

Vision Mobile puts your *buyers* only a *touch* away!



A revolutionary mobile application designed to **literally drive buyers** to your booth.

Vision Mobile places all relevant information about your company at the buyers' fingertips:

- Company description, logo and picture
- Information about your latest products
- Show specials
- Product showcase

From your personalized Mobile Showroom, buyers will be able to:

- Request an appointment to meet you at the event
- Request a call back
- Get directions to your booth with one simple touch
- Add your company to their agendas, shortlists and favourites

With **Vision Mobile**, success is only *a touch away*.

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Mobile Exhibitor Directory

Basic Listing

All exhibitors receive a complimentary Basic Listing, which includes:

- Company name and booth number
- **Add to My Shortlist:** buyers can add your company to their shortlist of booth to visit
- **Add to Favorites:** buyers can add your company to their list of favorite booths
- **Add to My Agenda:** buyers can add your company to their agenda
- User Notes

**Don't settle for a Basic Listing.
Order your Mobile Showroom Today!**

Free



Mobile Exhibitor Directory (cont'd)

Mobile Showroom

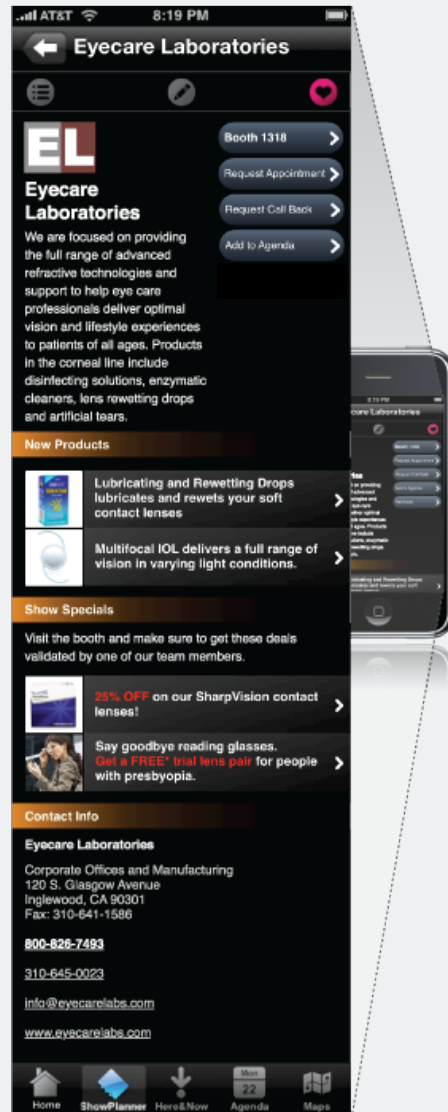
Customize your Mobile Showroom with all relevant information about your company:

- Company name and booth number
- Company Logo
- Full contact info with URL
- 50 words company description
- 1 Product Photo
- Company listed in dedicated "Mobile Showrooms" section
- **Up to 3 Show Specials**⁽¹⁾ (50 words description + 1 photo). PLUS: your company listed in dedicated "Show Specials" section
- **Up to 3 "New Products"** (50 words description + 1 photo). PLUS : your company listed in dedicated "New Products" section
- Company highlighted in all listings and search results
- **Add to My Shortlist:** buyers can add your company to their shortlist of booth to visit
- **Add to Favorites:** buyers can add your company to their list of favorite booths
- **Add to My Agenda:** buyers can add your company to their agenda
- User Notes

In addition, your Mobile Showroom offers buyers several ways to get in touch with your company:

- Click to Call button
- Request Call Back⁽²⁾
- Request Appointment⁽²⁾

\$250



(1) Buyers can activate "Show Specials" with a simple touch OR you can require them to visit your booth to get a PIN from any member of your sales team. In all cases, you receive complete listings of all participating buyers.

(2) "Call Back" and "Appointment Requests" will be sent to you by email along with the buyers complete contact information.

Directory Listing Upgrades

Product Category Banner

Showcase your company with a custom banner above all of the exhibiting companies in your product category.

- Includes a free Mobile Showroom, a \$250 value
- Buyers access your Mobile Showroom with full company information with a simple touch
- Limited to 1 company per product category

\$550



Featured Listing

Your company name listed at the top of your product category.

- Includes a free Mobile Showroom, a \$250 value
- Buyers access your Mobile Showroom with full company information with a simple touch
- Limited to 3 companies per product category

\$450



Advertising Banners

“Home Page” Banner

Your custom banner displayed on the Home Page of the mobile application. Users will see it several times a day, every time they use the application.

- Includes a free Mobile Showroom, a \$250 value
- Buyers access your Mobile Showroom with full company information with a simple touch
- Limited to 3 companies in rotation

\$725



“Inbox” Banner

Your custom banner displayed on the Inbox pages of the mobile application. Users will see it several times a day, every time they access their messages.

- Includes a free Mobile Showroom, a \$250 value
- Buyers access your Mobile Showroom with full company information with a simple touch
- Limited to 4 companies in rotation

\$600



Advertising Banners (cont'd)

“Exhibitor Directory” Banner

Your custom banner displayed inside all of the “Basic Listing” pages.

