



MARCH 12-14, 2024
COLUMBUS, OHIO, USA

WHAT'S NEXT IS WHAT'S HERE



EXHIBITOR PROSPECTUS

THIS IS WHERE BUSINESS
GETS DONE.



Mattress producers and industry leaders come from around the world to explore the ISPA EXPO show floor and connect with people, products, and ideas.
Discover opportunities and gain insight into what's next for the industry.

ACCOMPLISH MORE BUSINESS HERE

- Get **25 hours** of dedicated exhibit time with clients in a convenient, focused environment
- **Showcase products and services** that buyers can see, touch and experience first-hand
- Launch new products to a **targeted, experienced, and engaged audience**
- **Grow your company** by building brand awareness and making new connections
- **Maximize your sales and marketing ROI** with EXPO's cost-effective exhibit booths that reach your ideal demographics



94%

OF EXPO EXHIBITORS REPORT THAT EXHIBITING IS VALUABLE TO THEIR BUSINESS

**Based on attendee survey from past ISPA EXPO*



ENGAGE WITH A GROWING MARKET

The wholesale US mattress market alone is over

11 BILLION Major mattress producers from Europe, Canada, South America and Asia will also attend ISPA EXPO.

Consumers will always demand new and better sleep products.

DON'T MISS THIS OPPORTUNITY TO GROW YOUR COMPANY AT ISPA EXPO.

WHAT PAST ATTENDEES SAY ABOUT EXPO:

"As Europeans, we exhibit because it's the best place to work with the American market"

"It's the hub of the Latin market"

"It's the right audience for new opportunities and to meet with almost all our existing customers within a few days."

"The definitive show for the mattress industry."



EVERY PRODUCT AND SERVICE IN THE BEDDING INDUSTRY WILL BE HERE.

BE PART OF THE ACTION. BE PART OF WHAT'S NEXT. BE HERE.

MAKE SOLID AND VALUABLE RELATIONSHIPS

More than **4,300 PROFESSIONALS FROM 69 COUNTRIES** **HAVE ATTENDED** past ISPA EXPOs to see product innovations first-hand, to engage with industry partners and to learn about new possibilities and perspectives. Generate valuable connections with global industry leaders who are ready to do business.

95% of attendees said the EXPO met their expectations.

71% of attendees made a purchase at the show or plan to, based on their visit.

78% came from companies' executive, management, purchasing, and R&D teams.



EXHIBIT RATES

ISPA MEMBER RATES	UNTIL 9/18/2023	AFTER 9/18/2023
100 sq. ft.	\$17.00 per sq. ft.	\$18.00 per sq. ft.
200-600 sq. ft.	\$15.75 per sq. ft.	\$16.50 per sq. ft.
601-1,999 sq. ft.	\$15.00 per sq. ft.	\$15.75 per sq. ft.
2,000-3,499 sq. ft.	\$14.50 per sq. ft.	\$15.25 per sq. ft.
3,500-14,999 sq. ft.	\$13.75 per sq. ft.	\$14.25 per sq. ft.
15,000+ sq. ft.	\$12.50 per sq. ft.	\$13.00 per sq. ft.

All exhibitors over 300 sq. ft. will be charged a materials handling fee at time of contracting.

- 100-300 sq. ft. of exhibit space charged by Freeman based on actual net weight of shipments
- 301-999 sq. ft. : **\$3.85/sq. ft.**
- 1000 sq. ft and over: **\$3.95/sq. ft.**

30% Non-refundable deposit required at time of contracting. 70% balance due by November 30, 2023. If contracting after November 30, 100% of sublicense fee is due.

ISPA NON-MEMBER SPACE RATES

\$8,000 marketing fee plus \$25.00 per sq. ft. for all space sizes.



YOUR STANDARD BOOTH RENTAL PACKAGE INCLUDES:

- 8 foot back and side rail drape*
- Company identification sign*
- Complimentary exhibitor badges based on booth size
- Listing in online Exhibitor Guide
- Listing in *BedTimes* magazine March 2024 show issue
- Opportunity to increase your exposure through show sponsorships

DON'T WANT TO BRING YOUR OWN BOOTH?

Select one of our cost-effective turn-key booth packages.

(100 or 200 sq. ft. only)

*100 to 300 sq. ft. in-line booths only



GAIN A COMPETITIVE ADVANTAGE THROUGH SPONSORSHIPS

- Drive traffic to your booth
- Choose from a wide range of options including on-site events, on-site signage, promotional items and advertising.
- Have a unique promotional idea? Call us and we'll create a custom program to meet your needs.

2024 EXHIBIT DATES & HOURS

Tuesday, March 12.....9:00am – 6:00pm

Wednesday, March 13.....9:00am – 6:00pm

Thursday, March 14.....9:00am – 4:00pm

OTHER IMPORTANT DATES

**Exhibit Personnel
Registration Opens**
October 12, 2023

Exhibitor Move-in
March 10 & 11, 2024
8:00am – 5:00pm

Exhibitor Move-out
March 14, 2024
4:30pm – 10:30pm

March 15 & 16, 2024
8:00am – 6:00pm

March 17, 2024
8:00am – 12:00pm Noon

**Rest Easy When You Book Your Hotel With onPeak,
ISPA's **ONLY** Official Housing Partner**

EXCLUSIVE EXHIBITOR BENEFITS

- Convenient, affordable hotel options provided **ONLY** by onPeak. Warning: Do NOT book with outside providers.
- No upfront financial commitment, flexible rebooking options
- Accumulate points in your hotel rewards program

Exhibitor housing opens July 19, 2023



COLUMBUS IS THE PERFECT PLACE TO DO BUSINESS

ISPA EXPO 2024 will take place in Columbus, OH, a city that's setup for business! Columbus is affordable and simple to navigate with many ISPA EXPO hotels within a walkable distance to the convention center. John Glenn International Airport is easy to reach from cities around the world. As an added bonus, Columbus offers excellent options to entertain your customers after hours in unique eateries, neighborhoods and historic districts.

ABOUT ISPA

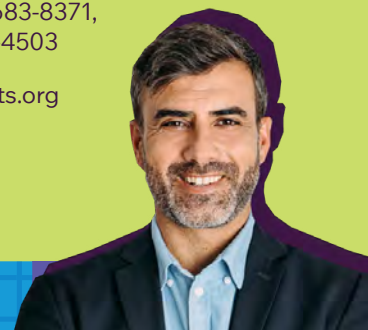
Since 1915, the International Sleep Products Association (ISPA) has provided valuable programs and services to mattress manufacturers and industry suppliers around the world. Join the mattress community's trade association today.

Visit www.sleepproducts.org/join or call 1-703-683-8371.

International Sleep Products Association

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Alexandria, VA 22314-1917 USA
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Fax 703-683-4503

sleepproducts.org



**DON'T DELAY,
SPACE IS LIMITED.**

#ISPAEXPO

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ISPAEXPO.com