



2020 Pricing



365 Booth Specs

Small Booth



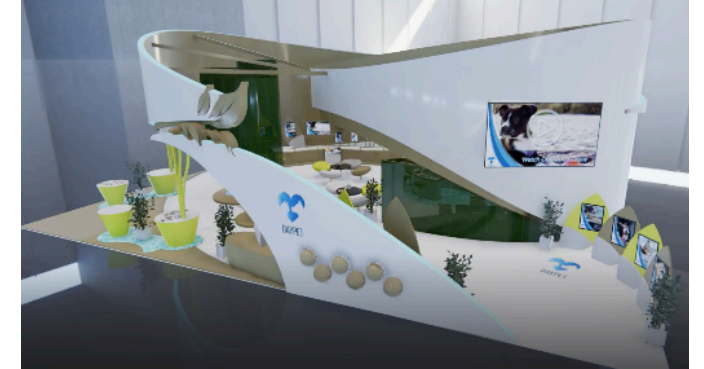
- 2 Static Logo Branding Locations
- 6 Interactive Content Places
- 8 Spots between Products/Downloads
- 2 Refresh Content
- 1 Branded Tile in up to 4 Categories
- Live & OnDemand Booth Chat
- Year-Round Leads
- Real-Time Analytics

Medium Booth



- 4 Static Logo Branding Locations
- 13 Interactive Content Places
- 12 Spots between Products/Downloads
- 4 Refresh Content
- 4 Branded Tiles in up to 8 Categories
- Live & OnDemand Booth Chat
- Live Webinar Capability
- Year-Round Leads
- Real-Time Analytics

Large Booth



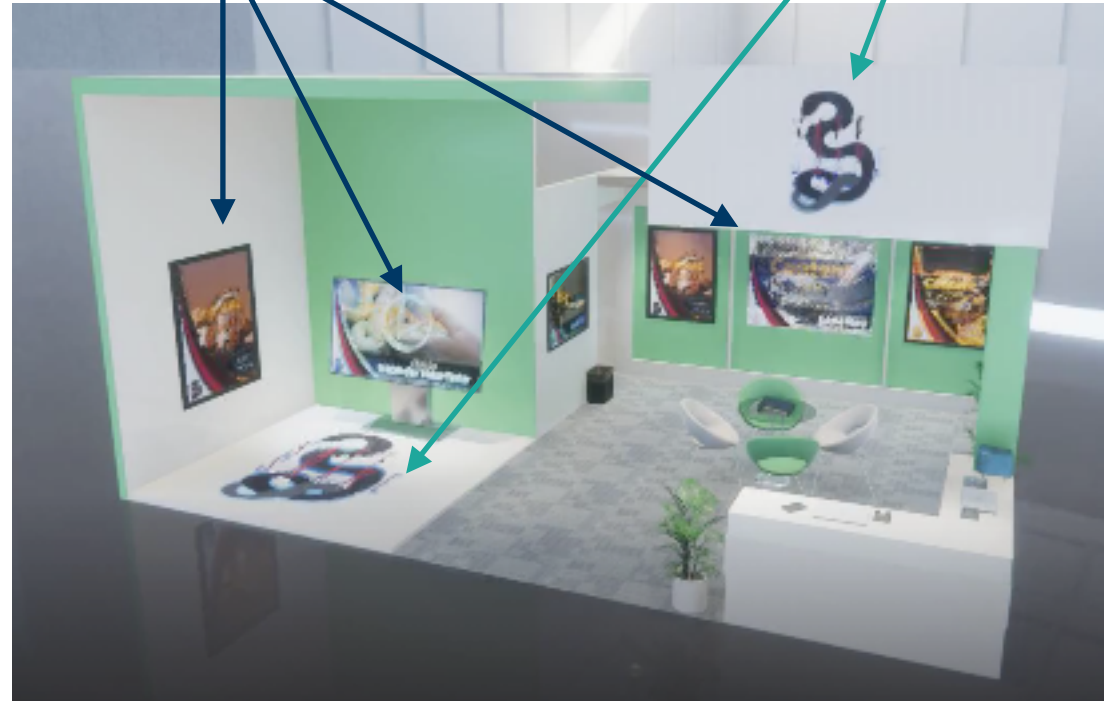
- 8-16 Static Logo Branding Locations
- 27-55 Interactive Content Places
- 16 Spots between Products/Downloads
- 10 Refresh Content
- 8 Branded Tiles in up to 12 Categories
- Live & OnDemand Booth Chat
- Live Webinar Capability
- Year-Round Leads
- Real-Time Analytics



Small Booth

6 Interactive Content Places

2 Static Logo Branding Locations



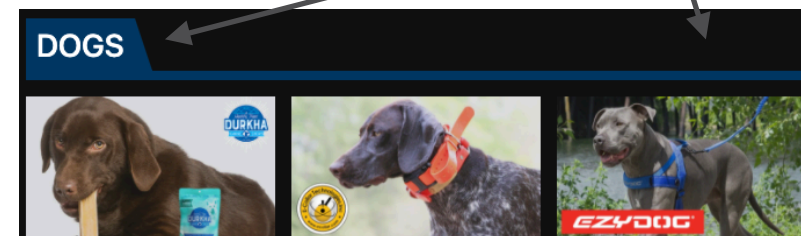
Refresh Content

Small Booths allow you to fully change the media in your Content, Product/Download and Branding locations for FREE 2 times after the initial set up

Additional Content Refresh - \$500

Small Booths come with 1 **Branded Tile** in up to 4 **Categories**

Small Booth Pricing
\$1,000 WPA Members or Exhibitors
\$2,500 Non-Members or Non-Exhibitors



