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DSE
digitalsignageexpo.net
AT A GLANCE...

DSE is the world’s largest trade show dedicated to digital displays and interactive technologies. It is the leading way to reach end users and other key decision-makers face-to-face, once a year.

The event’s website - digitalsignageexpo.net - is the prime means to reach your key prospects before, during and after the show.

ATTENDEE TYPES
Source: 2018 Registration Data

ATTENDEE INTEREST BY CATEGORY
(based on 2017 Registration Data)

- Cables 9.38%
- Connectivity 22.22%
- Content 39.26%
- Content Management Systems 57.28%
- Delivery Systems 27.16%
- Interactive Displays 62.72%
- Kiosks 45.68%
- Media Players 51.85%
- Mobile Integration 38.77%
- Projectors 13.09%
- Routers 5.43%
- Screen Mounts 24.69%
- Screens/Displays 60.74%
- Software 44.69%
- Vending Machine Applications 10.37%

EMBEDDED TECHNOLOGY
(Based on DSE 2018 Audience Survey and Ranked by Interest)

1. Facial Recognition/Audience Demographics
2. Augmented/Virtual Reality
3. Mobile Connectivity
4. IoT/Smart
5. Artificial Intelligence
6. Beacons
7. 3D/Haptic Technology

WEBSITE STATS

* Statistics are from Oct. 1, 2017 - Mar. 31, 2018

- Average Time On Site: 4:43
- Pages Per Session: 5.72
- Page Views: 1,066,776
- Unique Visitors: 131,327
- New Visitors: 82%
eBOOTH UPGRADES

Options

<table>
<thead>
<tr>
<th>EBOOTH UPGRADE</th>
<th>$1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Company Profile</strong></td>
<td>Add relevant company information. This description will be pulled for the DSE 2016 printed directory</td>
</tr>
<tr>
<td><strong>eBooth Logo</strong></td>
<td>Add your logo to your eBooth Profile for added branding</td>
</tr>
<tr>
<td><strong>Floor Plan Logo</strong></td>
<td><strong>Must have a 20x20 booth space or larger</strong></td>
</tr>
<tr>
<td><strong>Product Categories</strong></td>
<td>Select the ones that buyers are most likely to search to find you</td>
</tr>
<tr>
<td><strong>Product Image w/ Description</strong></td>
<td>Display detailed product descriptions along with full color images</td>
</tr>
<tr>
<td><strong>Press Releases</strong></td>
<td>Highlight what’s happening at your company</td>
</tr>
<tr>
<td><strong>Show Specials</strong></td>
<td>Spotlight the special deals – discounts, giveaways &amp; sweepstakes, etc.</td>
</tr>
<tr>
<td><strong>Brands</strong></td>
<td>Included in keyword search</td>
</tr>
<tr>
<td><strong>Social Media Icons</strong></td>
<td>Link to your Facebook, Twitter and LinkedIn pages</td>
</tr>
<tr>
<td><strong>Videos</strong></td>
<td>Show attendees what your company does best through an executive interview or product presentation!</td>
</tr>
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**eBooth Floor plan logo**

Catch attendees’ attention immediately with your company logo* over your booth space on the website’s interactive floor plan. This is a great way to stand out, be seen and attract them to your eBooth!

*Must have a 20x20 booth or larger

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**SILVER EXHIBIT SPONSORSHIP - $500**

Adding an Exhibit Sponsorship upgrade now to your exhibit space offers additional brand awareness and exposure throughout the year!
Custom Email Blasts

Utilize our exclusive email lists to reach prospects before, during and after the show. No one else in the industry can help you connect with DSE registrants like DSE can! You supply the HTML files and subject line and we handle the rest.

**FULL LIST OF 23,000+**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$1,600</td>
</tr>
<tr>
<td>6x</td>
<td>$8,200</td>
</tr>
<tr>
<td>12x</td>
<td>$14,000</td>
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</tbody>
</table>

**DSE ATTENDEES ONLY**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$900</td>
</tr>
<tr>
<td>6x</td>
<td>$4,600</td>
</tr>
<tr>
<td>12x</td>
<td>$8,100</td>
</tr>
</tbody>
</table>

Pre- & Post-Show Product Spotlights

This exhibitor-only eblast is the best way to show off your product or service to DSE attendees before the show, while they are finalizing show agendas. Remain top of mind and reach attendees who may have missed your booth with a post-show insertion.

This spotlight eblast is an easy, economical way to reinforce what you featured on the show floor and follow up with prospects. With a limit of 10 exhibitors per eblast, these options won’t last long!
MyDSE eNewsletter

Start marketing to your prospects months before DSE, so you’re ready to close the deal at the show!

This eNewsletter is designed to better prepare registrants for all that DSE has to offer. It touches on topics such as industry trends, networking, new product info, educational sessions, speakers and so much more!

This eNewsletter delivers to registrants every Wednesday before the show starting in December. Your company banner will be in every issue of MyDSE, as well as a Welcome Letter that will go out every Monday to all new registrants from the prior week. That is maximum exposure in the months leading up to the show!

**LEADERBOARD 640x100**

Flat rate $4,000

**HORIZONTAL BANNER 640x100** *(LIMITED TO 4 AD POSITIONS)*

Flat rate $2,000
Maximize your at-show presence with an ad in this show-centric eNewsletter! It delivers to all DSE attendees and our subscriber list of 23,000+ **all three days of the show. Only two positions available!**

**LEADERBOARD 640x100**

Flat rate $5,000

**HORIZONTAL BANNER 640x160**

Flat rate $4,500

**DSE ePost**

All the highlights of DSE — and your ad — sent two weeks after the show to all attendees and our subscriber list of 23,000+. **Only two positions available!**

**LEADERBOARD 640x100**

Flat rate $2,500

**HORIZONTAL BANNER 640x160**

Flat rate $2,000
WEBSITE ADVERTISING

Featured Exhibitor

Draw attention to your involvement in the show with the only advertising position available on the DSE homepage. Your introductory video, clickable logo, company description and booth number are all visible in the top position. The Featured Exhibitor gives you exclusive positioning for the week of your choice, from Friday to Friday, depending on availability.

