



# 2027 PACKAGE SUMMARY

WHAT'S INCLUDED	TOTAL REACH PACKAGE 1	TOTAL REACH PACKAGE 2	TOTAL REACH PACKAGE 3	TOTAL REACH PACKAGE 4	TOTAL REACH PACKAGE 5	TOTAL REACH PACKAGE 6	NEW EX #1	NEW EX #2
Amplify Upgrade	✓	✓	✓	✓		✓	✓	✓
Social Media - Show Spotlight	✓		✓		✓			✓
App - Banner Ad			✓					✓
New Product Zone or Mannequin		✓		✓	✓	✓	✓	
Directory Product Showcase Ad				✓		✓	✓	
Meterboard Single - Sided					✓	✓		
Total Value	\$1,115	\$1,135	\$1,495	\$2,085	\$2,300	\$3,060	\$2,085	\$1,660
Your Package Price	\$595	\$595	\$750	\$995	\$1,625	\$1,550	\$795	\$550
Savings	47%	48%	50%	52%	29%	49%	62%	67%

Questions?  
Contact us



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## Amplify Upgrade

Want to boost your brand's Visibility Even More? Drive more engagement, awareness, and buyer interaction with this upgrade. Includes priority placement in the show's online brand directory AND a featured label to help you stand out at a glance. **Pre-show**



## New Product Zone Display

86% of our retail buyers are looking for new products. Show them what you've got and drive additional traffic to your booth. The NEW PRODUCT ZONE is the most cost effective way for you to highlight your latest products at the front of the show! Space is 40 inches wide, 24 inches deep and include an additional 17 inches of riser space. **On-site**



## Mannequins

Show off your latest looks and drive traffic to your booth with mannequins decked out in your gear located along the center aisle. **On-site**



## Single-Sided Meterboard

Drive traffic and extend your branding beyond your booth with a single-sided meterboard placed along the main aisle of the show floor. These large, visually stunning billboards are both informative and impactful. **Specs:** 38.125" W x 87" H. **On-site**



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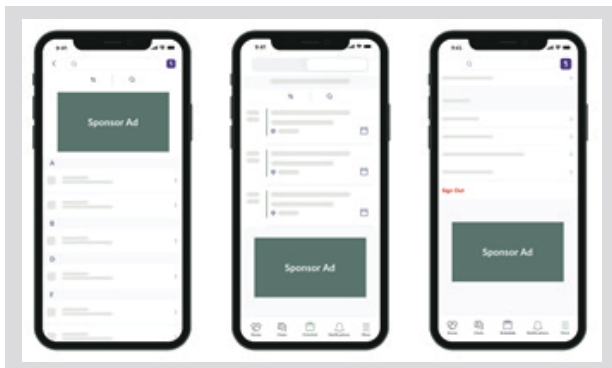
## Social Media - Show Spotlight

Show Spotlight is designed to help you close the deal on new business and build your brand. Each Show Spotlight page features up to 15 sponsors to promote their plans at the upcoming event, with a paid social media campaign that delivers 100,000 impressions to our proprietary audience for three weeks leading up to the live event. **Pre-show**



## Product Showcase in Show Directory

Advertising in the official show directory ensures that your message is seen by all attendees as they shop the show and even take home to use as a year-round resource. **On-site**



## App - Banner Ad

Place your products and company on prominent pages throughout the SLATS Connect Mobile App and web platform! Your ad will link to your company's online profile and will show on the Vendor Directory, Events Agenda, and More Tab. Limited to 20 exhibitors. **Pre-show**