WEST 2020

A BRANDING AND BOOTH TRAFFIC OPTIMIZATION TOOL
SPONSORED WEBSITE RETARGETING

Are you seeking new ways to gain access to the conference audience? Have you been looking for more ways to interact digitally with potential prospects?

Sponsored retargeting campaigns let you get your message in front of WEST website visitors with ads across the web. This brand new opportunity is only available to current WEST exhibitors, with exclusive access to the digital audience visiting the event website leading up to the conference in March 2020.

In the months leading up to WEST almost 45,000 visitors are expected to view the event website!

85,000+ SESSIONS PER YEAR
50,000+ USERS PER YEAR

How it works

Select your package and submit your graphics, and you're on your way! Sponsored retargeting happens when the website/audience owner allows a sponsor to show ads to recent visitors of the event website. Visitors to the WEST website are cookied and our team is able to then serve those who have entered our audience segment your graphics and messaging!

Retargeting ad campaigns will run: Feb. 3rd - March 3rd!

Your ads will show on nearly any website that our audience visits. We have access to 95% of the consumer web so when our event website audience (that your ads are targeting) visits cnn.com, espn.com, weather.com, or thousands of other websites, your ads will be served encouraging them to act on your messaging!

PACKAGES

50,000 Impressions
$3,500 per campaign

100,000 Impressions
$6,000 per campaign

BUY NOW!

You've secured your retargeting package... now what?

Submit your graphics to our digital marketing implementation team.

Banner Ad Formats

Acceptable file types are **.png**, **.jpeg**, and **.gif** for your artwork.

The recommended file size is < 30MB. A maximum file size of **200MB** is permited per file.

Banner Ad Sizes

(in pixels, width x height)

Required:	Optional:	
300 x 250	970 x 250	970 x 90
160 x 600	300 x 600	320 x 100
728 x 90	300 x 1050	320 x 50
180 x 150		

Design your ads to:

- Drive attendee traffic to your booth
- View a featured product you'll be showcasing at the conference
- Highlight an event at WEST you're sponsoring or participating at

Example Banner Ad Graphics:

Deadline to secure Jan. 27th!

QUESTIONS?

WEST 2020 Exhibits & Sponsorship Sales Team c/o SPARGO, Inc.
WESTexhibits@spargoinc.com │ **888-215-2241 / 703-995-2567**