Small Booths come with 8 **DOWNLOAD/PRODUCT** spots in any combination

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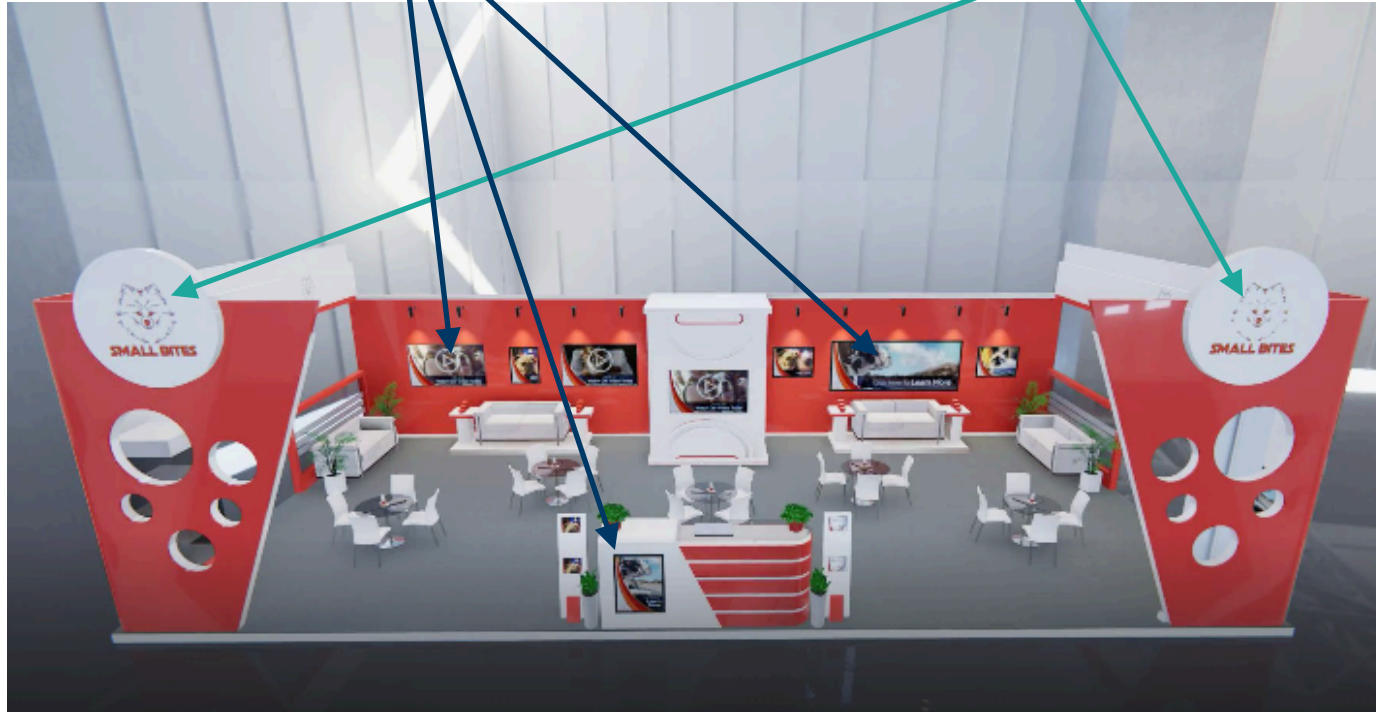
DASHBOARD

CHAT

Medium Booth

13 Interactive Content Places

4 Static Logo Branding Locations



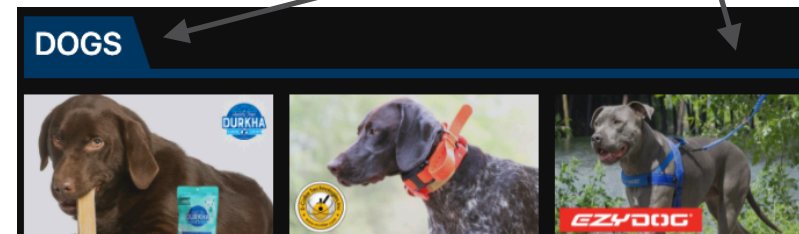
Refresh Content

Medium Booths allow you to fully change the media in your Content, Product/Download and Branding locations for FREE 4 times after the initial set up

Additional Content Refresh - \$750

Medium Booths come with up to 4 **Branded Tiles** in up to 8 **Categories**

Medium Booth Pricing
 \$2,500 Upgrade from Small Booth
 \$3,500 WPA Members or Exhibitors
 \$4,500 Non-Members or Non-Exhibitors



Medium Booths come with 12 **DOWNLOAD/PRODUCT** spots in any combination

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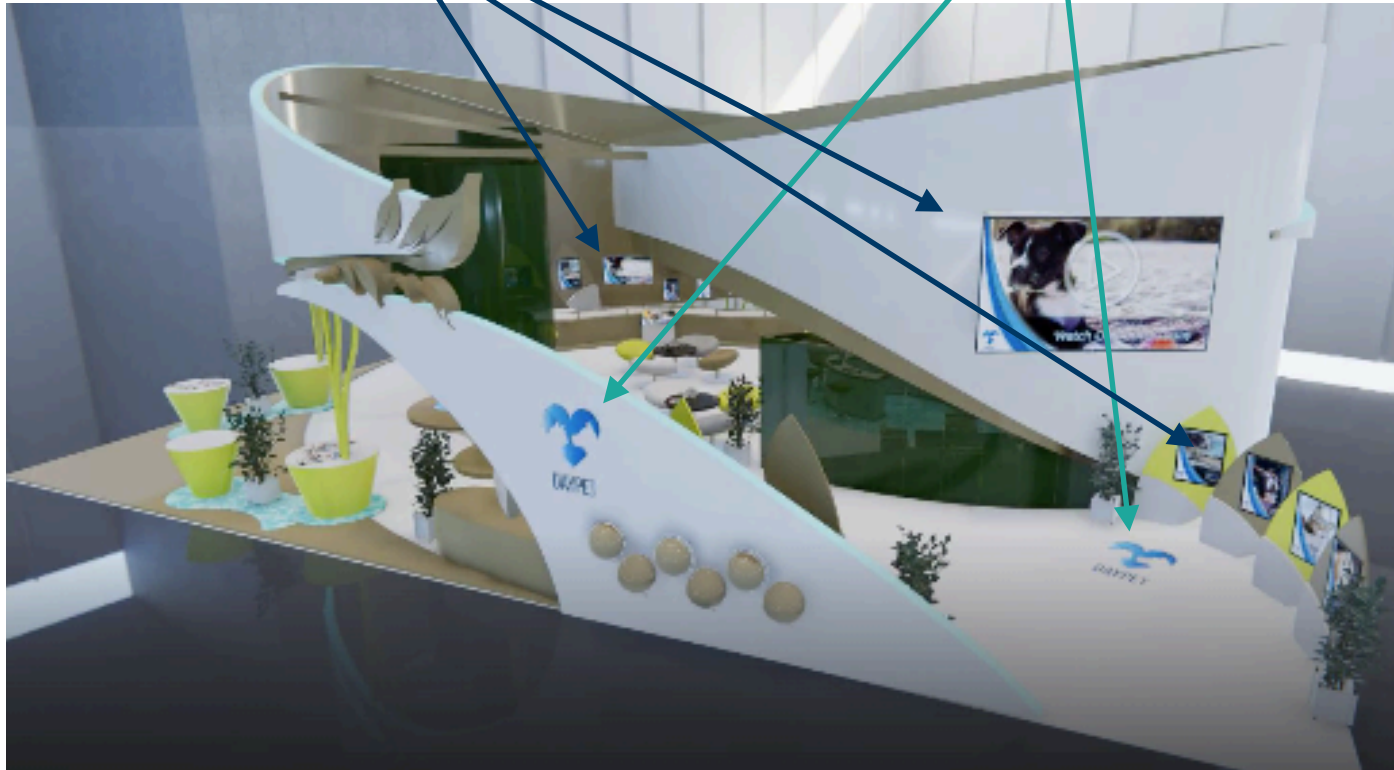
DASHBOARD

