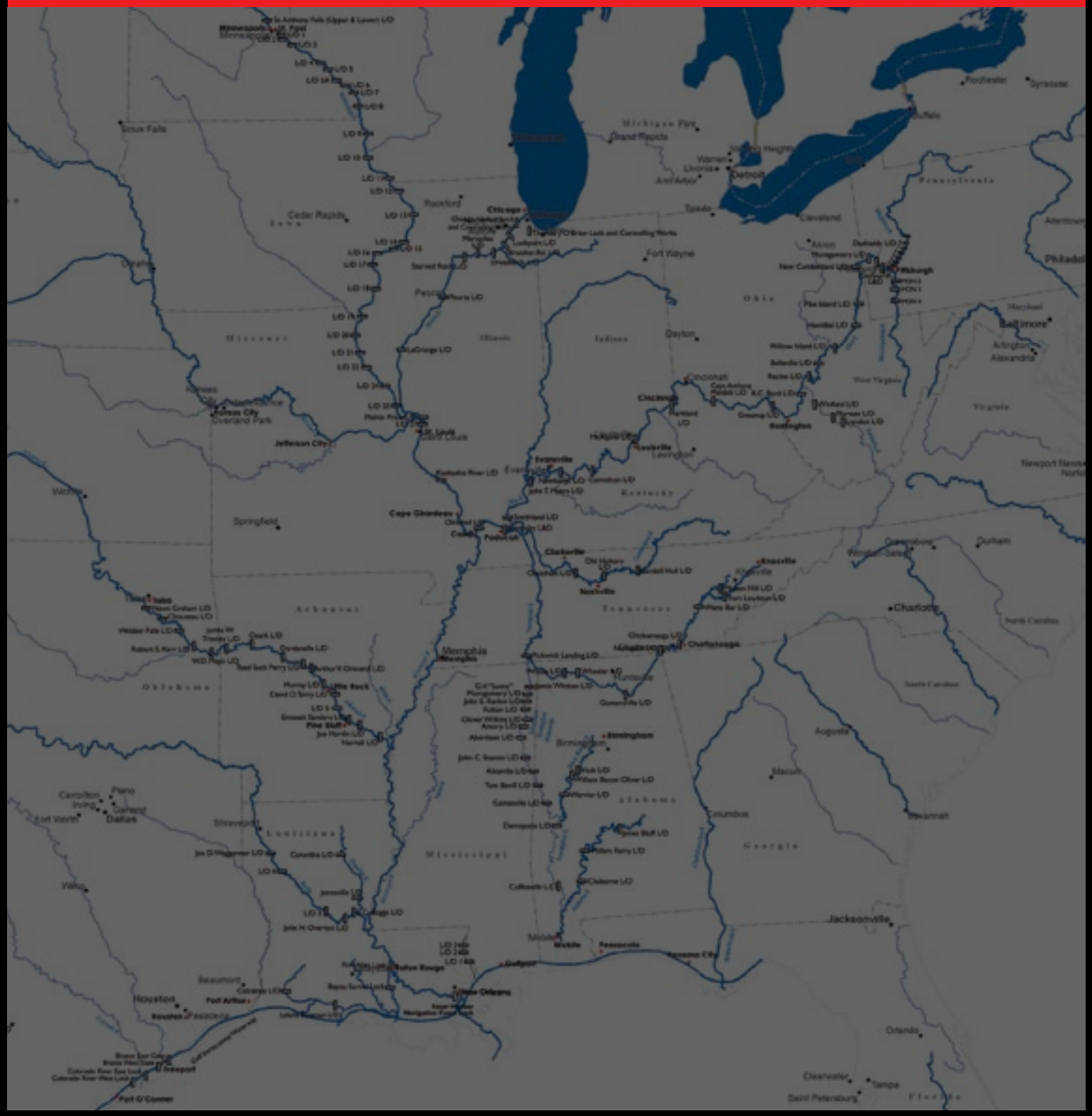




MARKETING TOOLKIT 2017

IMX @ THE DOME • AMERICA'S CENTER • MAY 22-24 • ST. LOUIS





Dear Inland Marine Expo Exhibitor,

Thank you for choosing to display with us! This show truly wouldn't be possible without you.

In an effort to help you maximize visibility for your company and its products and services before, during and after the show, we have created this marketing toolkit. It includes ideas to help drive traffic to your booth, as well as opportunities to take your involvement to the next level.

Rest assured that we will also be working on your behalf to extend your exposure through media advertisements, e-newsletters and social media initiatives, along with good old fashioned community networking.

If you have any questions regarding marketing opportunities, or have ideas beyond those outlined in this toolkit, please let us know. We look forward to hearing from you!

Thanks again,

Jason Koenig
Exhibit/Sponsorship Sales

MARKETING CHECKLIST



Send your logo and free exhibitor listing to Danielle Westfall at danielle@wjinc.net for use on the show website and in the show directory.



