



SEPTEMBER 19-21, 2017

Tampa Convention Center | Tampa, FL USA

## 2017 SPONSORSHIP AND ADVERTISING OPPORTUNITIES

On-Site | Digital | Print Advertising | Events

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# PRODUCT SPONSORSHIPS



## OFFICIAL SHOW BAGS | \$5,500\*

Official show bags are distributed to every registered attendee. Sponsoring exhibitor must provide 8,000 to 10,000 bags for distribution in addition to sponsorship cost.



## BADGE HOLDER LANYARDS | \$5,500\*

Have every IBEX attendee wearing your company name around their neck. Lanyards are the most popular form of displaying badges used by attendees. Lanyards are distributed to every attendee. Sponsoring exhibitor must provide approximately 7,000 printed lanyards for distribution in addition to sponsorship cost.

*\*Rates are for sponsorship rights only. All production costs are additional.*



## PRESS EVENTS

### PRESS TABLE AT THE INDUSTRY AWARDS BREAKFAST

**\$500** | Table includes 10 breakfast tickets. Two available.

Sponsor and host a table at the Industry Awards Breakfast and invite members of the press to join you. This is a great opportunity for you to share your newest product or company info with the media, one-on-one.

### PRESS BREAKFAST OR LUNCH

**\$1,500** | Per event; catering costs are additional.

Feed the press and maybe they'll write about you! This is a great way to spend time with the qualified industry media at IBEX. Breakfast available on Wednesday; lunch available on Tuesday and Wednesday during the show.

## SPECIAL EVENT SPONSORSHIP

### INDUSTRY AWARDS BREAKFAST | \$6,000

The IBEX Industry Awards Breakfast is a packed house with hundreds of industry professionals and extensive media coverage. Sponsorship includes five complimentary tickets to the Industry Awards Breakfast (a \$175 value), reserved VIP seating, acknowledgment in the breakfast agenda, inclusion in the pre-breakfast presentation, and a thank-you announcement made during the breakfast. Only four Industry Awards Breakfast sponsorships are available.

### MARINE MILLENNIAL COFFEE | \$1,000

The Marine Millennials will meet each day of IBEX for special mentoring sessions with industry experts over coffee. This is a unique opportunity to get exposure with this young, active industry segment.

### THE ELECTRONICS PAVILION CONNECTED BY NMEA | \$5,000

Sponsor this interactive display and get targeted exposure. Three sponsorships are available.

## SPONSOR A LOUNGE

### ON-SITE LOUNGE SPONSOR

Get on-site exposure when you sponsor one of IBEX's lounges. Customizable based on your budget. Call your sales rep for more details.

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## CONTACT

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**KATE HOLDEN** | IBEX Marketing Director/Sales | 207-221-6651 | [kate@ibexshow.com](mailto:kate@ibexshow.com)

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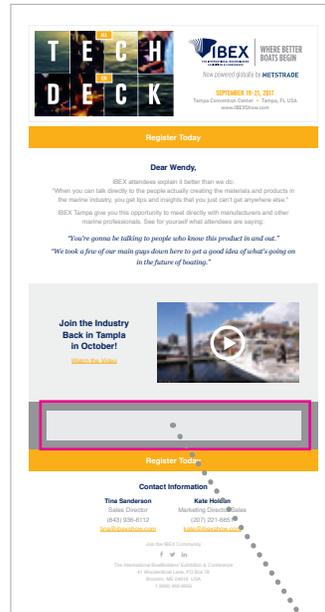
# DIGITAL ADVERTISING



**IBEX WEBSITE BANNER AD**  
**\$500/Month**  
 Only three spots per month available.

Thousands of attendees, exhibitors, and media regularly visit IBEX's website year-round to access information about the show and marine industry news. Last year, our site received 142,604 page views! Our rotating web ads give you exposure on every page on our site.

**WEB AD SIZE: 728x90 px**



**IBEX EMAIL BANNER AD**  
**\$1,000/Month**

IBEX distributes three to four emails per month to both registered attendees and potential attendees. Last year, IBEX emails achieved more than 310,000 impressions, with open and click-through rates well above industry standards. Email banner ads are sold in monthly increments.