- Includes a free Mobile Showroom, a \$250 value
- Buyers access your Mobile Showroom with full company information with a simple touch
- Limited to 3 companies in rotation for each banner position

\$525

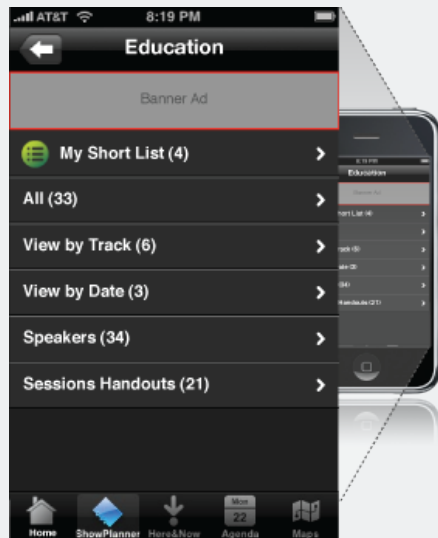


“Conference Section” Banner

Your custom banner displayed inside all of the “Conference Section” pages.

- Includes a free Mobile Showroom, a \$250 value
- Buyers access your Mobile Showroom with full company information with a simple touch
- Limited to 4 companies in rotation

\$525



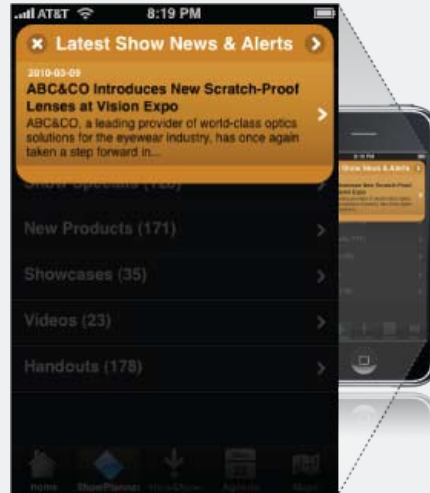
Sponsored Messaging

“New Product” Alerts

Drive buyers to your booth with “New Product” Alerts delivered directly to the “Inbox” of all users.

- Includes a free Mobile Showroom, a \$250 value
- Up to 100 words description + 1 photo
- Buyers access your Mobile Showroom with full company information with a simple touch
- Limit of 50 alerts

\$450

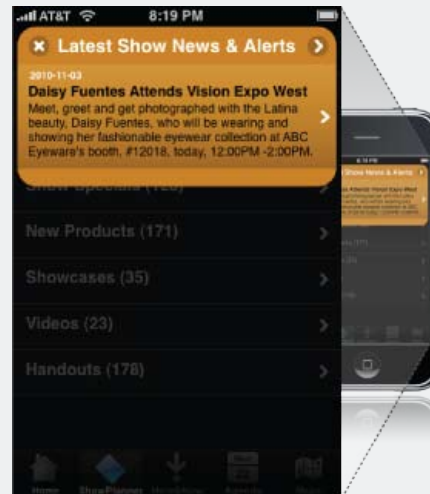


Special Announcements

Drive buyers to your booth with Exhibitor Alerts delivered directly to the “Inbox” of all users. Broadcast information about your giveaways, special guests, show specials, events. etc.

- Includes a free Mobile Showroom, a \$250 value
- Up to 100 words description + 1 photo
- Buyers access your Mobile Showroom with full company information with a simple touch
- Limit of 30 alerts

\$450



Sponsored Messaging (cont'd)

Text Messages (SMS)

Your message of up to 100 characters sent via SMS to the entire opt-in attendee database.

- Exclusive: limit of 3 per day during Vision Expo
- Includes a free Mobile Showroom, a \$250 value

\$950



Mobile

www.visionexpowest.com

ORDER FORM

| Mobile Directory | Price | Quantity | Subtotal |
|------------------|--------------------|----------|----------|
| Basic Listing | Free | | |
| Mobile Showroom | \$250 /each | | |

| Directory Listing Upgrades | Price | Quantity | Subtotal |
|----------------------------|--------------------|----------|----------|
| Product Category Banner | \$550 /each | | |
| Featured Listing | \$450 /each | | |

| Advertising Banners | Price | Quantity | Subtotal |
|----------------------------|--------------------|----------|----------|
| Home Page Banner | \$725 /each | | |
| Inbox Banner | \$600 /each | | |
| Exhibitor Directory Banner | \$525 /each | | |
| Conference Banner | \$525 /each | | |

| Sponsored Messaging | Price | Quantity | Subtotal |
|-----------------------|--------------------|----------|----------|
| New Product Alerts | \$450 /each | | |
| Special Announcements | \$450 /each | | |
| Text Messages (SMS) | \$950 /each | | |

Total: \$

CONTACT INFORMATION

Company Name _____ Booth Number _____

Contact Name _____

Title _____

Credit Card Visa MasterCard

Credit Card Number _____ Exp. Date (m/y) _____

Authorized Signature _____ Date _____

Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form.

CONTACT US

Chris Domans - Sales Manager
cdomans@reedexpo.com
Phone: +1 (203) 840-5827
Fax: +1 (203) 840-9827