CHAT

WPA³⁶⁵
Large Booth

27-55 Interactive Content Places

8-16 Static Logo Branding Locations

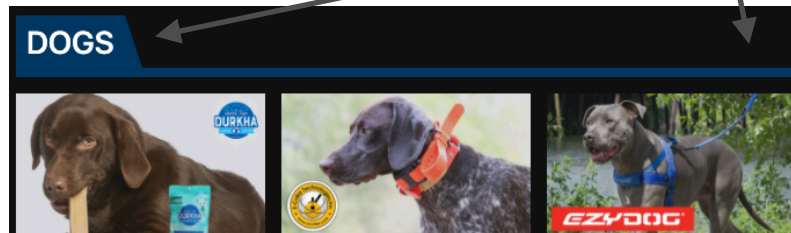


Refresh Content
Large Booths allow you to fully change the media in your Content, Product/Download and Branding locations for FREE 10 times after the initial set up

Additional Content Refresh - \$1,000

Large Booths come with up to 8 **Branded Tiles** in up to 12 **Categories**

Large Booth Pricing
\$5,500 Upgrade from Small Booth
\$6,500 WPA Members or Exhibitors
\$7,500 Non-Members or Non-Exhibitors



Large Booths come with 16 **DOWNLOAD/PRODUCT** spots in any combination

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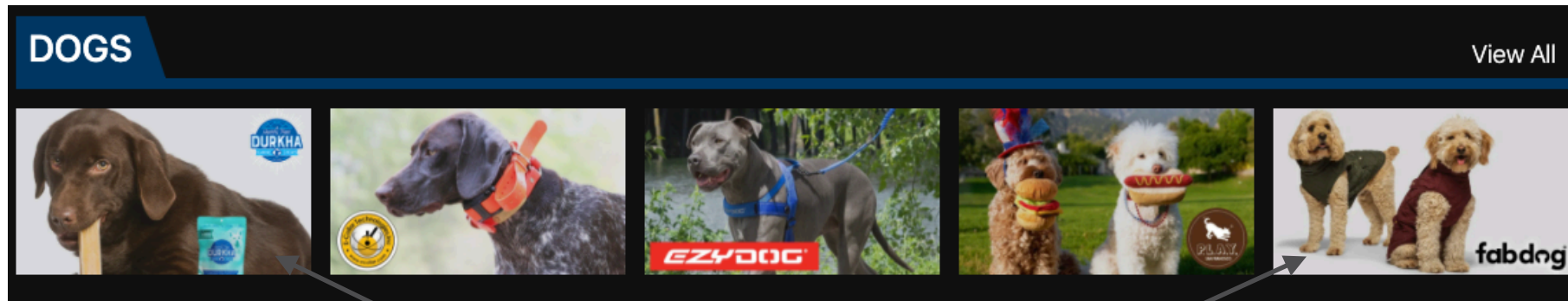
PRODUCTS

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Additional Branded Tiles

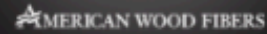
If your company would like to feature more than one brand, additional custom branded tiles are available for purchase



Additional **Branded Tiles** are **\$99 ea**
and can be placed in up to 4 **Categories** for the
duration of the booth contract



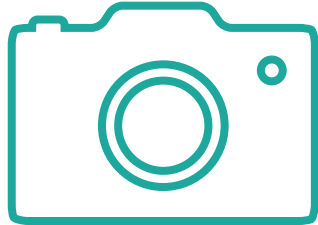
Directory Listing Only



If you choose not to purchase a booth this year,
you can still be listed in our Exhibitors Directory only
\$500 for 12 months

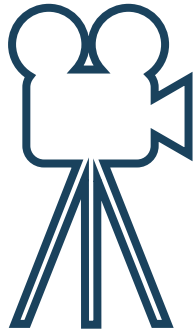
Content File Types

Images



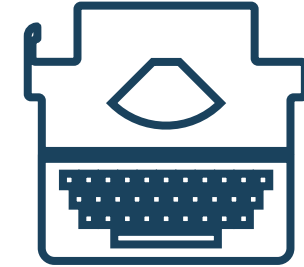
JPG, JPEG, PNG, SVG

Videos



MP4, MOV (<600MB)
Embed Code: videos

Documents



PDF, DOC, DOCX, PPT, PPTX,
XLS, XLSX (<10MB)
Embed Code: forms

Links



To any webpage, to forms, or in **medium**
or **large booths**: Zoom/Webex meetings

Location	Pixels
TVL & Tiles	1920 x 1080
TVP	1080 x 1920
BannerL	3000 x 1150
BannerP	1150 x 3000
PosterL	1600 x 1200
PosterP	1200 x 1600
Square	1000 x 1000
Logos: SVG or transparent PNG	1000px minimum

New Product Showcase

NEW PRODUCT SHOWCASE

View



Pricing

\$99 for 3 Months

Submit a close-up 'cover image' photograph (1920x1080) of the product, a video demoing the product (<600MB), a full description of the product, and indicate if you would like to link back to your booth or provide a link to your website. Note: you do not have to use a CONTENT or PRODUCT/DOWNLOAD space to participate in the NPS!

