

IMX2020 / VIRTUAL

streaming live SEPTEMBER 29 - OCTOBER 1

REASONS TO EXHIBIT VIRTUALLY:

- **USER-FRIENDLY VIRTUAL PLATFORM** is the same easy integrated system that you're used to utilizing with IMX
- **FLEXIBLE EXHIBITOR PACKAGES** can include live & pre-recorded video options, customer chat, education sponsorships, hosted webinars, custom emails and much more
- **PERSONALIZED ASSISTANCE** will be available so your company gets the most out of this interactive event
- **ATTENDANCE IS FREE**, allowing brands to connect with even more inland and intracoastal customers
- **ONE-ON-ONE CUSTOMER COMMUNICATION** through Exhibitor Chat, a voice and video tool

VIRTUAL BOOTH FEATURES:

Level 1

- Company Info/ Description/ Website
- Booth Profile Header Image
- Product Categories (searchable by attendees)
- Customized Booth Profile/Product Showcase
- Video & Document Uploads
- Exhibitor Chat (both voice and video)
- Smart-match appointment setting based on product categories selected
- Automatic Press Release upload to the Press Room
- Recognized on inlandmarineexpo.com, pre-marketing material; included in the 9/28 issue of *The Waterways Journal*

Level 2 (Level 1 features plus)

- Additional opportunities for advertising in *The Waterways Journal* Sept 28 issue.
- Exclusive offer for add-on options (\$1,250 value)

Level 3 (Level 1 & 2 features plus)

- Maximum exposure with maximum options within booth profile
- Highlighted listing in a premiere location
- Attendee list
- Exclusive offer for add-on options (\$2,500 value)



Level 3 booth virtual view

BOOTH LEVEL COMPARISON

DIGITAL FEATURES	LEVEL 1 \$2,500	LEVEL 2 \$4,000	LEVEL 3 \$7,200
Virtual Booth Space	standard 10x10	double 10x20	large 20x20
Company Info (address, company description, booth number, email)	x	x	x
Company Profile (300 Words), with company logo and website	x	x	x
Recognized on inlandmarineexpo.com	x	x	x
Recognized on pre-marketing material	x	x	x
Recognized in Sept. 28 issue of <i>The Waterways Journal</i> with Company Profile	x	x	x
Directory Profile Header Image	x	x	x
Exhibitor Chat (both voice & video)	x	x	x
Smart Match Appointment Making	x	x	x
Product Categories (choose searchable categories)	5	10	15
Online Product Showcase (engage attendees with detailed product descriptions along with full color images)	1	2	5
Documents Uploads to Booth Profile	1	2	5
Press Releases (found in Virtual Show Press Room)	1	2	5
Video Uploads to Booth Profile (5 minutes max)	1	1	2
Attendee List	—	—	x
Highlighted Listing	—	—	x
Advertising Discount for the 9/28 issue of <i>The Waterways Journal</i>	—	25% off	50% off
Add-ons including education sponsor, hosted webinar, pre-recorded video and custom email available	—	\$1,250 included	\$2,500 included

SPONSORSHIP OPTIONS

Silver Sponsorship: \$2,500

- Recognition on all material
- Static banner advertising virtual tradeshow
- Verbal recognition in general session by moderator.

Gold Sponsorship: \$5,000

- Includes everything listed in the Silver Sponsorship
- Attendee list
- \$2,500 worth of add-ons

Platinum Sponsorship: \$7,500

- Includes everything listed in the Silver Sponsorship
- Attendee list
- \$3,750 worth of add-ons

ADD-ONS

Exclusively available to level 3 exhibitors and above and sponsors

Education Sponsor: \$2,500

- Logo placed on screen during education sessions, video capabilities, promotions during education session, and choice of moderating or selecting moderator for the session.

Hosted Webinar: \$1,250 (only 36 available)

- Webinars are a great interaction tool for any business. It's an efficient and sure way of getting your message out to customers directly!
- 30-minute webinar

Pre-Recorded Video: \$1,250

- Appears within virtual tradeshow, on inlandmarineexpo.com and distributed on social media and e-mail.
- IMX/WJ is now able to assist in video production! Daily production and hourly video editing charges will apply.

Custom E-mail: \$1,250

- Sent to nearly 13,000 addresses before the show or any time before Nov. 25.



Virtual expo lobby with brand placement opportunities

SCHEDULE AT A GLANCE:

Tuesday, September 29

- 10am-3pm Live Support Available to Exhibitors
Appointment Setting/Tradeshows Preview
- 2-3pm Education Sessions - 2 tracks
- 3-4pm Social! Maritime Throwdown Regional Qualifier

Wednesday, September 30

- 9am Keynote
- 10am-4pm Live Virtual Tradeshows Open**
- 10-11am Education Session - 2 tracks
- 11-11:30am Webinars/Roundtable Discussions
- 1-1:30pm Webinars/Roundtable Discussions
- 2-3pm Education Sessions - 2 tracks
- 3-4pm Social! Recognizing the IMX 40 Under 40

The virtual exhibit floor will be available for registrants to explore all the way up to Nov. 25.

No need for exhibitors to be available except for during live show hours. This will provide additional exposure and leads for participating exhibitors.

Thursday, October 1

- 9am General Session
- 10am-4pm Live Virtual Tradeshows Open**
- 10-11am Education Sessions - 2 tracks
- 11-11:30am Webinars/Roundtable Discussions
- 1-1:30pm Webinars/Roundtable Discussions
- 2-3pm Education Sessions - 2 tracks

Visit inlandmarineexpo.com for more information and event updates.



Virtual auditorium with brand placement opportunities