



MYS Upgrades Glossary

Each element below helps your company stand out, attract attendees, and engage with potential leads during and after the event.

Contact Information *(Included in the basic listing)*

Your 'Contact Us' information, which includes the company name, address, phone number, email, and social media links

Website *(Included in the basic listing)*

A hyperlink that directs users from the company profile to their website

Social Media *(Included in the basic listing)*

Hyperlinks that direct users from the company profile to their social media pages. Included within the 'Contact Us' information.

Booth Number *(Included in the basic listing)*

A clickable link that takes users to your booth location on the floor plan

Product Categories *(Included in the basic listing)*

Exhibitors choose and assign product or service categories to their company profiles, with the categories and their quantity predetermined by the event.

Company Description *(Included in the basic listing)*

Company Logo

The company logo can appear in search results, on the company profile page, or in both locations.

Access to Online Leads

Receive contact details from attendees who share their information with you via the official directory or mobile app. This typically includes their name, title, email, and company, which you can access through the Exhibitor Resource Center.

Showroom Performance

VIEWS

40

LEADS

6

CLICKS

13

[See Performance Insights →](#)

Featured Exhibitor Listing

Your company will be highlighted in an exclusive list of exhibitors marked as 'featured.' The full exhibitor list will also include a filter, allowing users to view only the featured companies.

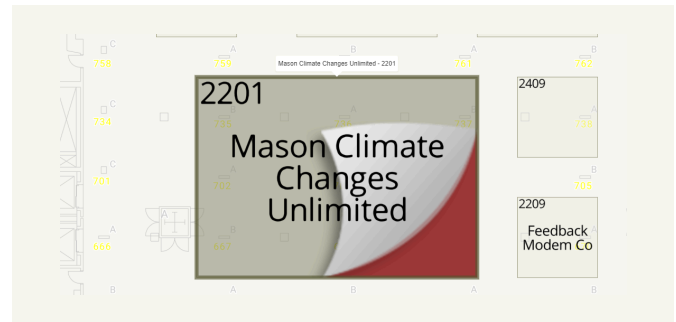
The screenshot displays the EXPO MYS interface for the event "Oct. 17-23 Chicago". The header includes the EXPO MYS logo, event details, and navigation links for Menu and a notification bell. On the left, a sidebar contains filters: "Search By Exhibitor Name" with a search icon, "Filter by Alpha" with a "Show All" dropdown, "Filter by Featured Exhibitors" with a checked checkbox, and "Filter by Product Category" with a "Show All" dropdown. The main content area shows "33 Results for Exhibitor List" with "Grid" and "List" view toggles. Below this, a section titled "FEATURED EXHIBITORS (33)" lists two exhibitors: "aceLabs" (8273) and "Bailey Goods Partners" (4402). Each exhibitor card includes a logo, name, ID, a "plus" icon, and a brief description. The "aceLabs" card also has tabs for "Exhibitor Collateral" and "Online Contacts".

Premier Placement in Search Results

Premier placement ensures your exhibitor listing displays at the top of search results and filtered lists relevant to your company's profile. The premier lists are organized alphabetically.

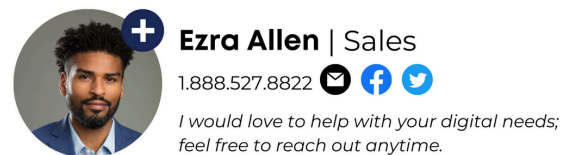
Highlighted Booth with Corner Peel

The interactive floor plan enhances your booth with a distinctive red highlight featuring a peeled corner. This eye-catching addition ensures that your booth stands out and appears on desktop and mobile devices.



Business Cards

Team contacts on your listing enable attendees to contact your team members before, during, and after the show. This information includes their name, headshot, title, description, and individual social media links.



Collateral

Any downloadable content such as PDFs, Word documents, or links for attendees to view. Exhibitors can categorize their collateral into sections like brochures, press releases, whitepapers, case studies, and catalogs.

