



TOP 6 REASONS To Exhibit At Expo East

1. It's The Biggest Show In The Region.

No other event attracts as many qualified promotional products attendees as Expo East. It's the must-exhibit event in the industry's most lucrative region.

2. Two Days In June Just Makes Sense.

Half the year has gone by since The PPAI Expo. Two days exhibiting at Expo East are the perfect opportunity to promote mid-year product launches and introduce items designed for fall and winter. The weather's great, too.

3. Face to Face Is Still The Best Way To Communicate.

When it comes to selling promotional products, the hands-on, face-to-face approach just can't be replicated. 2,000 distributors from all over the Northeast will be on hand to see, touch, even taste your products and to listen to your sales pitch.

4. Marketing Your Company Doesn't Get Any Easier Than This.

Expo East is attended by eager distributors looking to find out about your company and its products. It's the ideal place to create awareness of your company, its culture and your offerings.

5. Attendees Are Top-Level Distributors You Won't See Anywhere Else.

The average Expo East attendee doesn't attend other shows. If you want to find new customers in this region, you can't miss this opportunity.

6. Bonus Priority Points Are Available.

Exhibiting at Expo East earns you valuable, permanent priority points.

Expo East 2020 Rates. Rates are per 100 square feet.

	Exhibited at Expo East 2019	Did not exhibit at Expo East 2019	Rate after November 1, 2019
Member† – Full Payment Option	\$1,795	\$1,945	\$2,245
Member† – Deposit Plan Option	\$1,895	\$2,045	\$2,345
PPAI Associate/ Nonmember Full Payment Option	\$2,545	\$2,695	\$2,995

Special Booth Configuration Pricing

- Preferred Space**- 6% of total booth fee (as noted on floorplan)
- Corner**- 12% of total booth fee (corner booth is defined as a booth exposed to an aisle on two sides.)
- Island**- 15% of total booth fee (400 sq. ft. min.)
- Peninsula**-12% of total booth fee (400 sq. ft. min.)
- Premium Space**-12% of total booth fee (as noted on floor plan)
- Aisle Carpet Span**-12% of total booth fee (600 sq. ft. min.)
- Elevated Aisle Span**-12% of total booth fee (600 sq. ft. min.)
- Extended Height**-12% of total booth fee
- Hanging Sign**-12% of total booth fee (Only if booth is an island, peninsula, or aisle span)



PPAI Account Management Team

PPAI's dedicated sales team strives to build a lasting partnership focused on helping your business grow. They work hard behind the scenes so you can rest assured your brand is well-represented at Expo East. With unprecedented industry knowledge and the flexibility to achieve and exceed your business needs, the PPAI sales team is here to help your business succeed.



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Expo East 2020 Contracts

Expo East 2020 contracts are available through PPAI's online contract management system. This system is fast, easy to use, and secure for all exhibitors when choosing booths and selecting promotional opportunities. The best part is that you can order your booth, directory ad and show sponsorship in one location.

Here's how it works:

1. Visit <http://expocontracts.ppai.org/expoeast2020>
2. On the left side of the screen, click the "Exhibitor" drop-down tab, then select "Apply for Booth".
3. Enter your company password. Contact your account manager if you don't know your password.
4. Enter a booth choice in the mandatory "First Booth Choice" section. There are three optional choices as well. Throughout the contract there are numerous "Notes" fields—the more detail you provide, the better.
5. We have added a product category section this year. This additional information will help assist PPAI during the initial space assignment process.
6. Electronically sign and click submit. On the left side of the screen under "Exhibitor", click "Promotional Opportunities" to make your advertising and marketing selections.



June 3-5, 2020 • Education June 3 - Exhibits June 4-5
ppai.org/expoeast