Floor Plan Banner Ad

One of the most popular pages on the website! With an ad on the interactive floor plan, you will reach every attendee who views the page.

Vertical Page Sponsor

Be the exclusive sponsor to any one of the industry verticals on the DSE website. Your clickable logo, company description and booth number are all visible in the top position.
WEBSITE ADVERTISING

Rectangle Banner Ad

This position allows you to tell your story with a clickable image that appears throughout the site for maximum exposure!

**ROS** - 300X250 *(10 MAX)*

<table>
<thead>
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<tr>
<td>$350/month</td>
<td>$500/month</td>
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Logo Placement

Have your company logo featured on Digital Signage Connection in the weeks leading up to DSE. Placement includes link to the URL of your choice.

$300 WEEK
OTHERS

New Product Showcase

• Included in a dedicated eblast to all DSE 2018 registrants
• Included in press tour each morning of the show*
• A premium spot on the exhibit floor to showcase your new product
• A dedicated section in the official DSE 2018 printed show directory
• New Product Showcase page on the DSE website will include an image and description of your new product

*Sixteen new-product exhibitors are chosen by the advisory board to represent the newest technology at the shows.

Printed Show Directory

The show directory includes the complete event schedule with all seminar information, show floor map, exhibitor listing in alphabetical and booth order, category listings and much more! The directory is distributed to every attendee as they enter the show and most will use this as their navigation tool on the show floor. Spread pricing available upon request.

• $1,750 Combo (full page ad & enhanced listing)
• $1,500 Full-page, 4-color ad
• Special pricing for sponsored floor plan, belly band, spreads or custom inserts also available.
• $1,000 ½ page, 4-color ad
• $400 Enhanced Listing
  This includes logo over company listing and bold company name under alpha and numeric listing in directory

Product MUST be introduced to the marketplace no earlier than April 2017 or with a planned release by March 2018

$600

$1,750 Combo
$1,500 Full-page, 4-color ad
Special pricing for sponsored floor plan, belly band, spreads or custom inserts also available.
$1,000 ½ page, 4-color ad
$400 Enhanced Listing
This includes logo over company listing and bold company name under alpha and numeric listing in directory
SPONSORSHIPS

Mobile App Title Sponsor

Be visible to an ever-growing mobile audience every time they use the web or native apps! The exclusive mobile app title sponsor receives the splash page upon opening the app, a banner along the top of the app homepage, your very own icon to take app users to your website or eBooth and you will also be mentioned in the MyDSE eNewsletter as the mobile app sponsor with your logo!

FOR THE TITLE SPONSORSHIP

$6,000

Mobile App Push Notifications

Exhibitors can send a customized message as a push notification to our mobile app users. This is a great opportunity for you to drive attendees to your booth for giveaways or demonstrations.

$1,000 PER PUSH NOTIFICATION
Limit of 5 notifications per day

Registration Sponsor

Become the exclusive registration sponsor and be seen by every single registrant! Your logo will be included on each page of online registration, as well as the confirmation email sent to attendees. 300x250(desktop) and 970x90 (tablet) ads also come with this sponsorship. Your logo will also be displayed at badge pickup, onsite registration and the DSE website.

$10,000 EXCLUSIVE

SOLD
SPONSORSHIPS

Pocket Map Sponsor

This is an 11” x 4.25” pocket map distributed to all attendees at registration and available at badge holder pickup. It includes the company logo on all four panels, and on the company’s booth location on the map. It also includes space for an 11” x 4.25” ad on one full panel.

$6,000

Printed Directory Floor Map Sponsor

Have your company logo and ad included on the 2-page spread floor plan in the printed show directory. This is the most viewed section in the directory, which attendees receive as they enter the show.

$5,000
Featured Exhibitor
- Logo
  (transparent hi res PNG or Illustrator EPS)
- Description
  (175 characters including spaces)
- Booth Number
- URL to link to

Printed Show Directory
- Trim: 8.5” x 11”
- DIGITAL MEDIA REQUIRED. CMYK color only; NO spot-color, pantone or RGB. Use SWOP-standard images in CMYK at 300 dpi. Add .125” bleed to each side. Final size with bleed is 8.75” x11.25”

Space Reservations Due: February 1, 2019
Materials Due: February 8, 2019

Product Spotlight
- Image of your service or product: 300x250 pixels; JPG or static GIF; 40k max
- 50 words of copy
- Headline of up to 12 words
- URL to link to the image/headline

“Pre-Show” Materials Due: March 1, 2019
“Post-Show” Materials Due: March 15, 2019

Logo Placement
- Logo
  (transparent hi res PNG or Illustrator EPS)
- 250x75 pixels

New Product Showcase:
- Product image must be JPEG; 300dpi, 265x265 pixels
- Logo should be Illustrator EPS with text converted to outlines

Space Reservations Due: February 1, 2019
Materials Due: February 8, 2019

Eblast
ADVERTISER WILL PROVIDE
- HTML that is ready to email
- Images MUST be hosted on your website
- For best results, use inline style and tables in your HTML
- TEXT version of the email
- Subject line
  - Not to exceed 50 characters, including spaces
- Seed list
  - No more than 5 email addresses for the test mailing

Email materials MUST be received within 5 business days prior to the eblast date to allow for a test.