

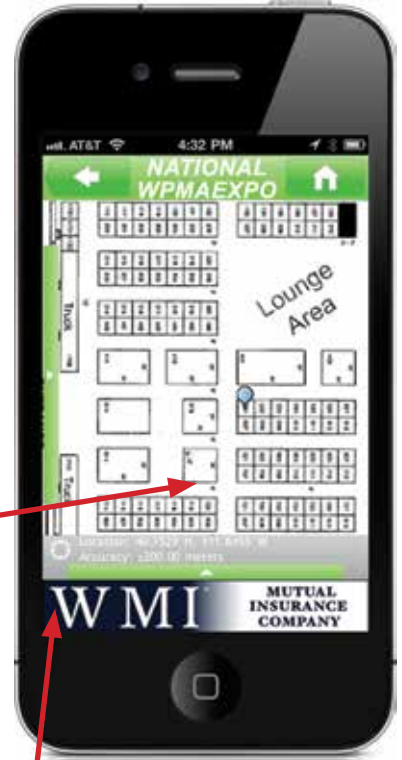
## WPMA EXPO® Exhibitors

The **WPMA EXPO APP listing** is included in the booth registration fee. The APP will boost engagement by allowing attendees to:

- See who you are and what you offer.
- Find you quickly on the trade show floor.
- See all the company's contact information.
- Link directly to your website through a URL hyperlink in the exhibitor directory.

This free APP may be downloaded by all participants of the **WPMA STATE SHOWS** and the **WPMA EXPO**. WPMA provides your company maximum exposure through this Smartphone APP. Plan now to take advantage of this unique promotional opportunity.

The information provided for the WPMA EXPO APP will also be used for the **WPMA EXPO** website, but in a limited capacity.



**WPMA EXPO APP**

## Exhibitor Directory

### WPMA EXPO APP Directory

Full Digital Directory included with booth price.

### Specifications / Mechanical / Guidelines for APP

#### WPMA EXPO APP Full Digital Directory

Lists your **Company Name, Contact Name, Address, Phone & Fax Numbers, E-mail, URL, and Company Logo** (approximately 320 X 100 pixels, 72 ppi or higher for best quality in gif, png or jpeg - preferred formats.) Just tap on the company name in the exhibitor list to link to all of this information.

In addition, your Company Name, Logo, and URL will appear on the WPMA website booth map. Clicking on the booth on the WPMA webpage will link prospective clients to your webpage.

You have the opportunity to have the following

information listed on the WPMA EXPO APP for Smartphones during the **WPMA EXPO**:

- **Company Contact Information**
- **Company Logo**
- **E-mail Address**
- **Company Explanation / Show Specials**
- **URL Hyperlink**
- **Booth Locator**

download is available to all, giving the app user convenient access to all major sponsor ads, banners, Web links, digital directories, schedule of events, maps of the trade show floor, convention facilities, and scholarship silent auction.

## WPMA EXPO® Major Sponsors Major Sponsor APP Banners & Full Screen Ads

**WPMA EXPO  
SPONSOR  
BANNER  
Specifications**

### WPMA EXPO APP Sponsorship RATE

**Presidential, Premier, Diamond, Emerald and Ruby Sponsors**

(Banner with full ad and Web link) ..... Complimentary with Sponsorship

### Specifications / Mechanical / Guidelines for APP (Please provide URL for Linked Advertising)

#### 1. Rotating Banner AD image

- Image Size:** 640 X 100 pixels
- Image Quality:** 72 ppi or higher for best quality
- Image Format:** gif, png or jpeg - preferred

#### 2. Full-Screen AD Image

- (this will be accessed when the banner is touched)
- Image Size:** 640 X 900 pixels
- Image Quality:** 72 ppi or higher for best quality
- Image Format:** gif, png or jpeg - preferred

If providing a URL, it would be helpful if your ad included wording somewhere such as, **"touch here,"** since this image on the APP will be linkable to an outside website. If URL is not provided, ad will not have a link.