



CALLING ALL EXHIBITORS



Drive additional traffic to your booth when you sign up to be part of the IAAPA Expo Insider Booklet, sponsored by Hasbro.

Engage with attendees as they participate in our own custom version of the classic mystery game Clue with an attractions industry twist. Attendees will visit participating exhibitor booths to solve the mystery and if they are right about the location, weapon, and guilty suspect they will win a special prize and bragging rights among their industry peers!

LET'S PLAY!

The IAAPA Expo Insider Booklet will be the ONLY printed guide on-site. This is your best opportunity to connect with qualified buyers interested in learning more about your products and services.

Contact Julie Rice-Witherell at jricewithere@IAAPA.org for more details.

INVESTMENT

Advertisers receive a front and back-page advertisement* in the 5" x 8" booklet.

General advertisement:

\$2,000

Game participant advertisement:

Includes game incentive for attendees to visit your booth. Limited quantity available.

\$3,500

*Ad designs are the advertiser's responsibility and are subject to IAAPA approval.

Designs and payment are due to IAAPA no later than Sept. 30, 2023.

CLUE and HASBRO and all related trademarks and logos are trademarks of Hasbro, Inc. ©2023 Hasbro.