**EMAIL AD SIZE: 468x60 px**

## ON-SITE DIGITAL ADVERTISING

**IBEX MOBILE APP SPLASH PAGE | \$2,500**

Your company logo is displayed on the IBEX Mobile App splash screen. Every attendee launching the IBEX app sees your company's logo. Plus, your logo is displayed in the top right of the home screen above the dashboard icons.



**WIFI SPONSORSHIP**

**\$2,500 | Only two sponsorships available.**  
**OR \$5,000 | For roadblock sponsorship.**

The most popular question during IBEX is... "Is there free WiFi?" The answer is YES, and our WiFi sponsor's logo/ad will pop up every time anyone logs on to use the free IBEX WiFi, available throughout the Tampa Convention Center.



**VIDEO | \$499 | Max length 90 seconds.**

Have your video on loop on all the LCD flat screens throughout the Tampa Convention Center.

**LOGO & BOOTH | \$199**

Have your logo and booth number on loop on all the LCD flat screens throughout the Tampa Convention Center.

**SCHEDULE OF EVENTS SPONSOR | \$1,500**

Have your logo included with the static Schedule of Events on the multimedia screens. **BONUS:** This opportunity includes your logo on the Schedule of Events on our website and in the Official Show Directory.

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# IBEX 2017 OFFICIAL SHOW DIRECTORY



The Official Show Directory & Buyers' Guide is printed and distributed to thousands of attendees who use it as a reference all year long. In addition, IBEX publishes a digital copy on its website immediately following the show. A concentrated audience of boatbuilding and marine professionals actively uses our guide as a source when looking to purchase products, technology, and services.

## SPECIAL POSITIONS

Cover 2	\$4,400
Cover 3	\$4,400
Cover 4	\$4,575
Page Facing Cover 3	\$4,050
Page Facing TOC	\$4,050
Full-Page Spread	\$6,600
Tab	\$8,500
Belly Band	\$5,500

## RUN-OF-BOOK

Full Page	\$3,675
1/2 Page	\$2,255
1/3 Page	\$1,975
1/4 Page	\$1,345
1/6 Page	\$1,100

### NEW PRODUCT PREVIEW AD | \$575 Each

- An easy and inexpensive way to promote the new products you'll have on display at IBEX.
- You supply one full-color photo, a 30-word description, your booth number, and contact info — and we take care of the design! Ads are 1/6 page, fixed-format.
- Only new products on display for the FIRST TIME at IBEX are accepted for inclusion in the New Product Preview.

### ENHANCED DIRECTORY LISTING | \$575

- Make your exhibitor listing stand out in the Official Show Directory. An enhanced listing adds your company logo and a call-out box to make sure you get noticed.



**AD SPACE RESERVATION DEADLINE | JUNE 30**

**ARTWORK DEADLINE | JULY 10**

**Contact the sales team for the Advertising Specs & Material Guidelines**

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# ON-SITE ADVERTISING

## BANNERS, BOARDS, & BINS

### FREE-STANDING FABRIC BANNER 8' X 10' | \$1,500

Placed strategically throughout the Tampa Convention Center.

### LOCATOR BOARD | \$1,500 Each

Includes IBEX exhibit space and your company logo.

### QUESTION BOARDS | \$1,600

A three-panel chalkboard with your logo and messaging along the top.



## CLINGS & FLOOR STICKERS

REGISTRATION, 1ST-FLOOR ENTRANCE, AND 3RD-FLOOR ENTRANCE | 3' X 3' | \$500 Each

EXHIBIT HALL STICKERS | 24" X 18" | \$300

DOCK STICKERS | 24" X 24" | \$350

ESCALATOR CLINGS (BOTH ESCALATORS, TWO SIDES EACH) | \$8,000

3RD-FLOOR CENTER-AISLE TABLE STICKERS | 36" X 36" | \$500 Each

IBEX CAFE TABLE STICKERS | 36" X 36" | \$500 Each

## NEW BANNERS FOR 2017!

Offering an extensive on-site banner program at the Tampa Convention Center. **CLICK HERE** to review all the new opportunities and call your sales rep to discuss the details of your custom on-site advertising.



