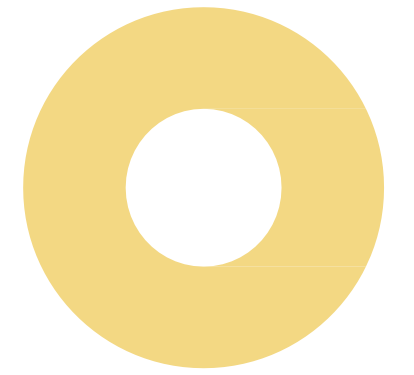
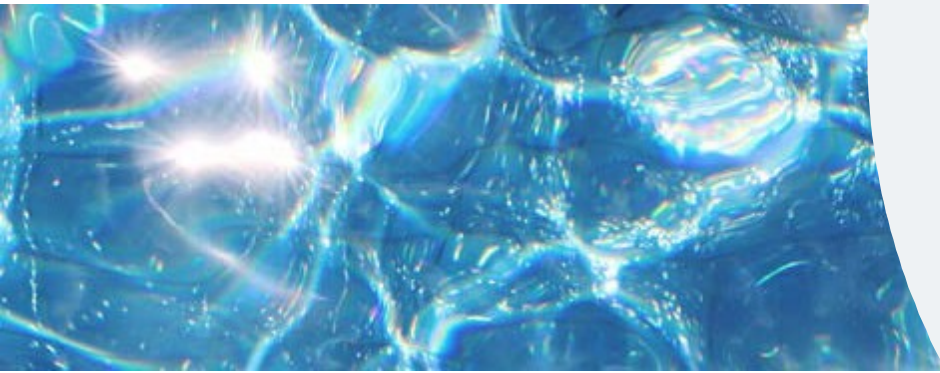


Exhibitor Guidebook for Success

April 15-17, 2024
Fontainebleau, Miami Beach





We are POSSIBLE

ONE COMMUNITY, ONE GOAL, ONE EXPERIENCE

Congratulations on your decision to become a 2024 POSSIBLE Exhibitor! POSSIBLE 2024 will not only position your company as an industry leader, but it will also enable your team to connect with marketing decision makers who yearn for new technology and strategies to drive business impact and help them achieve their overall goals.

This year's exhibitor experience will be bigger, better, bolder, with new and enhanced signage and branding that will create a flawless attendee flow. Our content and agenda will expand to Monday afternoon, offering two and a half days of content, providing more time for the marketing decision makers you want to explore and experience our indoor and outdoor exhibit spaces, plus we bring more content and activities into the garden.



Take Advantage of our 2024 Exhibit Options providing a relaxed, upscale Miami style atmosphere



Meeting Rooms



Turnkey Lounges in the Indoor Expo Hall



Custom Cabana and Lounge Areas



[Click on the icon to learn more about each option](#)



Custom Activations and Booths



Turnkey Cabanas: Poolside and Lawn



Innovation Village for Startups



Yachts





2024 Exhibitor Enhancement Benefits include:



Expanded digital, traditional, and human directional signage will provide a flawless attendee journey, ensuring traffic flow to all exhibitors



Onsite exhibitor support and customer service counters within the outdoor and indoor footprints will provide support onsite



Expanded networking opportunities including [Hosted Meetings](#) and intimate round [Tabletalk](#) discussions



Dedicated Communication Newsletter for exhibitors will include inventory updates and event news.



Strategies for an Exceptional Onsite Experience



Increase brand awareness through Experiential Engagement



Experiential marketing is highly effective because it allows you to showcase your brand to decision makers who are already interested in solutions that align with their goals. By exhibiting with us, our team will collaborate with you to design an experiential activation that generates enthusiasm and dynamism. Working alongside our preferred vendor, we will create a well-thought-out program that seamlessly integrates your brand initiatives into the event's footprint, resulting in increased foot traffic and a captivating buzz.



Choose from a Turnkey or Custom Activation



Our options allow you to choose between pre-designed turnkey displays or allow us to collaborate together to ideate a unique custom-built concept that ensures your brands experiential vision comes to life.