Create a special giveaway, sales offer or booth event and provide the info to Jenn DeLuca at jenn@wjinc.net.



Like our Facebook Page | <https://www.facebook.com/InlandMarineExpo/> | and share our posts to educate followers and drive show attendance.



Promote your show participation. See page 4 for sample messaging. Be sure to put your booth number on all correspondence with potential customers — and don't forget to mention any special giveaway, sales offer or booth event.



Invite potential and existing customers to visit you at the show, and use your free guest passes to ensure that your top prospects attend.



Consider taking your exposure and visibility to the next level with an ad in the show program or a show sponsorship. See pages 5-8 for opportunities.



Determine the needs for your booth – IMX Exhibitor Service Kit will be available by the end of February. Each booth will be provided with 8' high back wall drape, 3' side dividers, (1) 6' draped table, (2) padded side chairs, a wastebasket and a booth identification sign showing your company name.



SAMPLE MESSAGING

WEBSITE OR EMAIL COPY

We're excited to be exhibiting at the Inland Marine Expo May 22-24, 2017. Make sure you come see us at booth <insert booth number> at the Dome @ America's Center in downtown St. Louis. You'll find the latest products and services that will help your business along the inland and intracoastal waterways succeed, including our <insert product or service>. Visit www.inlandmarineexpo.com for more information. Hope to see you there!

SOCIAL MEDIA COPY

FACEBOOK

- Mark your calendars for the Inland Marine Expo on May 22-24, 2017. We'll be there with <insert product or service>. Come by and see us! inlandmarineexpo.com
- Learn about the latest products and services to help your business succeed along the inland and intracoastal waterways at the Inland Marine Expo on May 22-24, 2017. We'll be at booth <insert booth number>. See you there! inlandmarineexpo.com
- Connect with the leading inland and intracoastal waterways professionals at the Inland Marine Expo on May 22-24, 2017. We'll be at booth <insert booth number>. Be sure to stop by! inlandmarineexpo.com
- Along with the latest inland and intracoastal waterways products and services, the Inland Marine Expo will have education from top experts in the industry. Don't miss it! inlandmarineexpo.com

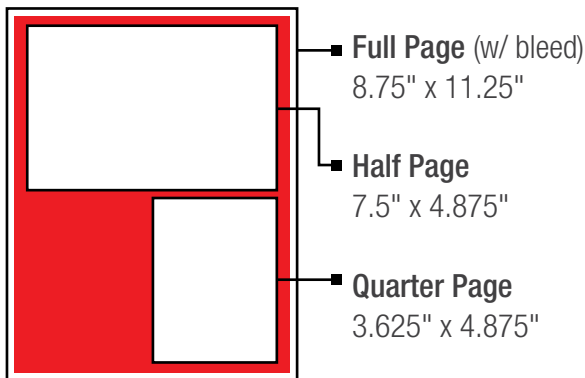
INSTAGRAM TWITTER

- #IMX is back for 2017 – May 22-24. Mark your calendars! inlandmarineexpo.com
- See the latest products and services for the inland and intracoastal waterways at the Inland Marine Expo in May. We'll be at booth <insert booth number>. See you there! inlandmarineexpo.com #IMX
- Along with the latest products and services, #IMX will have education from top industry experts. Don't miss it! inlandmarineexpo.com

SHOW DIRECTORY

The IMX Directory will be handed out to every attendee of the show and will include the following features:

- 2017 Floor Plan
- Schedule of Events
- Sponsor Spotlights
- Barge-It Overview
- Original Editorial Content
- Exhibitor Descriptions
- Advertisers Index



Bleed Size: 8.75" x 11.25"
Trim Size: 8.5" x 11"
Live Area: .25" from ad edge
Color Mode: CMYK

TECHNICAL SPECS

The IMX Directory is produced using Adobe InDesign CS Cloud.

Digital photos and artwork must be a minimum of 300 dpi. Acceptable file formats for digital photos and artwork are:

Adobe Acrobat .PDF files (high resolution with all fonts and photos embedded)

Adobe Photoshop files (.PSD, .JPG, .EPS or .TIF)

Ads must be produced to specific page sizes per ad dimensions. Ad production questions should be directed to Dennis Robison at 314.561.4711 or dennis@wjinc.net.

