

**i m p r e s s i o n s**

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**Dallas**

**October 2-4, 2025**

**Sponsorship  
and Advertising  
Opportunities**

**[impressionsexpo.com](http://impressionsexpo.com)**

**[impressionsmagazine.com](http://impressionsmagazine.com)**

 **EMERALD**



# Get Noticed at Impressions Dallas!

We offer a wide range of sponsorships and advertising options to help you stand out—before, during, and after the show. No matter your budget or company size, there's an opportunity for you.

## Pre- Show Marketing Opportunities

### Website Advertising

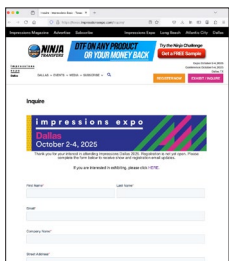
Highlight your company, product or service by placing a banner, including hotlink to your company's website, in a highly visible position on the official show website. Over 90% of our qualified Attendees register via the web and continually browse the website for exhibitor listings, conference updates and travel information.

Ad Unit	Size	\$ Per Month
Leaderboard	(728×90)	\$1,100
In-line	(728×90)	\$1,100
Anchor	(728×90)	\$550



### Impressions Expo Mobile App (*Exclusive*): \$3,500

The Impressions Expo Mobile App is a great way to increase your exposure, before, during, and after the show. Attendees will use the Mobile App to navigate the show, search for products, exhibitors, speakers, and more. This exclusive sponsorship includes your logo on the screen as the Mobile App opens, your banner ad on the Mobile App's home page, and more. Sponsor will also receive recognition in Mobile App promotions, logo on website, and logo in show directory.



### Registration Page Sponsorship (*Exclusive*): \$2,150

Be front and center in the Impressions registration process and reach every attendee with this impactful digital sponsorship. Your company's logo will appear in the center at the top of the Online Registration Page within the registration process. This is an exclusive opportunity for one company to engage buyers prior to the show.

**Logo Requirement:** 320 × 120 pixels; File types: JPG or PNG

### Registration Confirmation/Reminder Email Sponsor (*Exclusive*): \$2,150

Your brand will be part of an integral step in the registration process with this impactful digital sponsorship. Your company's logo/banner will appear on the attendee confirmation and reminder emails. This is an exclusive opportunity for one company to leverage premium space prior to the event.

### Attendee Email Updates: \$550

Provide your logo to be included in an Attendee Email update to all registrants for Impressions Expo!

# Onsite Advertising Opportunities



## **Badge Sponsor (Exclusive): \$5,000**

Have your company logo conveniently displayed on all attendee badges. Sponsor to provide logo. (Preferred filetype is .ai, .eps, .svg, .pdf)

**SOLD**

## **Escalator Wraps (Multiple opportunities): \$6,900**

Place your company's logo/branding in a prominent location on the escalators used by attendees constantly throughout the day. (Production/installation are not included)



## **Entrance Unit (Exclusive): \$6,500**

Be the first exhibitor noticed with your brand on an entrance unit at the Expo. (Production and installation are not included)

**SOLD**



## **Lobby Display: \$4,400**

Showcase your products or host an interactive activation in a high visibility space located in the main lobby or registration area.

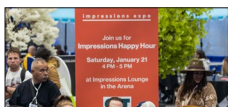
## **Footprints: \$2,200**

Use footprints to guide attendees directly from the show floor entrance to your booth or use them to designate specific exhibitors. *Limit of three sponsorships available.*



## **Flyer Distribution (Exclusive): \$2,300**

Representatives from your company will be at the front of the exhibit hall entrance to hand out your company brochures/flyers to attendees. Please note, Sponsor is responsible for any associated costs in producing and shipping materials to the show as well as distribution on-site.



## **Meter Board: \$2,200**

Meter Boards are sure to grab attendees attention and drive traffic to your booth! (Production is not included)



## **Opening Morning Breakfast Bar: \$3,500**

Sponsor-branded breakfast station near registration on Day 1. Exhibitor responsible for branded napkins, all costs related to F&B. (Production and shipping are not included)

## **Questions?**

For questions regarding **Sponsorship Opportunities**, please contact your **Sales Representative**.