Guaranteed Hosted Meetings program



Our guaranteed hosted meetings with brand marketer decision makers will help justify your ROI post event. Available for our yacht, meeting room and exhibitors only. You only pay for the meetings we can schedule, there's no risk and no reason not to participate! The Program guarantees up to 30 :15-minute meetings with a double opt-in or your money back.



POSSIBLE Co-Supported Event



Be listed on the POSSIBLE agenda with a Co-Supported Event at one of Fontainebleau's onsite locations.

Dedicated Happy Hour



Visit the indoor and outdoor Exhibit areas.

Tuesday afternoon 5:00 – 6:30 p.m.

Strategies for an Exceptional Onsite Experience



Thought Leadership sessions



- To be included in the agenda. Options include:
- Masterclass: up to 100 attendees, :30 minutes
 - Workshops: up to 40 attendees, :45 minutes held on Monday (pre-conference day)
 - Tabletalks: Held during Tuesday's lunch in the Outdoor Expo Garden. Your team will facilitate a roundtable discussion on a dedicated topic for brand marketer attendees.



POSSIBLE App



Our new and improved POSSIBLE app will allow your team to directly connect with attendees (that opt in) through its chat feature to exchange contact information



Networking Events and Lounges



Our Networking Events and Lounges offer an extension to your teams' meetings, providing an opportunity to engage with top leaders within the entire marketing ecosystem during food functions, and our other agenda event including Welcome Drinks, Closing party, and more!

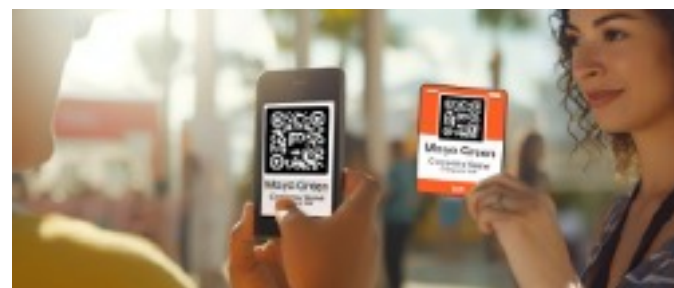


Exhibitor Social Media Toolkit



Utilize our Exhibitor Social Media toolkit which will provide you with marketing assets to expand your exposure at POSSIBLE through your social media channels. Be sure to tag #POSSIBLE2024 to boost your impressions.

Lead Generation Scanners



Digitally capture, qualify and track leads at POSSIBLE to increase your ROI.

Invite Brand Marketers



As a POSSIBLE exhibitor, you have the ability to invite the brand marketer decision makers that are in your pipeline to attend. POSSIBLE will provide you with a complimentary event pass registration link.

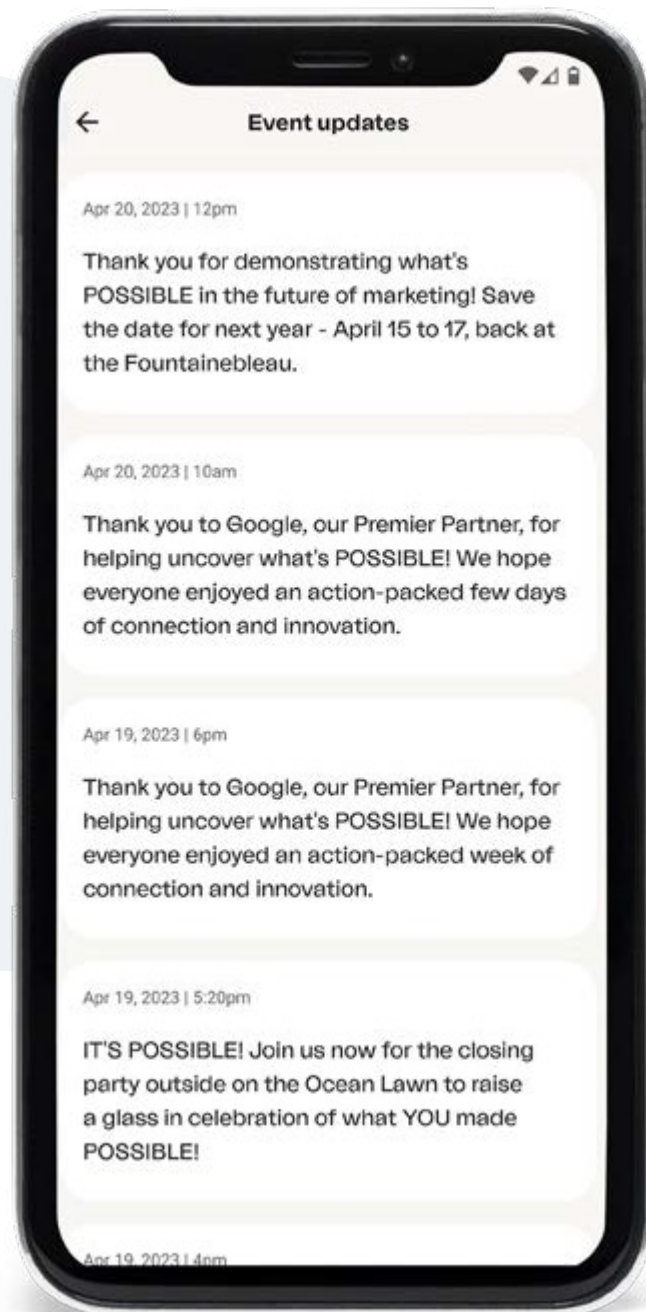
Digital Assets to Enhance your Exhibition Space