WPA³⁶⁵ Hero Banner



Your Logo Anchors
the Page

Pricing
\$5,000 for 3 Month Campaign

Be the first brand retailers and attendees
see and drive them to your booth

Downpayment required to reserve following
quarters, first come first serve

Own the top of the Search
Advertising Space

WPA³⁶⁵
Hero Tile

The screenshot shows a digital interface for a pet product category. At the top left, the word 'CATS' is written in white on a dark blue background. To the right of this header is a 'View All' link. Below the header is a grid of nine product tiles. The largest tile on the right features a fluffy orange cat sitting on a blue chair next to a large blue bag of 'BOXIECAT' cat litter. An arrow points from the text 'Your Oversized Branded Tile Anchors Your Category' to this large tile. Below the grid is a 'Load More' button with a circular arrow icon. At the bottom of the screenshot, the word 'DOGS' is written in white on a dark blue background, with a 'View All' link to its right. Below the 'DOGS' header is another row of five product tiles featuring various dogs and their products, including 'OURKHA', 'EZYDOG', and 'fabdog'.

Your Oversized
Branded Tile Anchors
Your Category

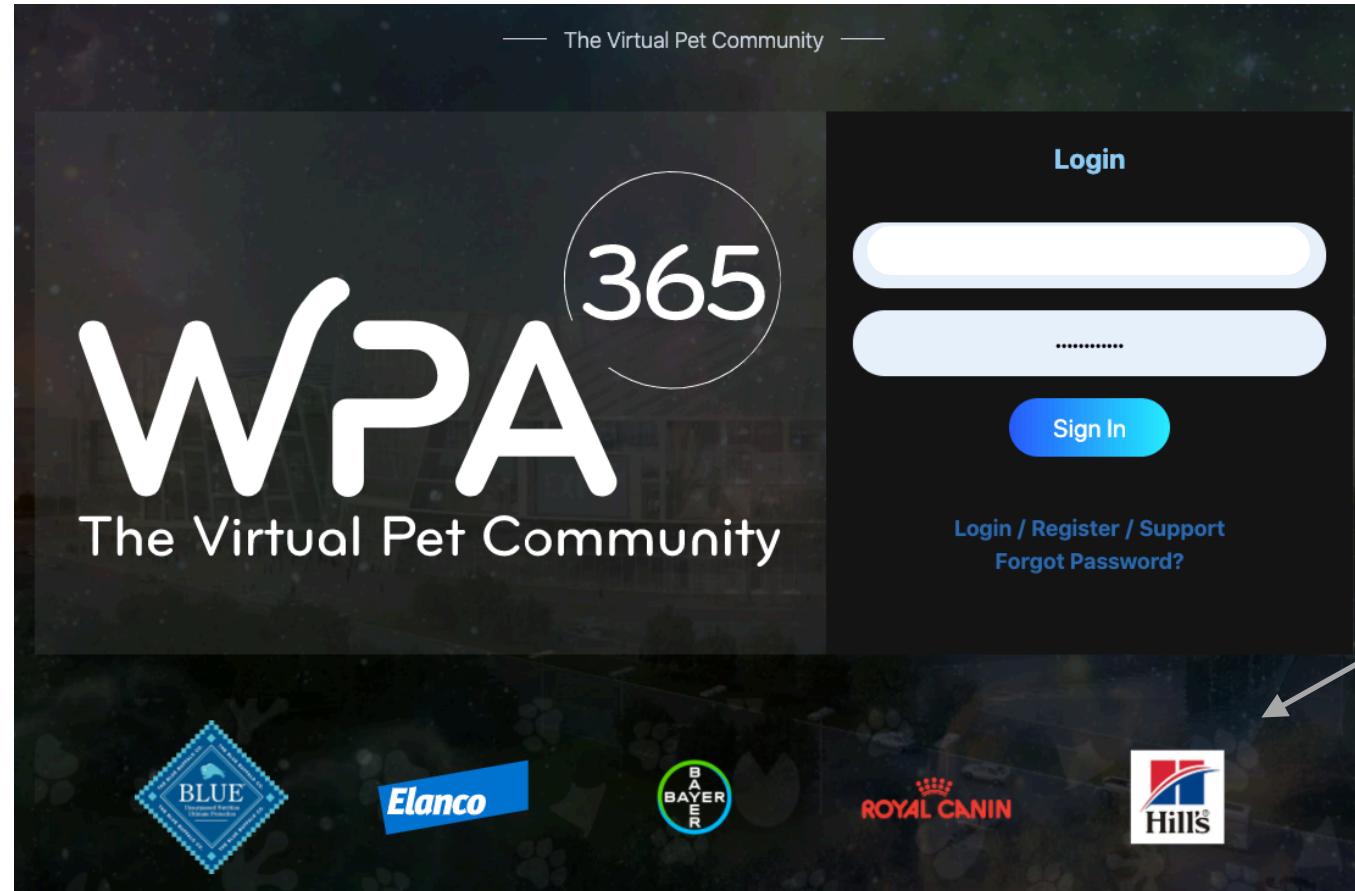
Pricing
\$2,750 for 3 Month Campaign

Be the first brand retailers and attendees
see and drive them to your booth

downpayment required to reserve following quarters,
first come first serve

One Exhibitor owns the Category

WPA³⁶⁵ Login Page



Your Logo Anchors
the Login Page

Pricing

\$2,000 for 3 Month Campaign

Branding visibility as
EVERY attendee logs in

downpayment required to reserve following quarters
first come first serve

Logo prominently featured
on login page



Best Practices



BOOTH BRANDING



Branding Areas are not interactive

Pro Tip:

Send Hex Codes for your Brand Colors to help Customize your Booth with matching accent panels