## HOTEL DROPS

Have your brochure/promotional material delivered to our attendees in their rooms. Specific rates for each hotel are available. Call your sales rep for more information.



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# ON-SITE ADVERTISING

## NEW! EDUCATION SPONSORSHIPS

New opportunities to engage our Seminar Series attendees.

### SEMINAR COFFEE & LOUNGE

**\$2,500/Day**

Sponsor a coffee station and lounge in the Seminar Series halls of the Tampa Convention Center. Your logo will be included in the lounge and in our promotional campaign. Plus, you can display your company's marketing literature to attendees.

### SEMINAR HALLWAY CHARGING STATION

**\$2,500**

### SEMINAR NOTEPADS AND/OR PENS

**\$1,500**

Rights only; exhibitor will need to provide 600 notepads and/or pens.

### SEMINAR ATTENDEE BAG INSERT

**\$1,000**

Rights only; exhibitor will need to provide 600 inserts.\*

*\*Items must be approved by the Education Director.*

Other seminar-specific opportunities are available. Call for details and pricing.

## REGISTRATION SPONSORSHIPS

### STREAMLINE YOUR MESSAGE TO A SPECIFIC AUDIENCE

Want to take your on-site advertising to the next level? Now you can send invitations or messaging to specific IBEX attendees for targeted results.

### BADGE CATEGORY SPONSOR

**\$1,500/Category**

Have your logo printed on the attendee badges for specific groups or categories.

### BADGEADVERTISEMENT

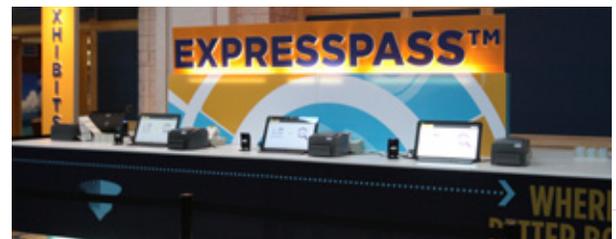
**\$3,500** | For all attendees.

**OR \$1,000** | Per attendee segment.

Want to send a message/invite to a specific attendee group? This feature prints an additional badge with the attendee's show badge that contains your message, which can be targeted to one of IBEX's specific attendee segments.

### REGISTRATION EXPRESS PASS KIOSKS

Include your logo on our express pass kiosks in registration.



Call your salesperson to find out what categories are available. Limited availability.

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# IBEX ONLINE BOOTH ENHANCEMENTS

IBEX's advanced online exhibitor database allows attendees to get more details than ever before about the companies and products in the marine industry. Maximize the information you share with attendees. Online leads are shown to increase four to five times when companies boost their online booth presence with these additional advertising opportunities:

## EXHIBITOR LIST EXCLUSIVE SPONSORSHIP | \$2,995

- ✓ Company logo on top of exhibitor list and search results
- ✓ Permanent banner ad on online floor plan

## PREMIUM PLACEMENT PACKAGE | \$995

- ✓ Jump to the top of the exhibitor list and search results
- ✓ Includes free web and mobile app enhanced listing
- ✓ Includes the Branding Package features

## BRANDING PACKAGE | \$395

- ✓ Expanded online profile from 1,000 to 2,000 words
- ✓ Enhanced online booth icon displayed on floor plan & exhibitor list
- ✓ Highlighted booth on floor plan
- ✓ Includes a company or product logo in your online booth
- ✓ Includes one video in your online booth
- ✓ Includes enhanced listing in the official 2017 IBEX Mobile App

## FLOOR PLAN BANNER AD | \$495 Each

- A trackable web banner displaying your company's logo is included on the online floor plan.

## FLOOR PLAN LOGO | \$595

- Prominently display your logo in your booth on the online floor plan.
- Only available for booths 20' x 20' or larger.

## VIDEOS | \$299 Each

- Let potential buyers see and hear your story through promotional videos. Upload videos directly from your console. The videos are automatically encoded for playing on multiple platforms, including mobile devices.

To order any of these online booth enhancements, [click here](#) to access your online booth.

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