

DO YOU WANT QUALITY LEADS WITH BUYING POWER?

Reach our
exclusive
audience of
face-to-face
marketers with
budgets and
purchasing
authority!

PLUS...the industry buying event of the year!

Join us at **EXHIBITORLIVE 2024**

SELECT YOUR
SPACE
TODAY!

Presented by Exhibitor Group

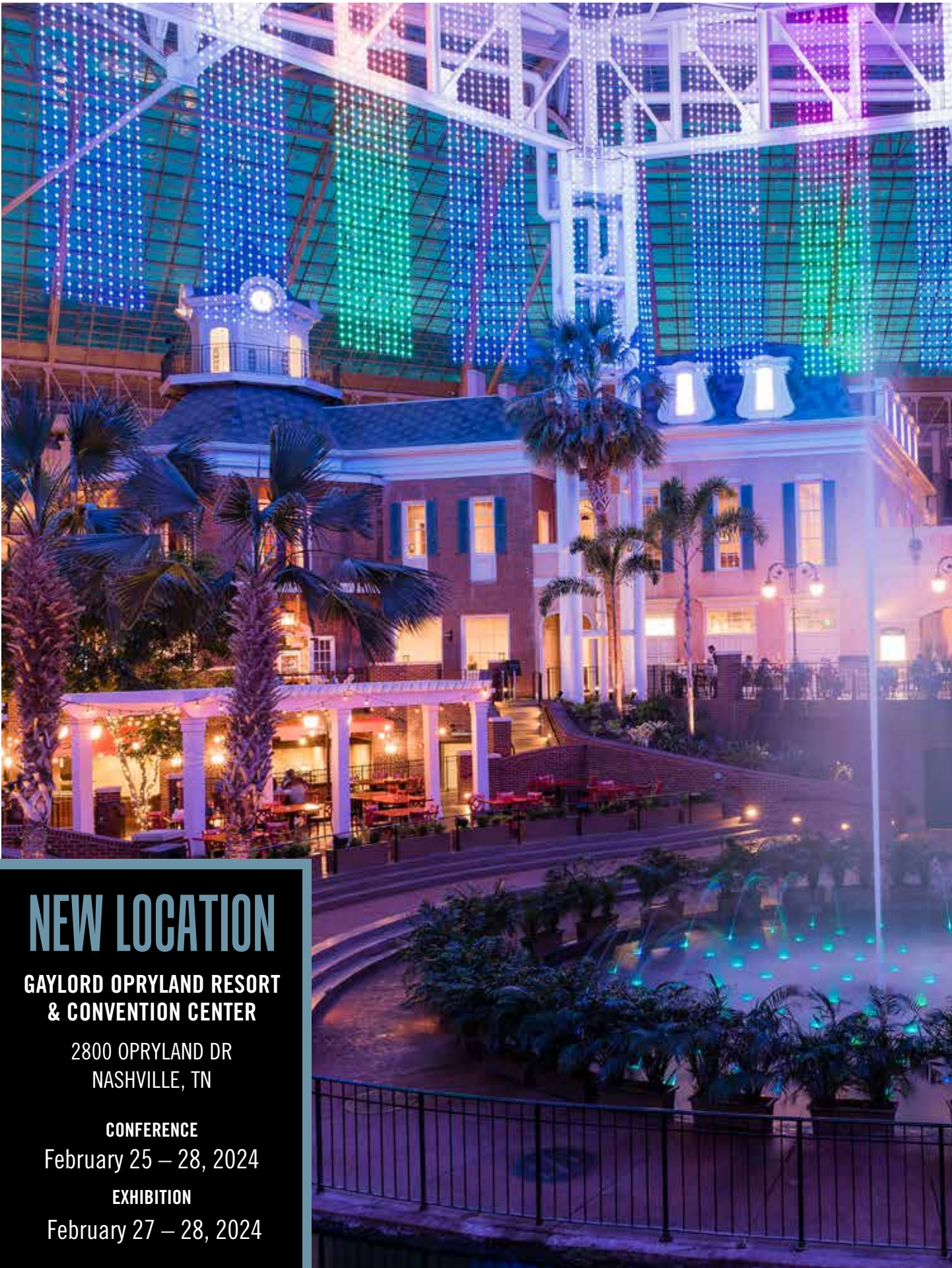
EXHIBITORLIVE

THE CONFERENCE AND EXHIBITION FOR TRADE SHOW AND CORPORATE EVENT MARKETING

Conference: February 25 – 28, 2024 Exhibition: February 27 – 28, 2024

Gaylord Opryland Resort & Convention Center - Nashville, TN

Register at ExhibitorLive.com



NEW LOCATION

**GAYLORD OPRYLAND RESORT
& CONVENTION CENTER**

2800 OPRYLAND DR
NASHVILLE, TN

CONFERENCE

February 25 – 28, 2024

EXHIBITION

February 27 – 28, 2024

OVERVIEW OF EVENT

EXHIBITORLIVE attracts a mix of experienced and newbies to the industry. Four out of ten attended **EXHIBITORLIVE** for the first time this year.