Drop Down Menu



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CHAT



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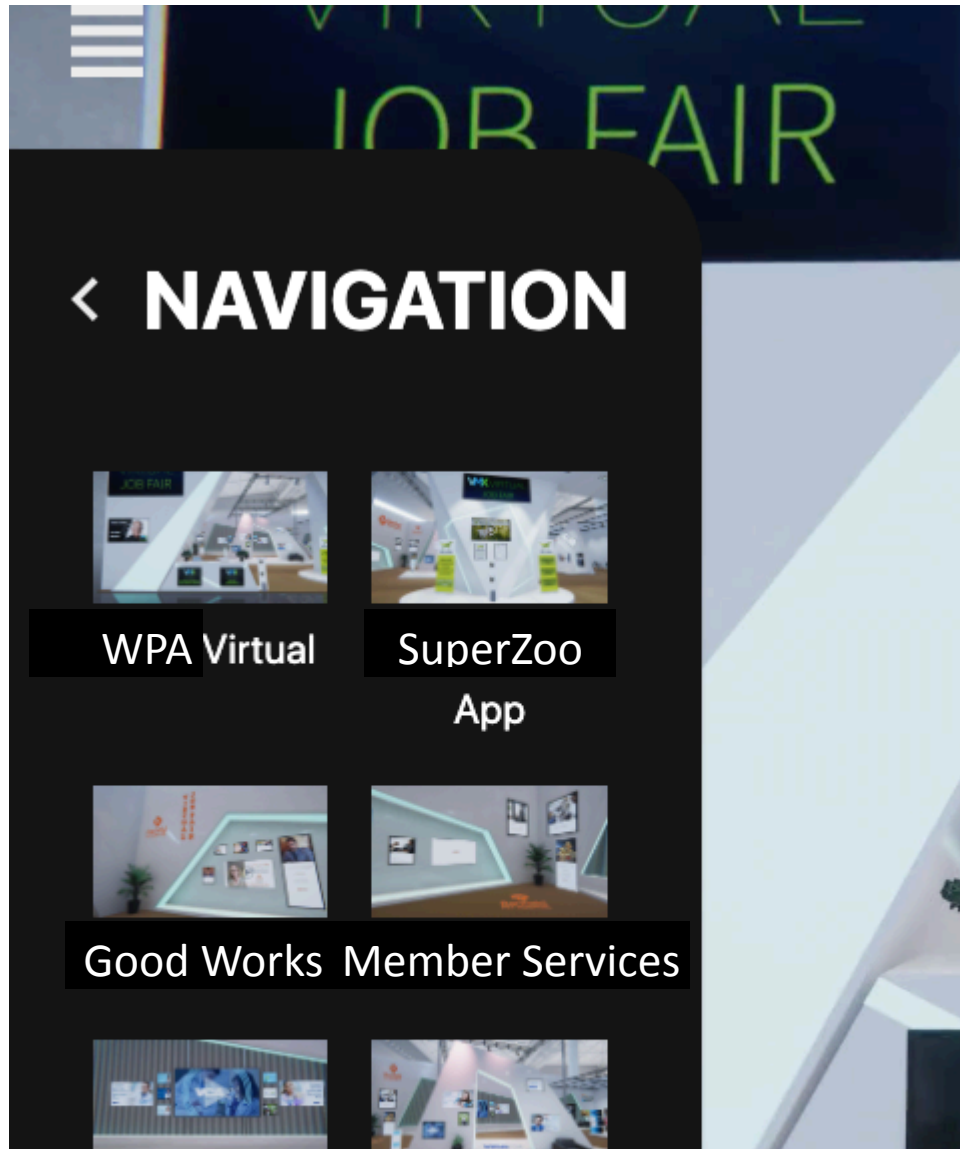
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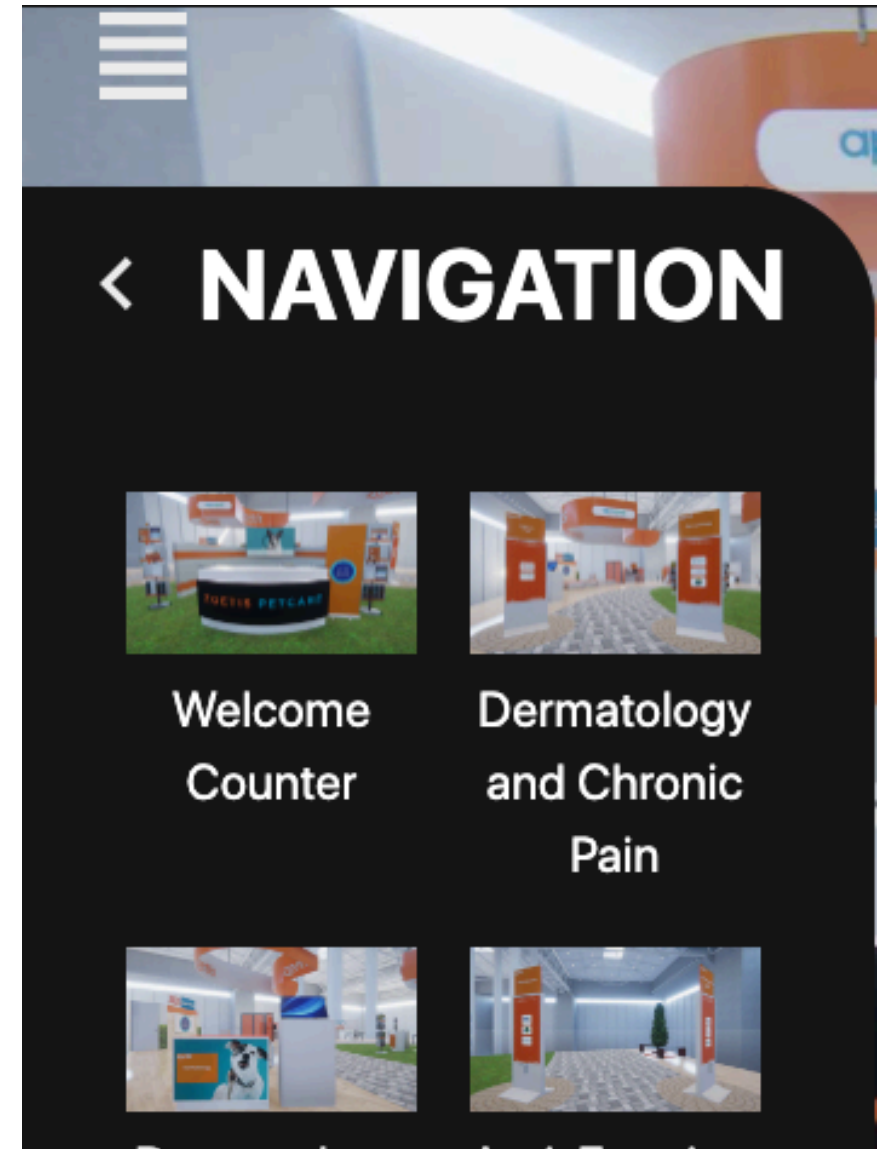