Special Offers

Exclusive show-specific raffles, company discounts, and giveaways

Exhibitor Scheduled Events

Webinars, trainings, demos, or in-person events you're hosting

Product Gallery Images & Descriptions

Upload a product image along with an accompanying description to your listing

Product Gallery Videos & Descriptions

Upload a product video along with an accompanying description to your listing



Product Spotlight

The first image or video in the exhibitor's gallery is featured on the Directory Home Page and links to their company profile. These spotlights are displayed randomly and change upon page refresh.

PRODUCT SPOTLIGHT

Show All



Our Latest Audio/Visual Release

Veridian Dynamics Plus

Join our 15-minute live demonstration on the official online directory. Click the 'plus' icon to add it to your agenda. On the event day, visit the directory to view your scheduled events.

Visit us at Booth: [3744](#), [5653](#), [7177](#)

Product Category Banner

Displayed alongside the product category in search results, ensuring the exhibitor's listing appears at the top

Results for Product Categories

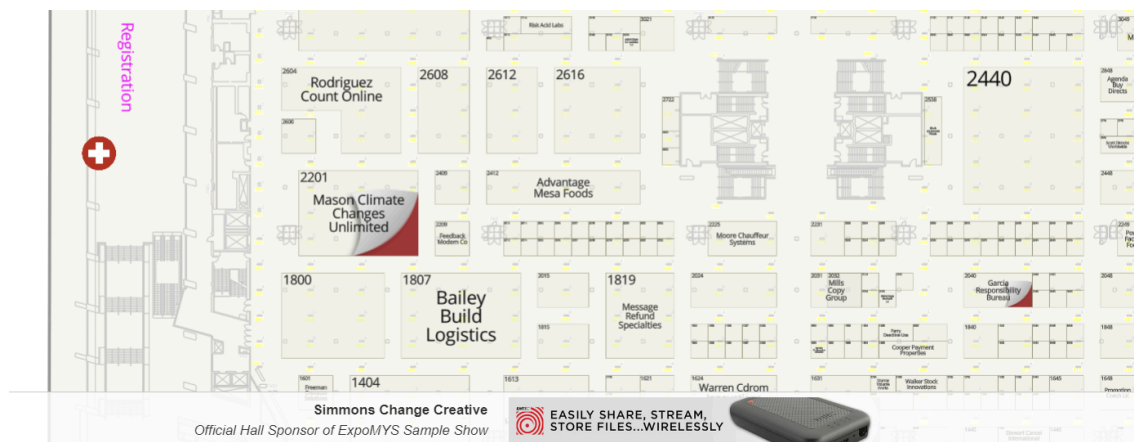
Category	Matching
Accessories – Automotive Electronics	53 Exhibitors
Accessories – Computer Hardware & Software	52 Exhibitors
Accessories – Connected Home	50 Exhibitors