Mobile App Push Notifications

\$ 2,500
SOLD OUT!

Your brand will have the opportunity to send push notifications through our Mobile App to increase your brand awareness.

- Text-Based Push Notification
- Title: 50 Characters
- Message: 100 Characters
- Body: 1,000 Characters
- **Plus, all Standard Benefits**



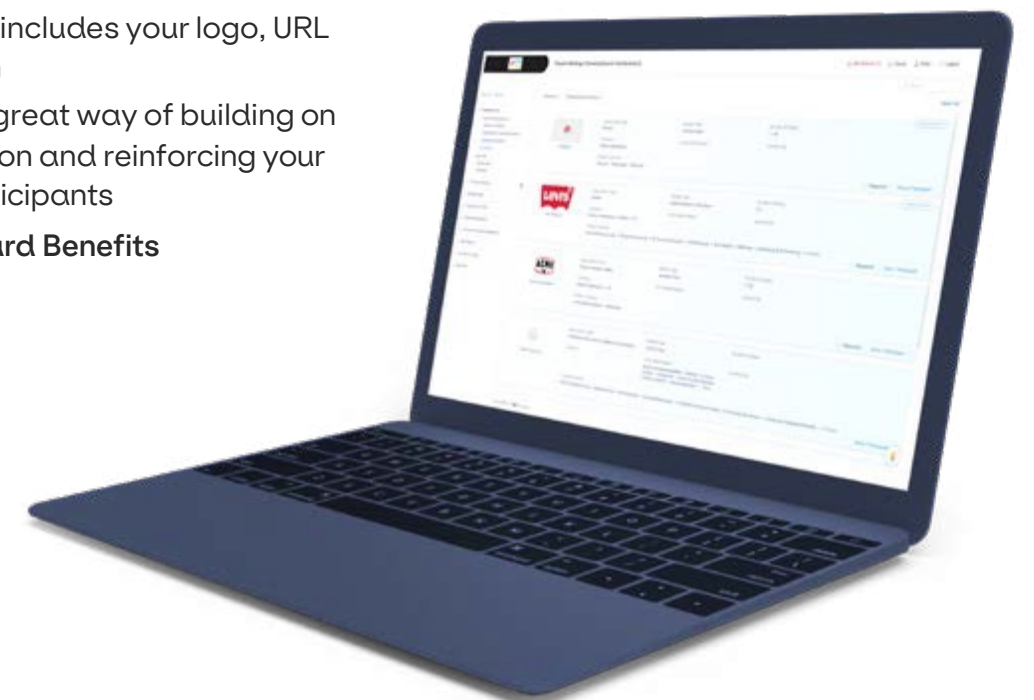
Category Sponsorship Desktop & App

\$ 2,000

25 Available as a Sponsor of the Hosted Meetings program

As a category sponsor within the Hosted Meetings program, the sponsor will appear within the top result when a participant filters by your categories, and your listing is expandable to show everyone from the sponsor organization who is participating so that attendees can make selections.