BOOTH NAVIGATION

Ex 1



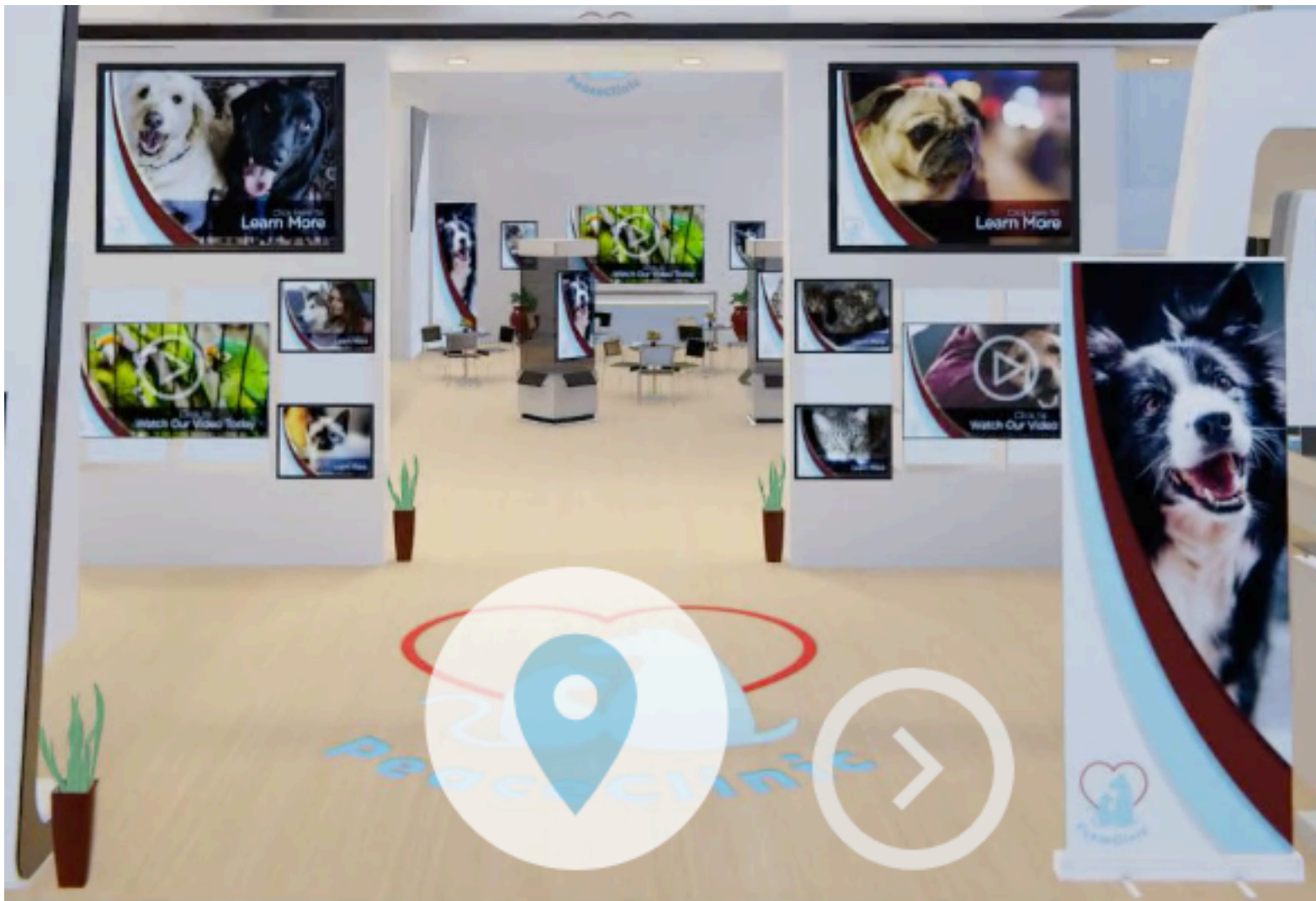
Ex 2



Pro Tip:

Name your navigation areas!

WPA³⁶⁵ BOOTH SETUP



- Most Small Booths have 6 interactive Content slots located in 3 Navigation areas
- Content slots can include media (image or video) plus link and download functionality
- TV, Banner, Poster, Square all have the same functionality presented in a different shape
- Note that some are Landscape and some are Portrait, ex:TVL, PosterP, BannerL
- Content slot "cover images" must meet the exact dimensions that Simulocity provides. The content that is opened when clicked on does not need to meet those requirements
- Content, Product, and Download media can be **one file with multiple pages**

Pro Tips:

- Send a list of Keywords to make sure your booth is found when attendees use the Search function
- Include your Branding Colors Hex Codes when submitting your media

