

Impact Tier

\$26,000 – \$50,000

A fully integrated marketing program that drives qualified booth traffic.

The Impact Tier is **our most popular choice**. It delivers a comprehensive pre-show, at-show, and post-show marketing program that goes beyond booth aesthetics to build real pipeline. Designed for mid-size exhibitors who want a visible, memorable presence and measurable results.

What's Included

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| <p> Strategy & Planning
Full strategy session, competitive audit, audience profiling, integrated calendar</p> | <p> NPE Show Daily
Design and placement of full-page ad in all 5 NPE Show Dailies</p> | <p> Post-Show Campaigns
follow-up email + social recap posts</p> |
| <p> Booth Theme
Custom theme development with full mood board, 3D concept rendering, up to 3 revisions</p> | <p> Press Release
1 pre-show press release (distribution to 200+ trade outlets)</p> | <p> Analytics Report
Detailed report: leads, traffic, email performance, social metrics, ad performance</p> |
| <p> Graphic Design
Up to 12 print-ready pieces (back-wall, towers, kiosks, hanging signs, floor graphics, etc.)</p> | <p> Promotional Items
Up to 3 branded items; tiered strategy (traffic driver, brand item, premium gift)</p> | <p> Square One™
Access to platform that consolidates customer profiling, search performance, and AI discoverability into a single environment, backed by specialized advisory for measurable growth and digital positioning.</p> |
| <p> Digital Display Content
Up to 3 looping display videos or animated graphics for in-booth screens</p> | <p> Show Collateral
Show guide design (up to 6 pages), digital catalog / interactive PDF</p> | |
| <p> Pre-Show Email
3-part email campaign series (save the date, booth preview, final push)</p> | <p> Booth Coordination
Full vendor coordination, shipping, logistics, and setup oversight</p> | <p> Account Management
Dedicated senior account manager; bi-weekly meetings plus on-demand support</p> |
| <p> Social Media
10 pre-show posts across LinkedIn and Instagram; 2 sponsored LinkedIn posts</p> | <p> Lead Management
Advanced lead capture setup, qualification script, and lead scoring</p> | |

IDEAL FOR:

Returning NPE exhibitors, 10x20 to 20x30 booth spaces, companies with strong brand presence who want to convert show traffic into qualified pipeline, mid-market manufacturers and suppliers.

Investment includes production management and all media placement fees. Any additional Advertising program would be in added with each desired target publication or outlet.