impressions

Dallas

Expo &Conference:
October 21-23, 2026

Hilton Anatole

Sponsorship and Advertising Opportunities

impressionsexpo.com

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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.

Direct Marketing Email/Eblast: $1,800
Send your message directly to attendees via email. Reach the entire audience with targeted content that promotes your products and services before, during, or after the show. Content must be approved by Impressions Show Management. Dates are limited and are assigned on a first come, first served basis.

Attendee Email Updates: $550
Provide your logo to be included in an Attendee Email update to all registrants for Impressions Expo!

Conference Sponsorship

Conference Sponsor: $5,500
Gain premium visibility throughout the conference with branding across event promotions, attendee communications, onsite materials, conference programming, social media, and the show guide, plus exclusive opportunities to engage directly with attendees and showcase your expertise.

Hotel Sponsorship Opportunities ($1,500 rights fee)

Hotel Keycards: *Contact rep for pricing*
Make a lasting impression before attendees even reach the show floor. Your branding will appear on hotel room key cards distributed at official event hotels, providing continuous visibility and multiple touchpoints with attendees throughout their stay.

Guestroom TV Ads: *Contact rep for pricing*
Bring your brand directly to attendees' hotel rooms with targeted Guestroom TV Ads. Reach guests throughout their stay and reinforce your message with impactful visibility beyond the convention center.

Drink Tickets: *Contact rep for pricing*
Put your brand in attendees' hands with custom-branded drink tickets.
This sponsorship provides high-impact exposure while helping foster connections and memorable event experiences.

Voicemail Drops: *Contact rep for pricing*
Promote your presence at Impressions Expo with a personalized voicemail message delivered directly to attendees, helping drive awareness and booth visits.

Hotel Room Bathroom Mirror Clings: *Contact rep for pricing*
Make an impression where attendees are sure to see it. Custom mirror clings provide memorable brand exposure throughout their hotel stay.

Lobby Window Clings: *Contact rep for pricing*
Make a bold first impression with custom-branded window clings displayed throughout the hotel lobby. Capture attendees' attention as they enter, exit, and gather in high-traffic areas, keeping your brand visible throughout their stay.

Onsite Advertising Opportunities

Lobby Mannequin: $900
Includes one mannequin display in the lobby for the duration of the event with an exhibitor badge with company name and booth number.

Meter Board: $2,200
Meter Boards are sure to grab attendees attention and drive traffic to your booth!
(Production is not included)

Onsite Advertising Opportunities

Show Directory *(options are listed below)*:
Attendees refer to show directory nonstop and it is the most read resource at the show! It's the first thing attendees read when they arrive and they reference it long after the show too.

Full Page (Inside Front Cover): $2,000
Full Page: $1,200
Full Page (Inside Back Cover): $2,000
Full Spread (Center Spread): $3,200
Full Spread (Back Cover): $2,500
1/2 Page: $850
1/3 Page: $750

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.

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)

Push Notifications via Mobile App: $500 per push
Sponsored push alerts during peak show hours. Used to promote in-booth demos, giveaways, or appearances. Limit 2 per day / 6 total for 3 days show.

Conference Pens & Paper: $1,100
Sponsor the Conference Pens & Paper and you'll be giving attendees a keepsake for their notes that they will refer back to again and again.

Escalator Wraps *(Multiple opportunities)*: *Contact rep for pricing*
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)

Elevator Wraps: $2,200 (rights fee only)
Located in one of the hotel's busiest areas, this high-impact sponsorship delivers repeated exposure and ensures your message is seen by attendees throughout their stay.

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.*

Onsite Advertising Opportunities

Lobby Floor Decals: $2,200 (rights fee only)
Positioned in high-traffic areas, these eye-catching graphics provide repeated exposure and help keep your company top of mind throughout the event.

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)

Print, Press & Pour (An Impressions Expo Happy Hour)
(Multiple opportunities): $3,000
Have your company logo on signage at the Happy Hour where attendees and exhibitors end the day.

DJ Sponsor: $3,000
Be the soundtrack to the Happy Hour and put your brand at the center of one of the event's most popular networking experiences.

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)

Aisle Sticker Sponsor: $500 per aisle *or* $2200 *for EXCLUSIVE sponsorship*
Put your company logo front and center of every attendee but sponsor one aisle or ALL aisle signs as the exclusive sponsor.

Promotional & Online Floorplan Opportunities

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

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