EXHIBITORLIVE is the industry event of the year, bringing our network together to share knowledge, connect with peers, and learn what's new in face-to-face marketing. Our audience of trade show and corporate event marketers spends hours shopping the exhibit hall for solutions to their toughest challenges and new ideas to maximize the success of their marketing programs.

Take a moment to browse the enclosed exhibitor prospectus. You'll find a complete profile outlining the phenomenal buying power of **EXHIBITORLIVE** attendees – an audience of prospects you can't reach anywhere else. It's easy to see why year after year, **EXHIBITORLIVE** generates results that keep our exhibitors coming back!

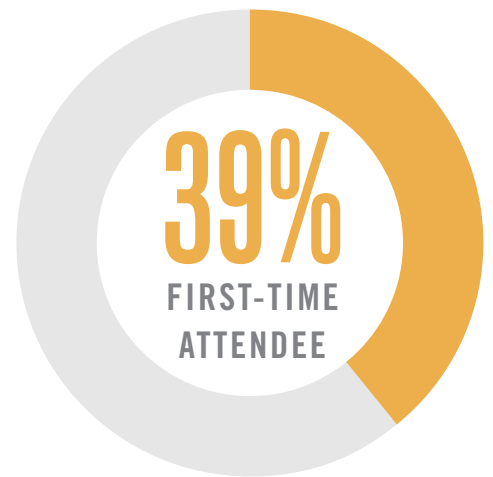


80% OF ATTENDEES

have a buying role for corporate event-related products and services

41% OF ATTENDEES

have annual tradeshow
BUDGETS OF
\$500,000 OR MORE



ATTENDEE PROFILE



OVERALL VALUE

BENCHMARK: 74%

Top reasons for attending **EXHIBITORLIVE**

74%

Learn latest industry trends

66%

Find new products/technologies

59%

Connect with peers

55%

Find new suppliers

45%

Evaluate products for purchase



83% OF ATTENDEES

have a buying role for exhibits and related products and services

NEW SCHEDULE FOR 2024

SESSIONS

Sunday, February 25, 2024

8:30 am – 4:30 pm

Monday, February 26, 2024

8 – 11:30 am & 1 – 5:45 pm

Tuesday, February 27, 2024

8 – 9:30 am & 3 – 5:45 pm

Wednesday, February 28, 2024

8 – 11:30 am & 4:00 – 5:30 pm

FIRST-TIMERS MEET-UP

Monday, February 26, 2024

5 – 6 pm

WELCOME RECEPTION

Monday, February 26, 2024

6 – 8 pm

EXHIBIT HALL HOURS

Tuesday, February 27, 2024

10 am – 3 pm

Wednesday, February 28, 2024

11:30 am – 4 pm

STRATEGIC PARTNER DAY

Wednesday, February 28, 2024

10 – 11:30 am

CLOSING PARTY

Wednesday, February 28, 2024

7 – 10 pm

SPONSOR/EXHIBITOR EVENING ACTIVITIES

Tuesday, February 27, 2024

5 – 10 pm*

*FOR THOSE WANTING TO HOST EVENING ACTIVITIES OFF THE SHOW FLOOR, WE RECOMMEND TUESDAY EVENING.

SCHEDULE SUBJECT TO CHANGE



“The traffic was surprisingly high throughout the entire show and the quality of the attendees was beyond expectation.”

Norm Friedrich

President/CEO

OCTANORM North America, Inc.



“Best way to directly engage with industry professionals. **Qualified audience.** Less expensive than setting up individual meetings and traveling to see customers on their home turf.”

Clint Borucki
Acme Design



“This is **THE place to see what is happening** because its a trade show for the trade show industry. Currently, attendees and exhibitors of EXHIBITORLIVE are the leaders in the industry and this show is a place to connect, support, learn and grow with the masses. This is a **wonderful opportunity for education and sharing ideas** to pave the way into this post-covid era.”

Feedback from third party exhibitor survey



“EXHIBITORLIVE is the place to be if you are in the trade show and event marketing industry! There’s no better place to meet other professionals, see new products and technologies, learn new skills and methods for delivering better results for your own programs than this event. Not only that, but you can **invest in yourself and your career** through the CTSM program, the only university-affiliated certification program in this business. All of this, plus you’ll make lifelong friends!”

