

## EXHIBITOR ENHANCEMENTS

Did you know we have added booth enhancement opportunities for your company to have more exposure in the exhibit hall at the Scientific Assembly? We have several different options for any budget. Each add on is available for a limited number of booths and are first-paid, first-served.

**TIPS FOR A SUCCESSFUL EXHIBIT BOOTH**

WHEN YOU ARE 1 OF 150 IT CAN BE TOUGH TO GET NOTICED. USE THESE TIPS TO MAKE AN IMPACT AND STAND OUT FROM THE CROWD.

**YOU ONLY HAVE 3 SECONDS TO ENGAGE A PASSERBY.**

**Draw attention to yourself**

**Offer Promotions**  
Offer a special discount or coupon for attendees who visit your booth.

**Use Eye Catching Graphics**  
Use readable fonts, appealing colors and make sure they match your branding.

**Provide a Service**  
Offer a fun activity like a photo booth or massages. Have something useful like a mobile charging station.

**Be "Open" for Business**  
Don't sit behind your computer or block off the front of your booth. Welcome people into your booth.

**Show Don't Tell**  
Let attendees try your product, don't just talk about it.

### **BARTENDER IN YOUR BOOTH – \$2,000**

Six (6) available (during the Welcome Reception only)  
It will be like hosting a party in your booth! Provide your favorite keg of beer (limited brands available) for attendees to enjoy in a branded cup. Comes with one bartender, 150 branded plastic cups and recognition in the conference mobile app. *Requires 5' x 5' space.\**

### **BARISTA FOR A DAY – \$5,000**

One (1) available (only Tuesday and Wednesday)  
Attendees are sure to stop by for a fresh coffee from Starbucks! A coffee cart that includes espresso, cappuccinos, lattes and Starbucks famous drip coffee can be placed right inside your booth – complete with your very own barista! Comes with two baristas, Starbucks cups, sleeves and stirrers, and recognition in the conference mobile app. *Requires corner booth and 6' x 8' space.\**

### **KEURIG® COFFEE – \$1,250**

Six (6) available  
Invite attendees in for a freshly brewed cup of coffee with your very own Keurig machine. Includes one Keurig Machine, 5 gallons of spring water, 150 assorted K Cup Pods, disposable cups and recognition in the conference mobile app.

### **POPCORN MACHINE – \$1,000**

Two (2) available  
Let the aroma of freshly popped popcorn help you stand out from the crowd. Includes: popcorn machine, necessary supplies for 500 sample sized portions and recognition in the conference mobile app. *Requires corner booth and 6' x 8' space.\**

### **CONFERENCE BAG INSERT – \$2,000**

Conference bag inserts are a great way to reach attendees. Fliers, brochures, spec sheets and promo items are acceptable. Items must be approved in advance by the SOMA Executive Office. Item must be produced by the supporter unless other arrangements are made with SOMA. Must be received by April 28, 2019.

**MOBILE APP AND SOMA WEBSITE ADS**

Exhibitors and sponsors can purchase ads located either on the SOMA website or a rotating banner ad on the Mobile App, through June 30, 2019. The SOMA website add will provide your company with exposure to all SOMA members and website visitors. The banner ad will provide your company with exposure to all of SOMA 2019 Scientific Assembly attendees.

Rotating banner ad in Assembly Mobile App..... \$500

Rotating Ad space on the front of SOMA website for three months.....\$1000

*(Ad space will appear on the website April - June)*

**VENDOR DIRECTORY POSTING**

This year all exhibitor and sponsor names, logos and descriptions will be listed on the SOMA Vendor Directory, located on the SOMA website, through June 30, 2019. The directory listing will provide your company with exposure to all SOMA members and website visitors. Subscriptions to extend your listing on the vendor directory throughout the year are available as follows:

Six Month Posting .....\$500

Three Month Posting .....\$250

One Month Posting .....\$100

\*SOMA will adjust booth spaces to accommodate booth enhancements if desired, but is the responsibility of the company to include these dimensions in your floor covering orders. Booth enhancements cannot extend into aisles or obstruct other booths.