SMITH HELP TECH

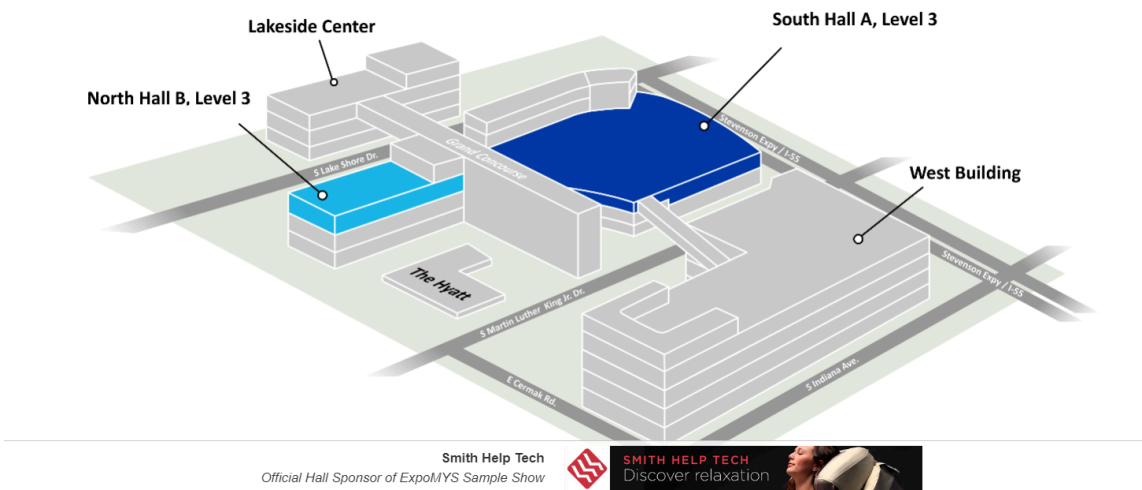
Exhibit Hall Banner

A banner ad anchored to the bottom of the interactive floor plan screen that links directly to the exhibitor's listing. It can be sold exclusively or as part of a rotating series of multiple banners.



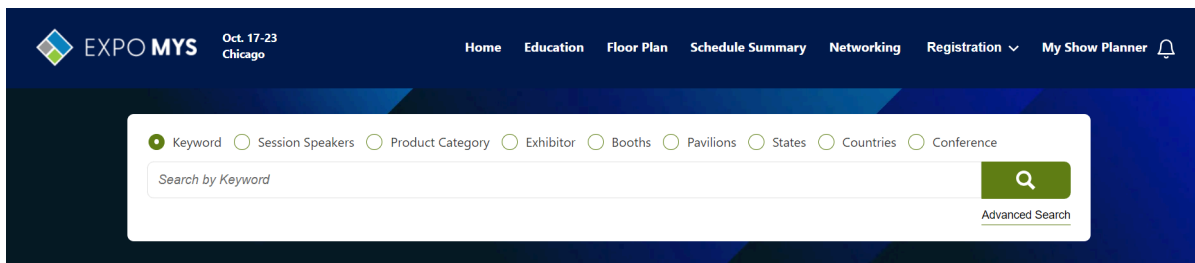
Facility Overview Banner

For events with multiple halls, a banner ad anchored to the bottom of the interactive floor plan facility overview that links directly to the exhibitor's listing. It can be sold exclusively or as part of a rotating series of multiple banners.

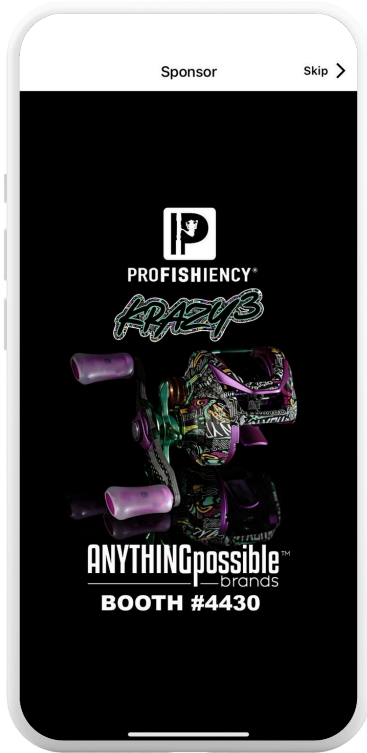


Directory Home Page Banner

A banner ad that appears on the directory home page. It can be sold exclusively or as part of a rotating series of multiple banners.



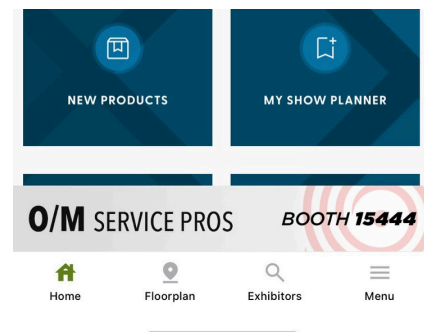
Splash Screen Sponsorship



A dedicated splash screen on the mobile app that appears when the app launches. This screen can be co-branded with the event or feature a separate branded design.

Rotating Banners

Banners located in the bottom footer of the mobile app that link to your mobile directory listing



Push Notifications

Timely message alerts sent through the mobile app