



## UPGRADE YOUR EXHIBIT PRESENCE

Make the most of your EXPO participation prior to the trade show and the additional print exposure that comes with it! The following upgrades are available to highlight your company and stand out from the rest!

**KEY:** Appears in your online exhibitor profile Will be printed in EXPO Program that will be distributed to EXPO attendees on-site

Contact an EXPO staff member at 512.579.3857 for additional information.

### BASIC

\$0

THE FOLLOWING ITEMS ARE INCLUDED IN YOUR BOOTH RENTAL FEE:

- Online Welcome Message: 50 characters
- Print Profile: 350 characters/approx. 50 words
- Online Profile: 500 characters/approx. 75 words
- Website Link: live link to your website from your online exhibitor/booth profile
- Product Categories: unlimited
- Brands: 100 characters/approx. 15 words, lists specific brands your company carries

### UPGRADE 1

\$100

INCLUDES ITEMS IN "BASIC" PLUS THE FOLLOWING ADDITIONAL FEATURES:

- Online Company Logo: includes your company logo
- Press Releases: post up to 2 press releases online
- Product Information: post up to 2 products online including images
- Show Specials: post up to 2 Show Specials online, printed in a special on-site "Show Special" flier that will be distributed during the EXPO
- Expanded Online Welcome Message: 100 characters
- Expanded Print Profile: 500 characters/approx. 75 words
- Expanded Online Profile: 750 characters/approx. 100 words

### UPGRADE 2

\$250

INCLUDES ITEMS IN "BASIC," "UPGRADE 1," PLUS THE FOLLOWING ADDITIONAL FEATURES:

- Printed company logo: includes your company logo printed with your company/booth listing
- Recognized first as "Upgraded Exhibitors" on exhibitor listing page online: your company will appear at the top of the Exhibitor List online
- Press Releases: post up to 5 press releases online
- Expanded Product Information: post up to 5 products online including images
- Expanded Show Specials: post up to 5 Show Specials online, printed in a special on-site "Show Special" flier that will be distributed during the EXPO
- Expanded Online Welcome Message: 150 characters
- Expanded Online Profile: 1,000 characters/approx. 150 words

FOR MORE INFORMATION, CONTACT THE TEXAS NURSERY & LANDSCAPE ASSOCIATION.  
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