Diane Benson, CTSM Diamond

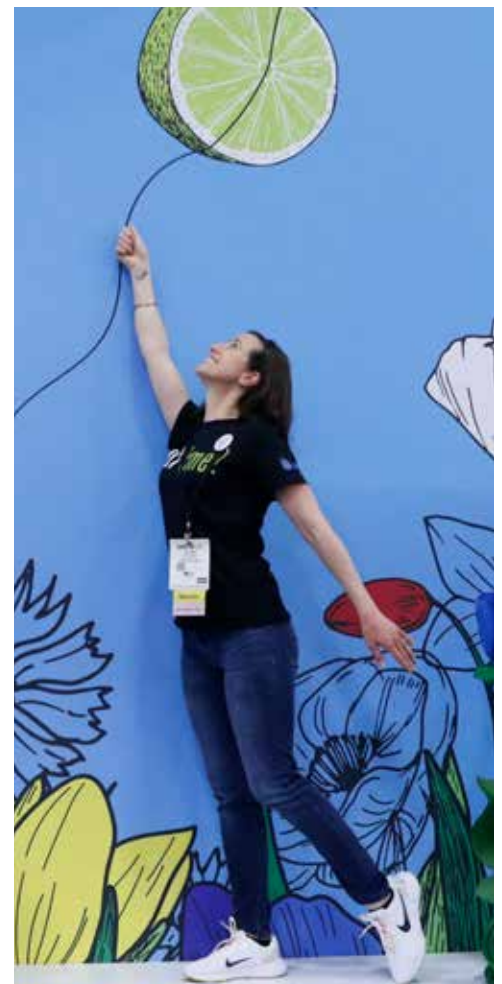




EXHIBIT SPACE

SPACE SELECTION IS NOW OPEN!

Contact us at
adinfo@exhibitorgroup.com
for details.

EXHIBIT HALL HOURS

Tuesday, February 27, 2024
10am – 3pm

Wednesday, February 28, 2024
11:30am – 4pm

STRATEGIC PARTNER HOURS

Wednesday, February 28, 2024
10 – 11:30 am

VENUE RESTRICTIONS

Ceiling Height: 19 feet

“If you’re in the business of tradeshows - whether supplier, designer, producer or a related field, **you WANT and NEED to go to EXHIBITORLIVE.** Everyone who is anyone is there -- and the networking, the classes, the awards programs, the meetings and the parties are all above and beyond the fabulous trade show floor itself.”

Jeanne Brei

former editor-in-chief Exhibit City News magazine,
current Director of Communications & PR
for National Trade Show Alliance / Workforce
Development Federation



WHO SHOULD EXHIBIT?

Join our growing list of exhibitors who offer products and services in the following categories:

Artificial Intelligence, Audio Visual Equipment/Services, Advertising/Promotional Services, Agencies, Airlines, Associations/Foundations, Catering, Cleaning/Janitorial, Computer Rentals, Consulting Services, Convention & Visitors Bureau, Customs Broker, Destination Management, Digital Signage, Education/Training/Speakers, Electrical Contractor, Entertainment/Production Services, Equipment Cases, Exhibit Designer & Fabrication, Event Design & Production, Facilities/Venues, Flooring/Carpeting Services, Florist, Freight/Shipping, Furniture Rental, General Service Contractors, Graphics/Banners/Printing, Hotel, Housing/Travel Services, Installation & Dismantle Services, Insurance, International Exhibitor Services, Internet Services, Lead Retrieval, Legal Services, Lighting Products/Design, Marketing Services/Research, Measurement/Strategy, Mobile App, Mobile Exhibits, Modular/Portable Exhibits, Photography, Promotions/Premiums, Publications, Recruitment Services, Registration Services/Badging Systems, Security Services, Show Management, Software – Exhibition/Event, Staffing/Talent Agencies, Staff Training, Transportation/Shuttle Services, Video Production, Virtual/Hybrid Event Services, Virtual Reality

