



Additional Exposure Opportunities

Increase your exposure at the Expo by taking advantage of these sponsorship opportunities. The workgroup has created three types of exposure: \$25 !N-Message, \$100 Traffic Activity Sponsor and \$100 Center Stage !Nfomercial.

Send an !N-Message

This is a chance for you to increase your booth exposure by having the MC come to your booth and do a quick 60 second interview with your booth staff, which will broadcast throughout the exhibit hall. It's a chance for you to "shout out" your booth location, give away a prize or highlight your show special.

There are four - 60 second !N-Messages available each hour; messages are \$25 each. They will air separately. You may sponsor more than one message, however they will not run back to back. There will be down-time between messages.

!Ncrease your Traffic

When Expo attendees enter the exhibition hall, the CAA will give them an entry form to win an iPod Touch. Attendees will need to visit the nine booths on the entry form to be eligible to win the iPod Touch. Being on the activity card helps generate buzz about your booth and is especially helpful to new exhibitors. Each of the nine booths will have stickers and attendees will need to complete their card to enter into the drawing.

There are nine spots available at \$100 each.

Center Stage !Nfomercial

This year you can gain extra exposure by having a five minute demonstration at the center stage. This is a unique opportunity to reach your customers throughout the exhibit hall. Your demonstration will be broadcasted to a screen on the main stage.

There are two !Nfomercials per hour; sponsorships are \$100 each.

Sign up now online at www.caahq.com.

Contact the CAA at 614.481.6945 or cwills@caahq.com if you have questions.