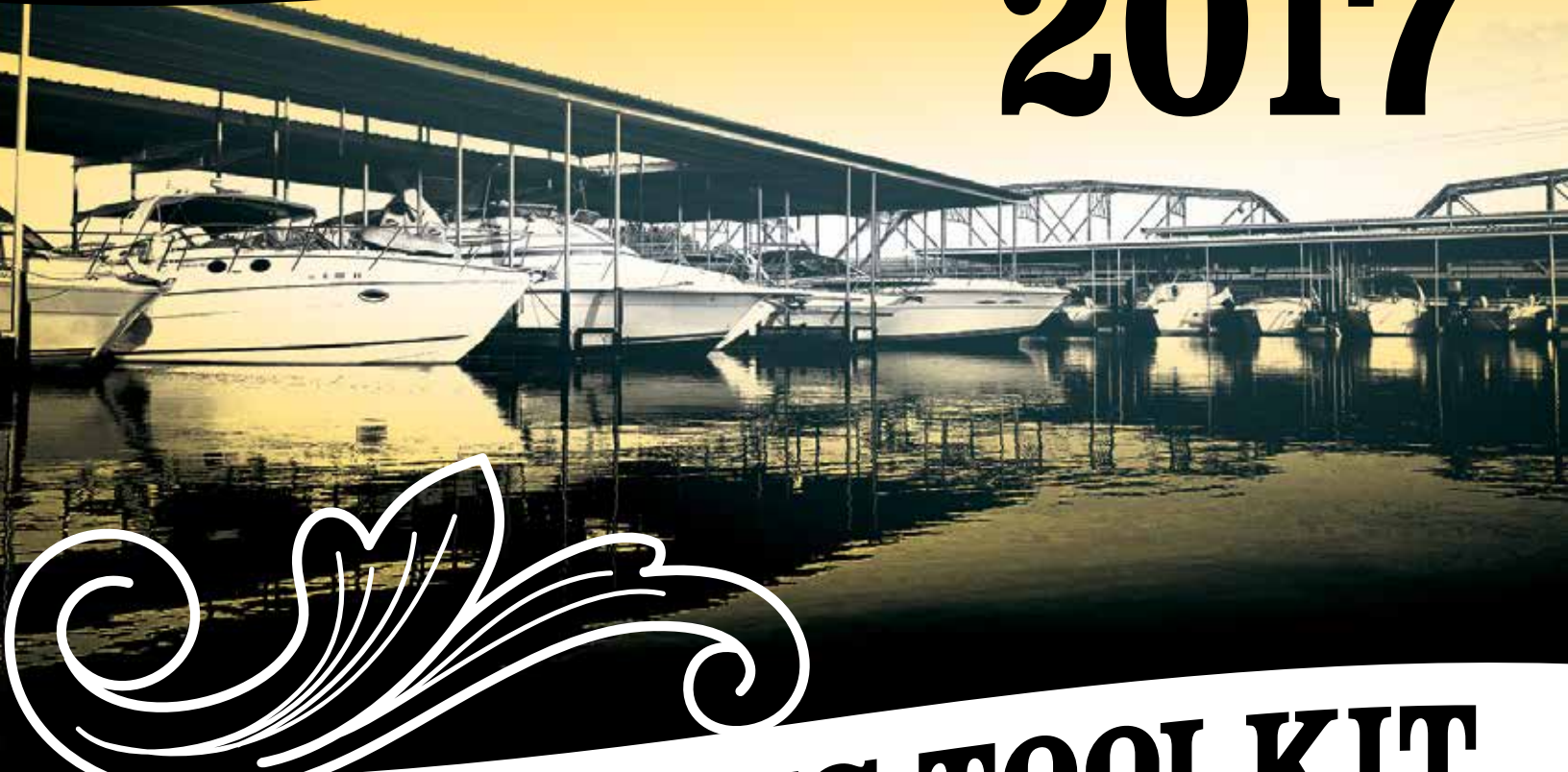


2017



MARKETING TOOLKIT
DECEMBER 5-7 | MUSIC CITY CENTER, NASHVILLE

the
docks
expo
www.DOCKSEXPO.COM

Dear Docks Expo Exhibitor,

Thank you for choosing to display with us! This show truly wouldn't be possible without you.