DISPLAY ADS

Full Page	\$1,160
Half Page	\$885
Quarter Page	\$675

ADVERTISING DEADLINE

April 3, 2017

To reserve ad space in the 2017 Inland Marine Expo show directory, please contact Jason Koenig at 314.241.7354 or jason@wjinc.net



ON-SITE ADVERTISING & SIGNAGE

LARGE HOFFA STAND



Double-sided\$1,000
Single-sided\$700

TECHNICAL SPECS

Size: 38" W x 74.5" H

For Print-Ready Graphics:

- CMYK color mode
- 150 dpi at 100% scale
- No bleed/trim necessary
- Vector artwork files preferred - .pdf, .ai, and .eps
- Rasterized artwork files - .tiff or .jpg
- Outline/Rasterize all fonts
- Flatten all transparencies
- Change all opacities to solid colors
- Keep all critical logos and text 1/4" from the edges
- Supply links

FLOOR CLING



TECHNICAL SPECS

Size: 3 ft. x 3 ft.

Shape: Square, Diamond or Circular options available

For Print-Ready Graphics:

- No bleed/trim necessary
- Vector artwork files preferred - .pdf, .ai, and .eps
- Rasterized artwork files - .tiff or .jpg
- Outline/Rasterize all fonts
- Flatten all transparencies
- Change all opacities to solid colors
- Keep all critical logos and text 1/4" from the edges
- Supply links

To reserve on-site show advertising and signage for 2017,
please contact Jason Koenig at 314.241.7354 or jason@wjinc.net

SPONSORSHIP OPPORTUNITIES

Dome A/V – Jumbotron and Ribbon Board _____ \$10,000 Level

In addition to the sponsor specific feature, top tier sponsors will get:

- Free registration for 12 staff
- A special invite (with a free gift included) prepared by our staff for up to 100 top customers/prospects inviting them to take advantage of free registration and to be your special guest at the show
- A full page ad on a cover or tab of the IMX Show Directory
- Recognition onsite, on inlandmarineexpo.com, in the IMX Show Directory and in pre-event communications

Registration Bag _____ \$7,500 Level

Registration Lanyard and Badge _____ \$7,500 Level

Attendee Large Gift Item (one-hundred ~\$75/gifts) _____ \$7,500 Level

In addition to the sponsor specific feature, \$7,500 level sponsors will get:

- Free registration for 6 staff
- A special invite (with a free gift included) prepared by our staff for up to 50 top customers/prospects inviting them to take advantage of free registration and to be your special guest at the show
- A full page ad in the IMX Show Directory
- Recognition onsite, on inlandmarineexpo.com, in the IMX Show Directory and in pre-event communications

Welcome Reception (May 22) (two available) _____ \$5,000 Level

Lunch for Tuesday or Wednesday (two available) _____ \$5,000 Level

Hotel Card Keys _____ \$5,000 Level

Punt, Pass & Kick _____ \$5,000 Level

In addition to the sponsor specific feature, \$5,000 level sponsors will get:

- Free registration for 4 staff
- A special invite (with a free gift included) prepared by our staff for up to 25 top customers/prospects inviting them to take advantage of free registration and to be your special guest at the show
- A half page ad in the IMX Show Directory
- Recognition onsite, on inlandmarineexpo.com, in the IMX Show Directory and in pre-event communications

CONTINUED ON PAGE EIGHT

Sponsorships can be customized to fit your marketing goals!
Please contact Jason Koenig at 314.241.7354 or jason@wjinc.net



SPONSORSHIP OPPORTUNITIES

CONTINUED FROM PAGE SEVEN

Power Station(s)	\$3,000 Level
Professional Networking Lounge (two available)	\$3,000 Level
Education (two available)	\$3,000 Level
Signature Club Room Rental	\$3,000 Level
Bloody Mary Bar	\$3,000 Level
Rope Throwing Contest	\$3,000 Level

In addition to the sponsor specific feature, \$3,000 level sponsors will get:

- Free registration for 2 staff
- A special invite (with a free gift included) prepared by our staff for up to 10 top customers/prospects inviting them to take advantage of free registration and to be your special guest at the show
- A quarter page ad in the IMX Show Directory
- Recognition onsite, on inlandmarineexpo.com, in the IMX Show Directory and in pre-event communications

IMX Participating Sponsors – Sign up a team of 3 or more from your organization and there is no cost! This sponsorship is exclusively for barge transportation companies, shippers, ports and terminals, stevedoring firms, fleet and harbor service providers, marine contractors, dredging firms, ferry and passenger vessel operations, and others who have the potential of purchasing products or services offered on the show floor. Benefits include easy team sign up, free registration, free hotel room nights for the “team leaders”, a complimentary pre-event meeting to help your team make the most of the show, and more... Industry Sponsors will have their logo or company name running on the ribbon board during the show, thanking their team for attending.

OTHER OPPORTUNITIES (please call for pricing):

- 30 Second Spot on the Jumbotron
- Brief Announcement on the Ribbon Board (40 word min.)
- Advertising in the IMX Directory and/or the IMX issue of the Waterways Journal
- Vinyl Wall Graphics, Hoffa Stands, and Floor Clings

Sponsorships can be customized to fit your marketing goals!
Please contact Jason Koenig at 314.241.7354 or jason@wjinc.net