WasteExpo by informa

2027 EXHIBITOR DIGITAL PACKAGES

Boost your brand visibility and drive booth traffic with Digital Packages that showcase your company on the interactive floor plan, show planners, and exhibitor insights.

Select the package that best meets your goals. One package selection is required.

Package Offering	Basic Package	Exhibit Plus	Maximum Exposure
EXHIBITOR DIRECTORY LISTING			
Online & Mobile App Listing (Company Name, Booth Number, Contact Info, Description, Social Media, Website)	✓	✓	✓
Company Logo	✓	✓	✓
Product Categories	8	10	15
Documents/Collateral (Press Releases, Brochures, Catalogs, Case Studies, Whitepapers)	2	4	10
Show Specials (Company Discounts, Raffles, and Giveaways)	1	3	5
Product Images with Description	2	4	10
Videos	1	2	4
Floor Plan Highlight			✓
Top of Exhibitor List Priority Placement			✓
Featured Exhibitor Listing		✓	✓
Header Image			Yes
Video Header			Yes
Background Image			Yes
Virtual Booth QR Code			Yes
Side Rail Ad on Profile			Yes
MARKETING & PROMOTIONS			
Access to Customer Invites Program	✓	✓	✓
LEAD GENERATION & INSIGHTS			
Access to Online Leads	✓	✓	✓
Access to Lead Insights - NEW	✓	✓	✓
Onsite Lead Retrieval App (Includes one app license to use on a smartphone or tablet)	✓	✓	✓
Price	**$500**	**$995**	**$1,495**

Interested in upgrading? Contact us at sales@wasteexpo.com



Glossary of Terms

COLLATERAL
Exhibitors can add downloadable content to their company profiles as PDFs, Word documents, or links. Content can include press releases, brochures, catalogs, whitepapers, and case studies.

COMPANY LOGO
A company logo appears in the search results and on the company profile page, increasing brand recognition and brand recall.

CUSTOMER INVITES PROGRAM
The program gives you access to a marketing toolkit to promote your presence at the show and to offer discounted passes to your current and potential clients.

'FEATURED EXHIBITOR' LISTING
Your company listing is highlighted in an exclusive list of exhibitors marked as 'featured'.

LEAD INSIGHTS
Your custom Lead Insights platform offers a single, near real- time view of all your event and digital campaign leads, along with reporting, in one place. It builds a rich profile of each of your leads by analyzing how they have engaged with your content, overlaid with detailed demographic and company data, and then translates the data into actionable insights.

LEAD RETRIEVAL APP
The lead retrieval app license can be used on a smartphone or tablet to capture and collect leads onsite at your booth by scanning an attendee's show badge.

ONLINE & MOBILE APP LISTING
The online & mobile app listing, or company profile, is provided with every standard package. The listing features company details, including company name, booth number, address, website, social media links and description.

ONLINE LEADS
Receive contact details from attendees who share their information with you via the online & mobile app directory. This typically includes their name, title, email, and company name.

PRIORITY PLACEMENT
Priority placement ensures your company listing displays at the top of the search results and filtered lists relevant to your company's profile. Priority lists are organized alphabetically.

PRODUCT CATEGORIES
These are predetermined product and service categories that exhibitors can assign to their company profile. Attendees use these to search for and discover exhibiting companies online and in the mobile app.

PRODUCT IMAGES WITH DESCRIPTIONS & VIDEOS
Enhance your company profile by uploading product images with descriptions or videos for attendees to view.

SHOW SPECIALS
Exhibitors can add show-specific specials to their company profile, including

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