RYMAN EXHIBIT HALL FLOOR PLAN

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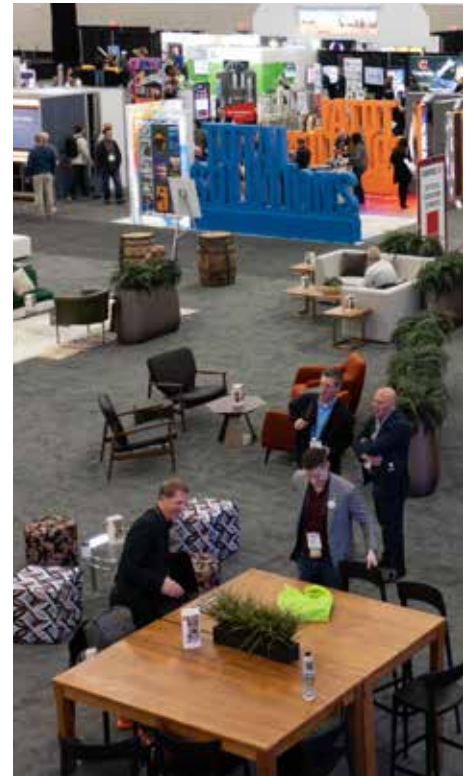
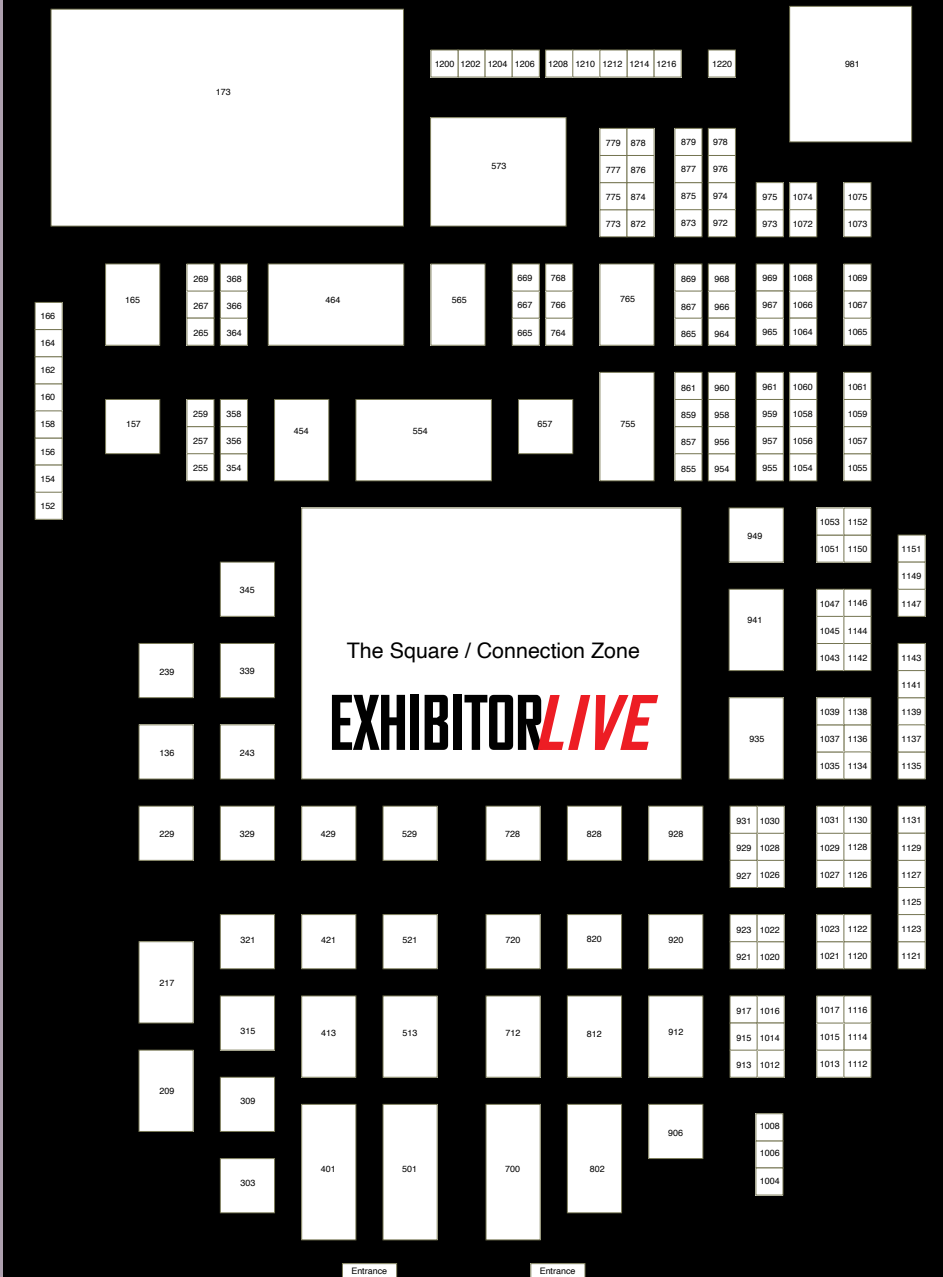


