

WELCOME & CONTACTS

Dear Inland Marine Expo Exhibitor,

Thank you for choosing to exhibit with us! This event 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!

Exhibit & Sponsorship Sales

Susie Jensen

Senior Account Executive

susie@wjinc.net

314.561.4706

Tradeshow Information & Housing

Jenn DeLuca

Tradeshow Manager

jenn@wjinc.net

314.296.1716

Registration Services

Jen Hoeflerlin

Event Coordinator

jhoeflerlin@wjinc.net

314.446.4905

Sponsorship Opportunities

Nelson Spencer, Jr.

Tradeshow Director

spence@wjinc.net

314.561.4700

CHECKLIST



Send your logo (EPS file preferred) and exhibitor description to Jen Hoferlin at jhoferlin@wjinc.net. These brand assets will appear in the official show directory and on the IMX website for free.



Like our [Facebook Page](#) and share our posts to educate followers and drive show attendance.



Join our [LinkedIn Group](#) for event updates and to interact with other IMX2020 exhibitors and attendees.



Promote your show participation. Visit our [promo webpage](#) for sample copy and graphics to share. Be sure to put your booth number on all correspondence with potential customers — and don't forget to include our event hashtag **#IMX2020**.



Invite potential and existing customers to visit you at the show, and use your **free** guest passes to ensure that your top prospects attend. Email jhoferlin@wjinc.net with guest pass questions.

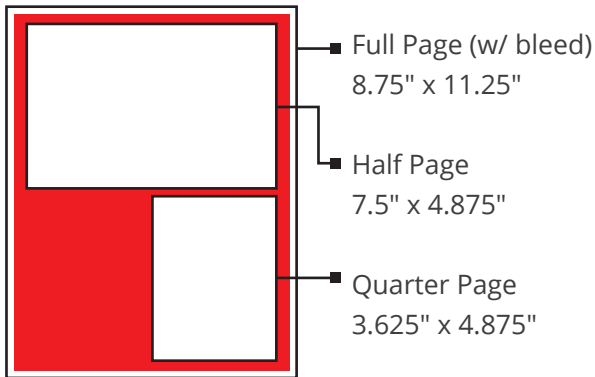


Send us your organization's vintage **#Throwback Moment**. See [page 4](#) for more info.

SHOW DIRECTORY

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

- Exhibit Floor Plan
- Schedule of Events
- Sponsor Spotlights
- 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 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 Kim Waterhouse at kim@wjinc.net.

DISPLAY ADS

| | |
|-------------------|------------------|
| Full Page..... | \$990 |
| Half Page..... | \$645 |
| Quarter Page..... | \$415 |
| 4x6 Insert..... | Call for Pricing |

ADVERTISING DEADLINE

April 7, 2020

To reserve ad space in the 2020 Inland Marine Expo show directory, please contact **Susie Jensen** at susie@wjinc.net or 314.561.4706.

SPONSORSHIPS

Sponsorship opportunities are still available.

Contact **Susie Jensen** at susie@wjinc.net or 314.561.4706.

YOUR #THROWBACK MOMENT

With this year's theme "Rooted In Tradition," we're looking for #ThrowbackThursday content!

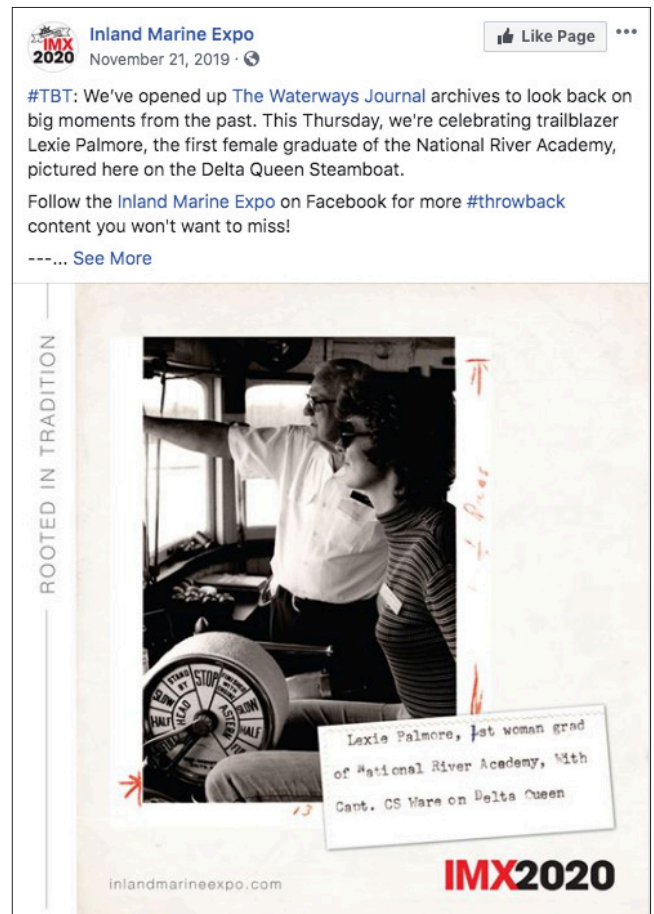
If your organization has a significant milestone to highlight or cool vintage photo to feature, send content our way.

Send the following to lauren@wjinc.net:

- Vintage image or graphic
- Company name
- Contact name and email, and
- Information about your photo including location, approximate date taken, names of associated companies, vessels, and people included in the photo

If your content is selected, we'll build and publish a social post similar to the sample to the right. We'll provide the graphic via email for you to share on your social media too.

Images may be featured on-site at IMX2020.



Sample #TBT post featuring The Delta Queen