 1500 Characters	Max 2000 Characters
Product Categories Select product subcategories that prospects are likely to search in order to find you.	15 Categories	15 Categories	15 Categories
New Products Feature specific product lines that will be introduced at HOUSTEX 2019. Include descriptions and photos.	3 Products	5 Products	10 Products
Press Releases Highlight what's happening at your company. Tell your story with printable, downloadable press releases.	3 Releases	5 Releases	10 Releases
Event Specials Spotlight your deals – discounts, giveaways, sweepstakes, etc. – to keep your booth buzzing through the event.	3 Specials	5 Specials	10 Specials
Company Logo Add your company logo for greater recognition	No	Yes	Yes
Social Media Icons Enable your fans to find and follow you on various social media networks such as Facebook, Twitter and LinkedIn.	No	Yes	Yes
Videos Let potential buyers see and hear your story; provide clear demonstrations to prove your product's success.	No	No	1 Video
Floor Plan Logo Brand your presence on the electronic event floor plan and make your company stand above the rest.	No	Yes	Yes

For more information regarding upgrade packages for the HOUSTEX Online Directory please contact exposales@sme.org.