Exhibit Space Includes:

- Exhibitor Listing on event website
- 9.5 hours of dedicated exhibit hall hours
- 1.5 hours of Strategic Partner Day
- Staff badges that include access to welcome reception and closing party
- VIP Guest Badges

PAYMENT SCHEDULE

50% DUE AT TIME OF REGISTRATION
REMAINING DUE BY 11/1/2023

SQUARE FOOT PRICING: 100 – 300 sq ft = **\$48 per sq ft** | 400 – 900 sq ft = **\$46 per sq ft** | 1000 – 5000 sq ft = **\$45 per sq ft**

Booth Size	10 x 10	10 x 20	10 x 30	20 x 20	20 x 30	20 x 40	20 x 50	30 x 50	40 x 50
Number of Staff Badges	3	6	6	10	10	15	15	20	20
Number of VIP Guest Badges	0	5	10	15	20	25	30	35	40



SPONSORSHIP & ADVERTISING OPPORTUNITIES

Our sponsorship options are designed to help you generate more leads and create brand recognition - before, during and after the event. Choose from Interactive, Promotional, Advertising, and Virtual options for maximum visibility!

SPONSOR OPPORTUNITIES	COST	QTY AVAILABLE
INTERACTIVE		
CTSM Program Activities	\$50,000	1
First-Timers Networking	\$10,000	1
Tech Tour	\$2,500	15
Flash Session	\$1,500	10
Giveback Partner	\$7,500	1
Welcome Reception Sponsor	\$25,000	3
Closing Party Band Sponsor	\$25,000	1
The Square/Connection Zone Furniture Sponsorship	\$10,000	1
The Square/Connection Zone Coffee to Cocktail Title Sponsorship	\$30,000	1
Daily Breakfast, Breaks for Conference Attendees	\$50,000	3
Monday Peer-2-Peer Roundtable Lunch	\$50,000	1

SPONSORSHIP & ADVERTISING OPPORTUNITIES cont.

SPONSOR OPPORTUNITIES	COST	QTY AVAILABLE
PROMOTIONAL		
Official Lanyard	\$15,000	1
Official Water Bottle	\$10,000	1
Official Conference Show Bag	\$10,000	1
Hotel Room Key	\$12,000	1
Room Drop	\$10,000	2
Bag Amenities	\$1,000	20
WiFi Sponsor	\$10,000	1
VIRTUAL		
List Rental - Broadcast Email (Pre- or Post-)	\$2,000	40
I'm Going Live: A Virtual Preview of EXHIBITORLIVE	\$1,500	10
Official ExhibitorLive.com Website Banner Ad	\$5,000	5
Digital Sponsorship – Event App/Partnering Platform	\$20,000	1
ADVERTISING		
EXHIBITORLIVE Printed Awards Program	\$7,500	1
Program at a Glance w/Directory Ad	\$3,500	15
Official Show Directory Ads	Starting at \$1,750	15
EXHIBITORLIVE Virtual Preview Pack	\$2,000	15
Full Page Ad in the Show Preview Issue of EXHIBITOR magazine	\$3,500	15
On-site Signage	Starting at \$2,500	10

EXHIBITOR GROUP

ExhibitorOnline.com



Industry's Only
University-Affiliated
Professional
Certification Program

EXHIBITOR
M A G A Z I N E

EXHIBITOR GROUP PRESENTS

EXHIBITOR*LIVE*
THE CONFERENCE FOR TRADE SHOW
AND CORPORATE EVENT MARKETING

CONFERENCE: APRIL 25 – 28, 2024
EXHIBIT HALL: APRIL 27 – 28, 2024

ExhibitorLive.com

SERIES PRESENTED BY EXHIBITOR GROUP

EXHIBITOR*Insight*
CHATS | PANELS | SESSIONS | REPORTS | INNOVATIONS

EXHIBITOR*FastTrak*

The Accelerated Learning Conference for
Trade Show and Event Marketing Professionals

CHICAGO, IL: JULY 10 – 12, 2023
BOSTON, MA: AUGUST 21 – 23, 2023
CHARLOTTE, NC: NOVEMBER 7 – 9, 2023

ExhibitorFastTrak.com

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University-Affiliated eLearning for Trade Show and Corporate Event Professionals



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The Buyer's Guide to Trade Show Exhibiting and Events

Questions? Contact Us

Sponsorships & Exhibits – adinfo@exhibitorgroup.com

CTSM – ctsm@exhibitorgroup.com