# Onsite Advertising Opportunities



## **Push Notifications via Mobile App:** \$500 per push

Sponsored push alerts during peak show hours. Used to promote in-booth demos, giveaways, or Mobile Appearances. Limit 2 per day / 6 total for 3 days show



## **Lanyards (Exclusive):** \$3,960

Be the only one to have your company's name/logo around the neck of every attendee. Send us your company branded lanyards, which we distribute at show site registration. (Exhibitor supplied)

**SOLD**



## **Impressions Expo Happy Hour (Multiple opportunities):** \$2,400

Have your company logo on signage at the happy hour where attendees and exhibitors end the day.



## **Show Bag (Exclusive):** \$1,800

Leave a lasting impression on the minds of all attendees by becoming the official sponsor for the Buyer Bags. (Production and delivery are the sponsor's responsibility)



## **Reusable Water Bottles (Exclusive):** \$1,100

Branded with your company logo, help keep attendees hydrated while saving the environment at the same time! (Production is not included)



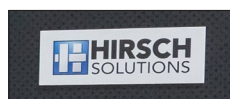
## **Shop Talk Sponsor (options are listed below):**

Your company logo will be displayed on one of the side panels of the Shop Talk stage and will be featured in all the videos taken from the show. This is a great way to have continuous name recognition, as the videos are used on multiple platforms including the Impressions website, YouTube, Instagram and more. You also get a shout out before and after each Shop Talk.



## **Gold Sponsorship (two exhibitors):** \$2,200

LARGE LOGO on top of side panel



## **Silver Sponsorship (Multiple opportunities):** \$1,250

Logo on side panel, under the Gold Sponsorship

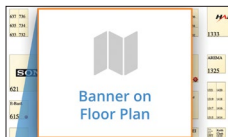
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# Promotional & Online Floorplan Opportunities

## Online Listing Options ►

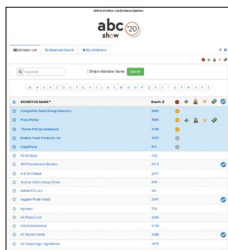
	BASIC B Included	BRONZE ★ \$260	SILVER ★ \$525	GOLD ★ \$655
<b>Premium Position</b> Your exhibitor listing will be placed at the top of the exhibitor list and search results.	X	X	X	✓
<b>Videos</b> Tell your story to potential buyers through promotional videos. Upload videos directly from your console.	X	X	1	2
<b>Digital Product Showcase</b> Engage attendees with detailed product descriptions along with full color images.	1	3	5	10
<b>Show Specials</b> Spotlight special deals like discounts, giveaways & sweepstakes.	1	3	5	10
<b>Press Releases</b> Get more coverage by sharing the latest news about your company.	1	3	5	10
<b>Product Categories</b> Help buyers find you by selection the categories that best describe your products.	8	10	10	12
<b>Company Online Profile (Characters)</b> Introduce your company to make a great first impression.	550	900	1,200	2,000
<b>Post Contract Pricing:</b>	-	\$325	\$660	\$820



**Floor Plan Banner Ad:**  
\$340

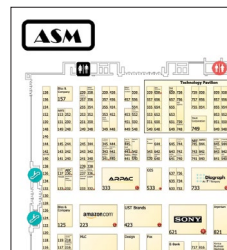


**Floor Plan Booth Logo:**  
\$435



**Exhibitor List (Exclusive):**  
\$1,750

- All Features of the Complete Marketing Package
- Company Logo on the Top of the Exhibitor List and Search Results
- Rotating Banner Ad on Online Floor Plan



**Online Floor Plan (Exclusive):**  
\$2,500

- All Features of the Complete Marketing Package
- Company Logo on the Top of Online Floor Plan
- Rotating Banner Ad on Online Floor Plan

## Questions?

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