



## New for 2021: **EXPRESS BOOTHS**

Express Booths are ideal for **new exhibitors** interested in experiencing IPW for the first time. They are also an excellent option for **organizations that have been part of a booth share at IPW before but are interested in branching out to have a solo presence**. Exhibiting with an Express Booth allows you to establish a branded space on the show floor and gives you the ability to request appointments with the buyers you want to meet.

### 1:1 APPOINTMENTS

Express Booths are for one-on-one appointment-taking. It's a **stress-free design that's totally turnkey**: Freeman, IPW's official authorized general service contractor, will provide:

- Backdrop with your logo and a sign with the name of your organization.
- One table and two chairs.
- Carpet.
- Wastebasket.

### HOW ARE EXPRESS BOOTHS DIFFERENT FROM SINGLE BOOTHS?

- Express Booths are 2M x 2M (approximately 6.5' x 6.5'), smaller than a traditional Single Booth (10' x 10').
- Express Booths are specifically designed for one-on-one appointments. If you wish to register more than one exhibitor delegate from your organization for IPW, you will need to upgrade to a Single Booth.
- Express Booths do not include a Media Marketplace option. If you want to participate in the Media Marketplace and take appointments with journalists, you will need to purchase a Single Booth.
- Express Booth exhibitors are eligible for up to 22 prescheduled appointments with IPW buyers.
- Express Booths will be located within a dedicated pavilion in the IPW exhibit hall. This pavilion is not adjacent to Express Booth exhibitors' geographic regions.

## PRICING

Non-Member	\$5,000
Member	\$3,500
# of Registrations	1

### INTERESTED?

Contact [ipwreg@ustravel.org](mailto:ipwreg@ustravel.org) for more information.