In an effort to help you maximize visibility for your company and its products and services before, during and after the show, we have created this marketing toolkit. It includes ideas to help drive traffic to your booth, as well as opportunities to take your involvement to the next level.

Rest assured that we will also be working on your behalf to extend your exposure through media advertisements, e-newsletters and social media initiatives, along with good old fashioned industry networking.

If you have any questions regarding marketing opportunities, or have ideas beyond those outlined in this toolkit, please don't hesitate to contact me. We look forward to hearing from you.

Thanks again,

Susie Jensen
Exhibit / Sponsorship Sales
Susie@wjinc.net
(314) 561.4706



The Docks Expo is going mobile! Stay connected to your customers and all Docks Expo details by downloading the Docks Expo Mobile Event app. Learn more about representing your brand on the Docks Expo Mobile Event App on page 4.



Send your logo and free exhibitor listing to Danielle Westfall at danielle@wjinc.net for use on the show website and in the event directory.



Like our Facebook Page | www.facebook.com/docksexpo | and share our posts to educate followers and drive show attendance.



Promote your show participation. See page 4 for sample messaging. Be sure to put your booth number on all correspondence with potential customers.



Invite potential and existing customers to visit you at the show, and use your free guest registration passes to ensure that your top prospects attend.



Consider taking your exposure and visibility to the next level with an ad in the show program or a show sponsorship. See pages 5 and 6 for opportunities.



Determine the needs for your booth – Heritage Exposition Services will have the Docks Exhibitor Service Kit available soon. Each booth will be provided with 8' high back wall drape, 3' side dividers, (1) 6' draped table, (2) padded side chairs, a wastebasket and a booth identification sign showing your company name.

Simple Ways to Promote Your Brand

DOCKS EXPO MOBILE EVENT APP

We are excited to launch the Docks Expo Mobile Event App (available for download soon) Become a \$5,000 and above sponsor and you'll have the opportunity to customize an interactive banner on the Docks Expo mobile event app! We also welcome all exhibitors to let us know about any special giveaways/ promotions at your booth and we can list them within the app! More info and key features coming soon!

WEBSITE OR EMAIL COPY

We're excited exhibit at the third annual Docks Expo, December 5-7. Make sure you come see us at booth <insert booth number> at the Music City Center in Nashville. You'll find the latest products and services to help you manage, maintain and improve your marina, including our <insert product or service>. Visit www.DocksExpo.com for more information. Hope to see you there!

Help promote the Docks Expo by adding the Docks Expo logo and information to your email signature! [Find it here!](#)

SOCIAL MEDIA COPY

FACEBOOK

- Mark your calendars for the third annual Docks Expo on December 5-7, 2017. We'll be there with <insert product or service>. Come by and see us! www.DocksExpo.com
- Learn about the latest products and services to help you manage, maintain and improve your marina at the Docks Expo on December 5-7, 2017. We'll be at booth <insert booth number>. See you there! www.DocksExpo.com
- Connect with the leading marina and boatyard professionals at the third annual Docks Expo on December 5-7, 2017. We'll be at booth <insert booth number>. Be sure to stop by! www.DocksExpo.com
- Along with the latest marina products and services, the third annual Docks Expo will have education from the top experts in the industry. Awesome! www.DocksExpo.com

INSTAGRAM TWITTER

- The #DocksExpo is back for a third year – Dec 5-7. Mark your calendars! www.DocksExpo.com
- Get the latest products and service for your marina at #DocksExpo in Dec. We'll be at booth <insert booth number>. www.DocksExpo.com
- Learn to better manage and maintain your marina at #DocksExpo, and make 2018 your best year yet! www.DocksExpo.com
- Along with the latest marina products and services, #DocksExpo will have education from the top industry experts. Awesome! www.DocksExpo.com

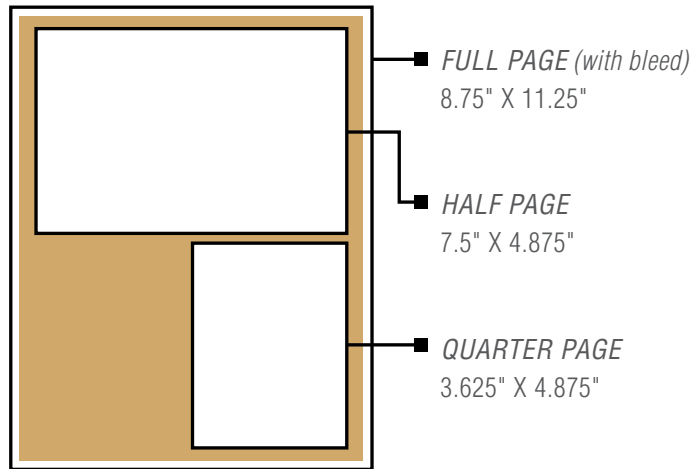
Advertising space is available inside the 2017 Docks Expo show directory at the following sizes and prices:

DISPLAY ADS

- Full Page\$750
- Half Page.....\$600
- Quarter Page\$450

AD DEADLINES

RESERVE SPACE
October 13
MATERIALS DUE
October 27



MEDIA & FILE FORMATS

- o The Docks Expo directory is produced using Adobe InDesign CC.
- o Digital photos and artwork must be print-quality, 300 dpi, CMYK
- o No spot / PMS colors
- o Acceptable file formats for digital photos and artwork are:
 - Adobe Acrobat PDF files (high resolution with all fonts embedded)
 - Adobe Photoshop files (PSD, JPG, EPS or TIF)
- o Ads must be produced to specific page sizes per ad dimensions

Press-ready ads and production questions should be directed to Susie Jensen at 314.241.4706 or susie@wjinc.net.

To reserve ad space in the 2017 Docks Expo show directory, please contact Susie Jensen at 314.561.4706 or Susie@wjinc.net

After Party (Thursday, December 7) \$7,500 Level

In addition to the sponsor specific feature, \$7,500 level sponsors will get:

- Recognition Onsite • Docks Expo Mobile Event App • DocksExpo.com • Docks Show Directory • Pre-event Communications
- Interactive sponsor banner on the Docks Expo Mobile Event App
- A full page ad in the Docks Show Directory
- Free registration for 8 staff and up to 20 guests

Mobile Event App \$5,000 Level

In addition to the sponsor specific feature, \$5,000 level sponsors will get:

- Recognition Onsite • Docks Expo Mobile Event App • DocksExpo.com • Docks Show Directory • Pre-event Communications
- Interactive sponsor banner on the Docks Expo Mobile Event App
- A "Brought to You By" Cover Sticker on the Docks Show Directory
- Free registration for 4 staff and up to 15 guests

Marinas of the Year Award \$5,000 Level

In addition to the sponsor specific feature, \$5,000 level sponsors will get:

- Recognition Onsite • Docks Expo Mobile Event App • DocksExpo.com • Docks Show Directory • Pre-event Communications
- Interactive sponsor banner on the Docks Expo Mobile Event App
- Company name included on the physical award and in Marina Dock Age with every mention of the award
- A half page ad in the Docks Show Directory
- Free registration for 4 staff and up to 15 guests

Lanyards \$3,000 Level

Education **SOLD**

In addition to the sponsor specific feature, \$3,000 level sponsors will get:

- Recognition Onsite • Docks Expo Mobile Event App • DocksExpo.com • Docks Show Directory • Pre-event Communications
- A half page ad in the Docks Show Directory
- Free registration for 4 staff and up to 10 guests

Cocktail Reception (Wednesday, December 6) \$2,500 Level

Bloody Mary Bar (Thursday, December 7) \$2,500 Level

Hotel Card Keys **SOLD**

In addition to the sponsor specific feature, \$2,500 level sponsors will get:

- Recognition Onsite • Docks Expo Mobile Event App • DocksExpo.com • Docks Show Directory • Pre-event Communications
- A quarter page ad in the Docks Show Directory
- Free registration for 2 staff and up to 10 guests

Networking Break (Wednesday, December 6) \$1,500 Level

Networking Break (Thursday, December 7) **SOLD**

In addition to the sponsor specific feature, \$1,500 level sponsors will get:

- Recognition Onsite • Docks Expo Mobile Event App • DocksExpo.com • Docks Show Directory • Pre-event Communications
- A quarter page ad in the Docks Show Directory
- Free registration for 2 staff and up to 5 guests

For more information contact Susie Jensen. Sr. Account Executive | susie@wjinc.net | 314.561.4706

Sponsorships can be customized to fit your marketing goals!
Please contact Susie Jensen at 314.561.4706 or susie@wjinc.net