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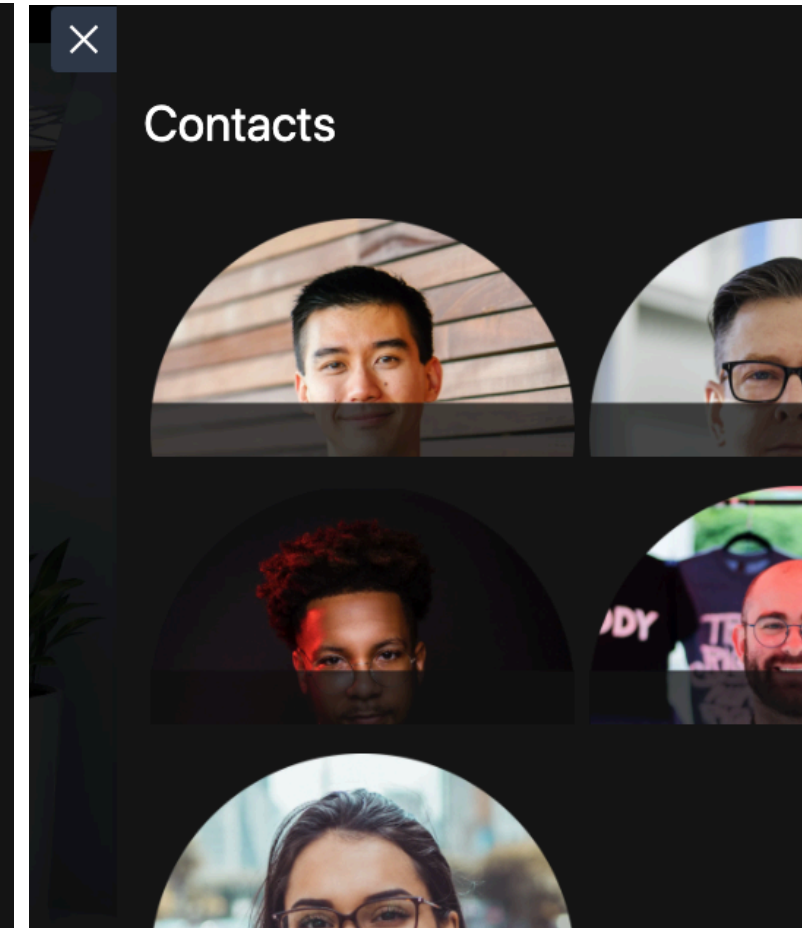
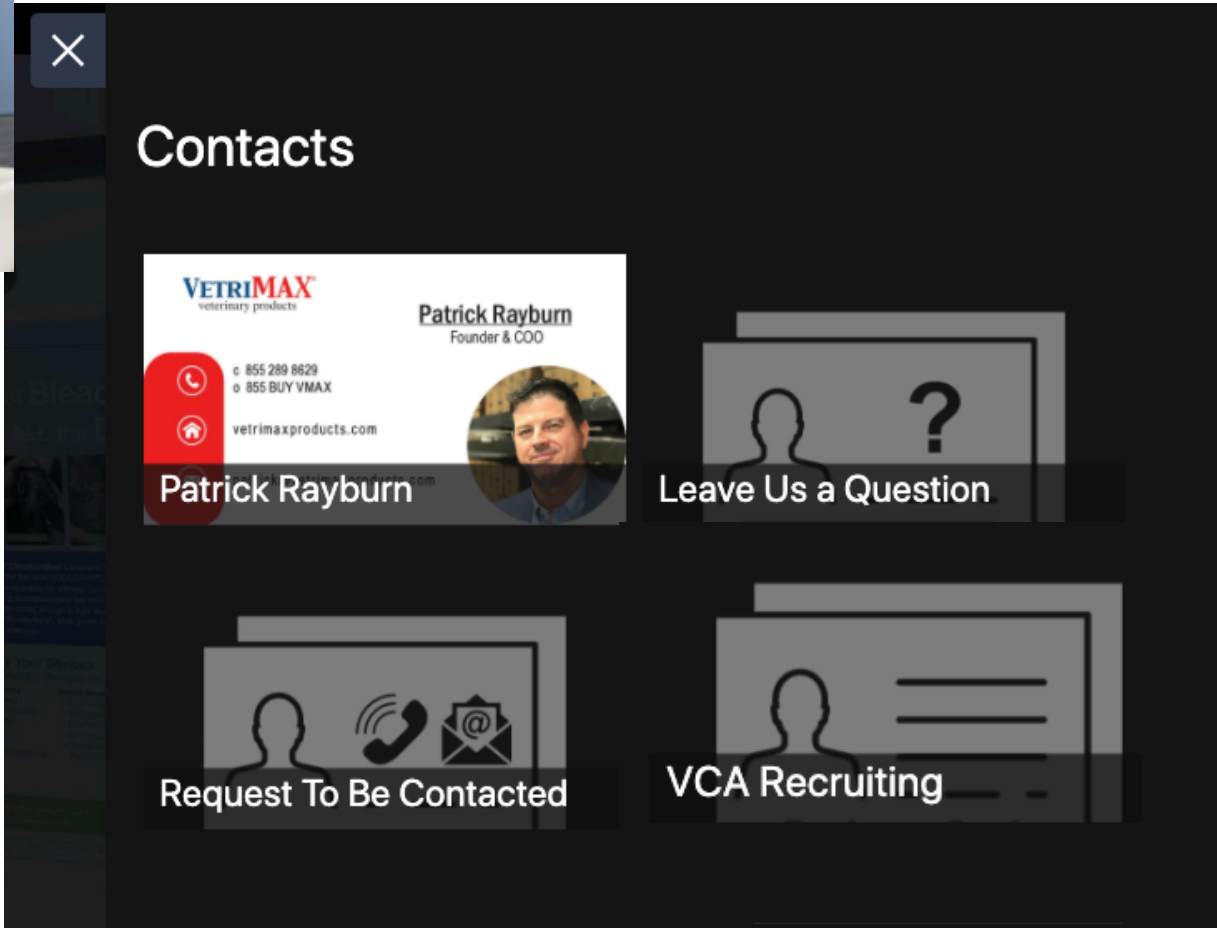
WPA³⁶⁵ CONTACTS

Pro Tips:

Include 'Leave Us a Question'
and 'Request to be Contacted'
in your contacts area

Name one slot
'Now Hiring'
to use if
Recruiting for new talent

Scan your business card or better
yet, use **pictures** so you'll be
recognized at the next show!
(clicking on the pic will reveal
your contact information)



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'Request to be Contacted' Form

'Leave Us a Question' Form

Request to be Contacted

Please leave you information below, and one of our booth representatives will contact you shortly!

Name *

Phone Number

Email *

Leave Us A Question

One of our booth representatives will contact you shortly!
Please enter the information below.

