

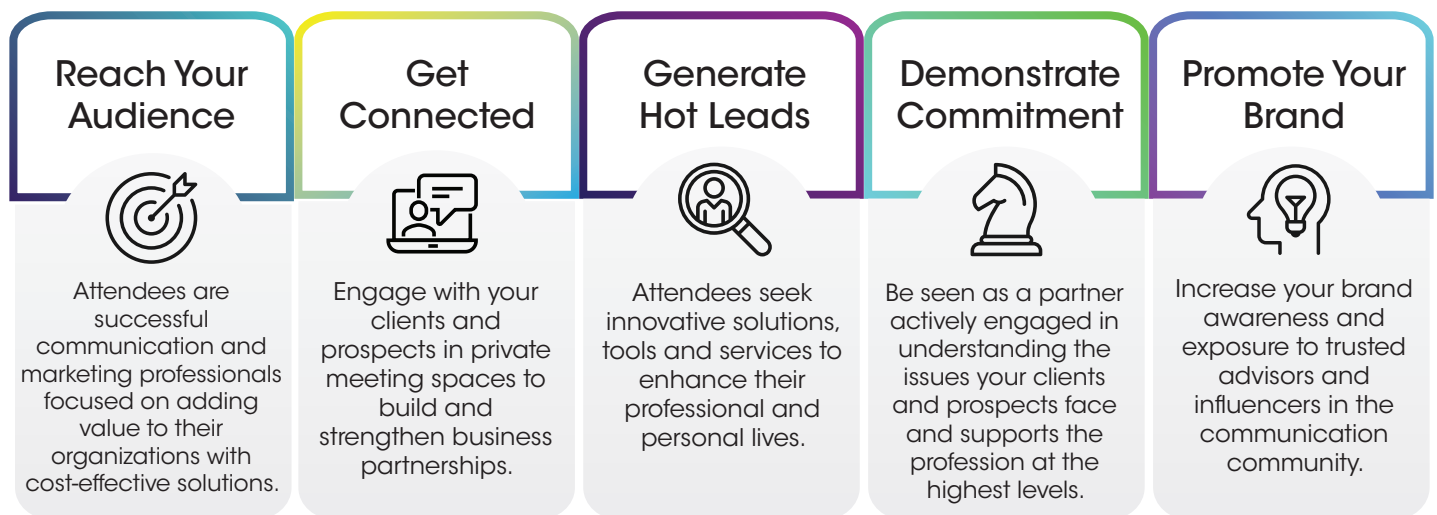


Exhibitor Opportunities

Oct. 26-29

Top 5 Exhibitor Benefits

PRSA is focused on helping you maximize your opportunities to connect with ICON 2020 attendees, generate leads, and launch, grow and expand business partnerships. Our Solution Expo is designed to encourage high traffic flow with special networking events at key times to maximize your exposure.



About ICON 2020

ICON 2020 is a completely digital online conference, for international professional communicators, public relations and marketing professionals. Attendees represent a wide variety of industries and are key advisors and decision makers within their organizations.

ICON 2020 provides branding and engagement opportunities across the platform and conference experience for partners, sponsors and exhibitors.

Fully interactive, ICON 2020 immerses the attendee in a multi-dimensional experience, with lobbies and theatres, lounges and meeting rooms, classroom and activities areas, and importantly a fully experiential and interactive exhibit hall, complete with customizable booths, displays, meeting rooms and chat functions.

All ICON 2020 Exhibitors receive:

- Company name/logo, contact info, and 50-word description in the digital ICON Partner Directory, and on the ICON website Partner page
- Company logo inclusion in certain ICON 2020 direct marketing outreach
- Meter board signage
- Recognition in *Strategies & Tactics* Partner
- Recognition on Partner Board in ICON 2020 lobby
- Pre- and post-show email to opt-in participants; one-time
- Data Retrieval at Booth
 - Reps have access to a fully featured dashboard
 - Attendee card on each visitor
 - Chat logs

Suggestions to Maximize Your Booth Engagement

Consider activities at your booth focused on helping professionals achieve work/life balance when working remotely. Grab your customer's attention with a live experience in your booth. Think about health, wellness and balance break info.

Some ideas for engaging activities you can share from your booth are listed below:

- Yoga, stretching exercises or Tai Chi instruction
- A downloadable cookbook
- A live cooking class with a communication thought leader
- Simple craft activities for the family
- DIY home office ideas
- Start your happy hour with a communications celebrity making a signature cocktail
- Make someone's day with a joke filled break designed to lighten the day!

ICON attendees understand how partners, products and services impact the entire organization and not simply one functional area, providing you opportunities to cross-sell and up-sell.

Questions about exhibits? Please contact John Kesaris at john.kesaris@prsa.org.

About PRSA

PRSA is the nation's leading professional organization serving the communications community. With more than 30,000 professional and student members, PRSA is collectively represented across the U.S. by 110 Chapters and 14 Professional Interest Sections, and on nearly 375 college and university campuses through its student organization, the Public Relations Student Society of America (PRSSA).