Name *

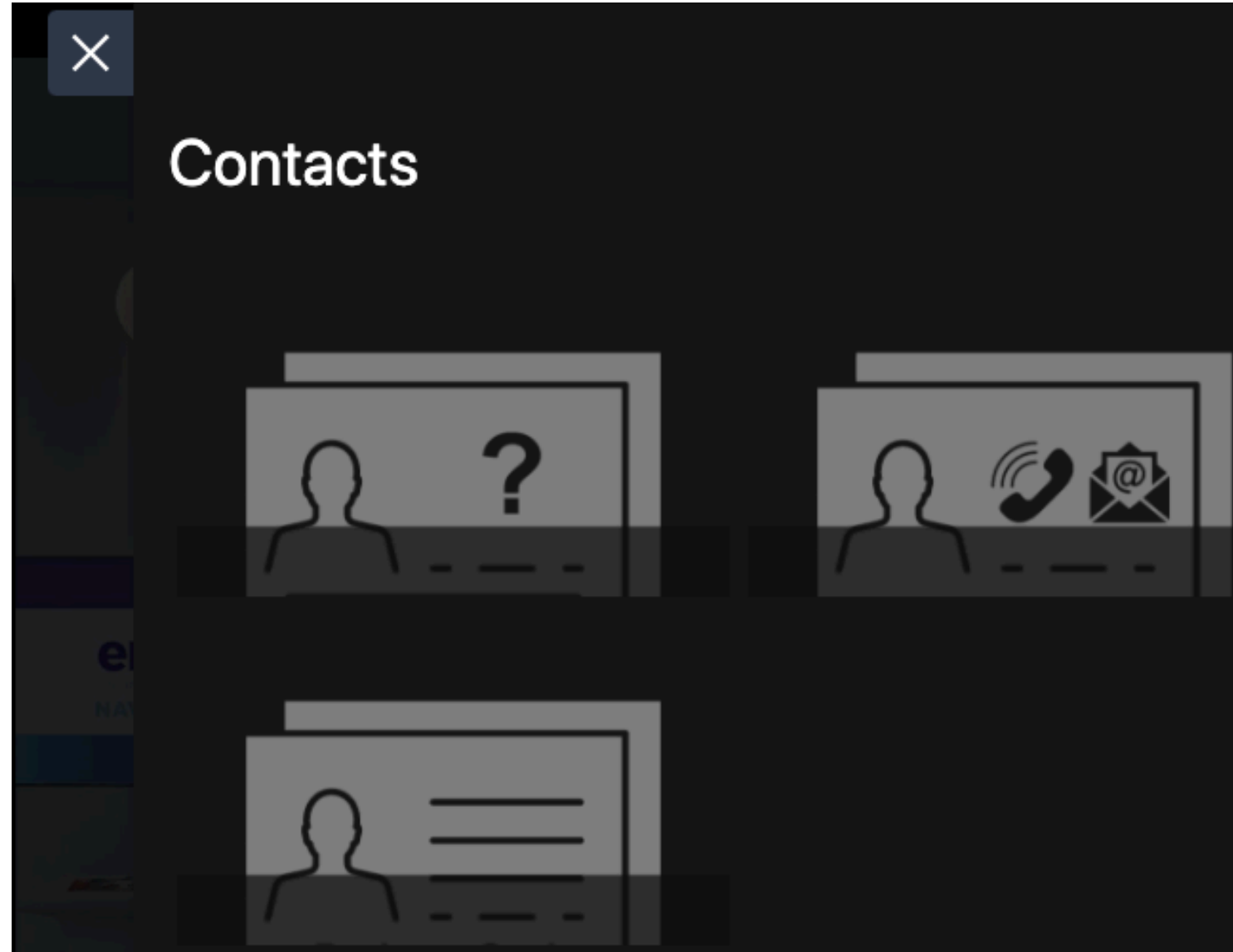
Phone Number

Email *

Type a question

'Contacts' Best Practices

Pro Tip:
Name your contact slots





DOWNLOADS & PRODUCTS

Pro Tips:

- DOWNLOADS & PRODUCTS work in essentially the same ways and are interchangeable
- Each slot can include three elements: media (image or video), download capability, and a link
- To participate in 365 DEALS you must use one slot and add 365 DEALS to the file name
- Small Booths come with 8 DOWNLOAD/PRODUCT slots in any combination
- You don't need to use a slot to participate in the New Products Showcase

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- The Chat feature is yet another way to interact with attendees
- When you're online it functions as a live chat portal, when you're offline, it will store messages from visitors until you log back in.
- Video Chat feature is coming soon!

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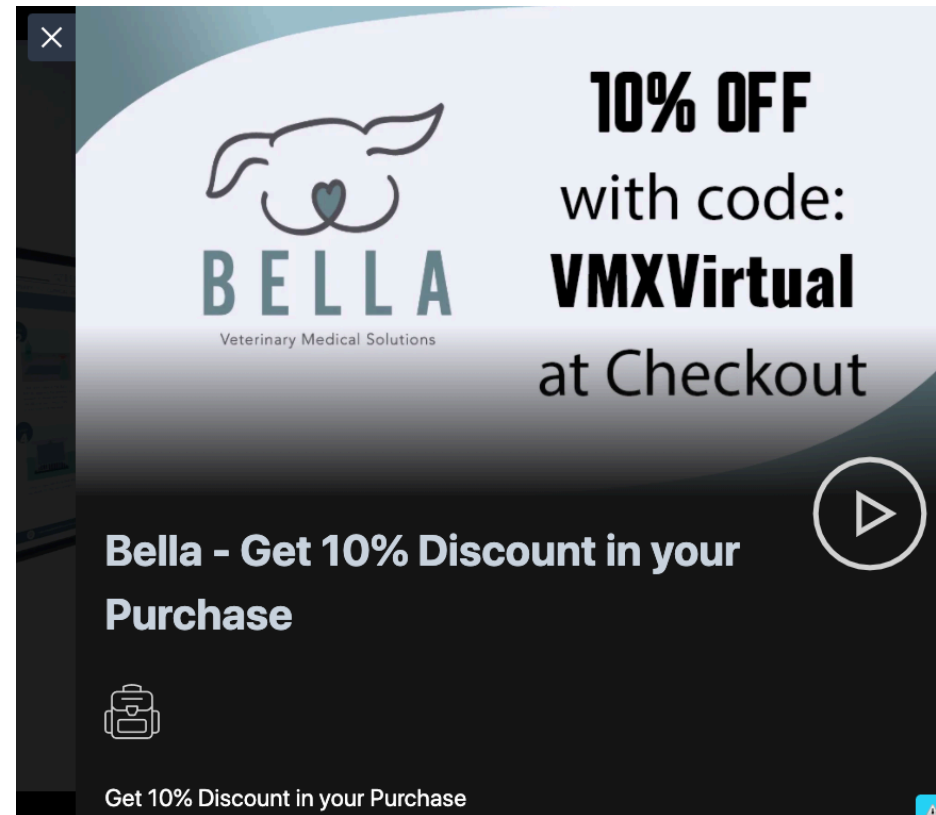


Get Found with 365 DEALS!



Use one of your 'Products' or 'Downloads' slots as **show special**. Add '365 DEALS' in the name of the file.

Submit the logo that will be featured on your 365 DEALS tile and you will then be added to the 365 DEALS page and increase your virtual presence!



Pro Tips:

- include instructions for the attendee (fill out and email to 'x')
- show special can be an order form, a link to a website or file download, a video, etc.



Thank you!