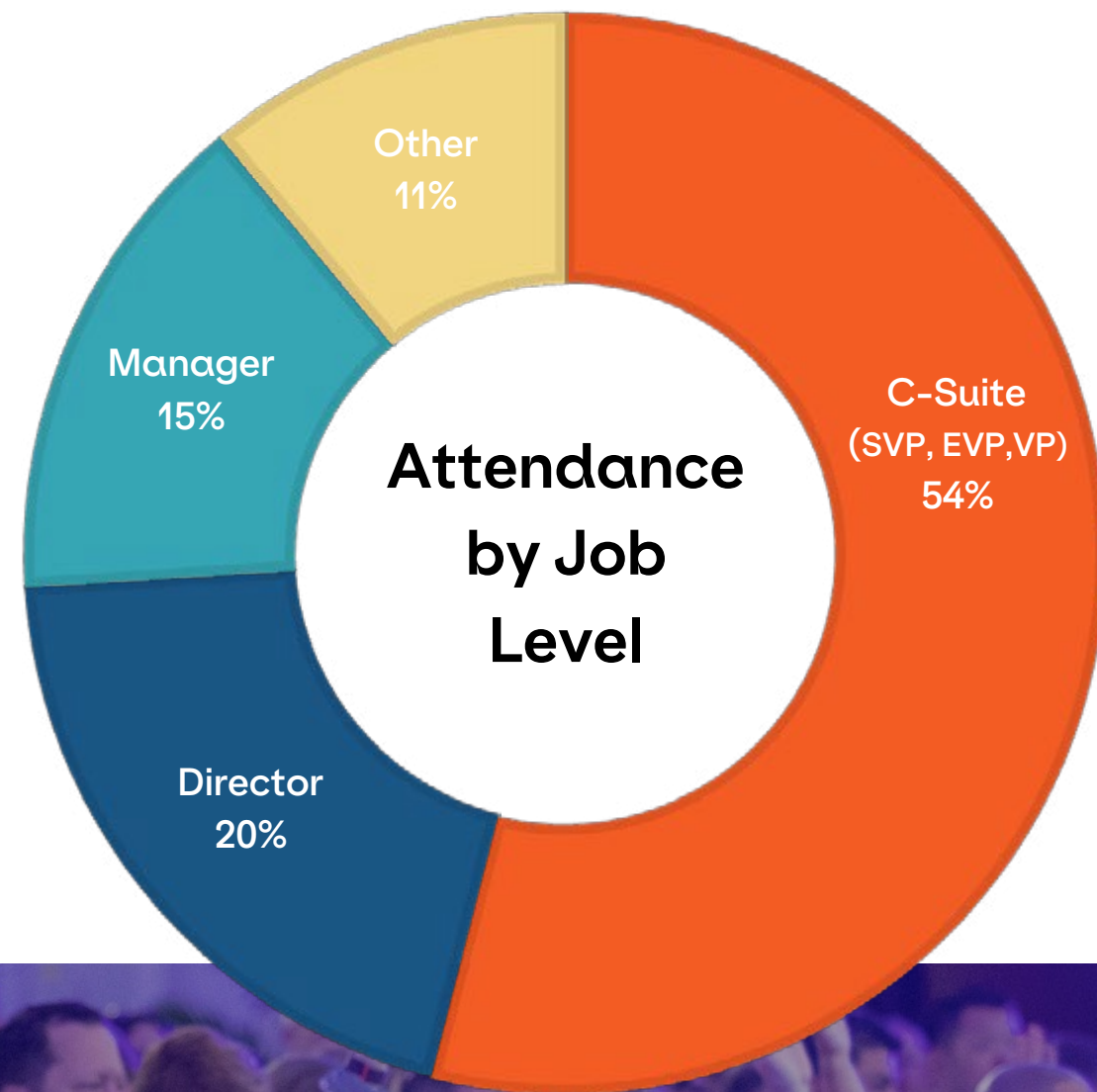
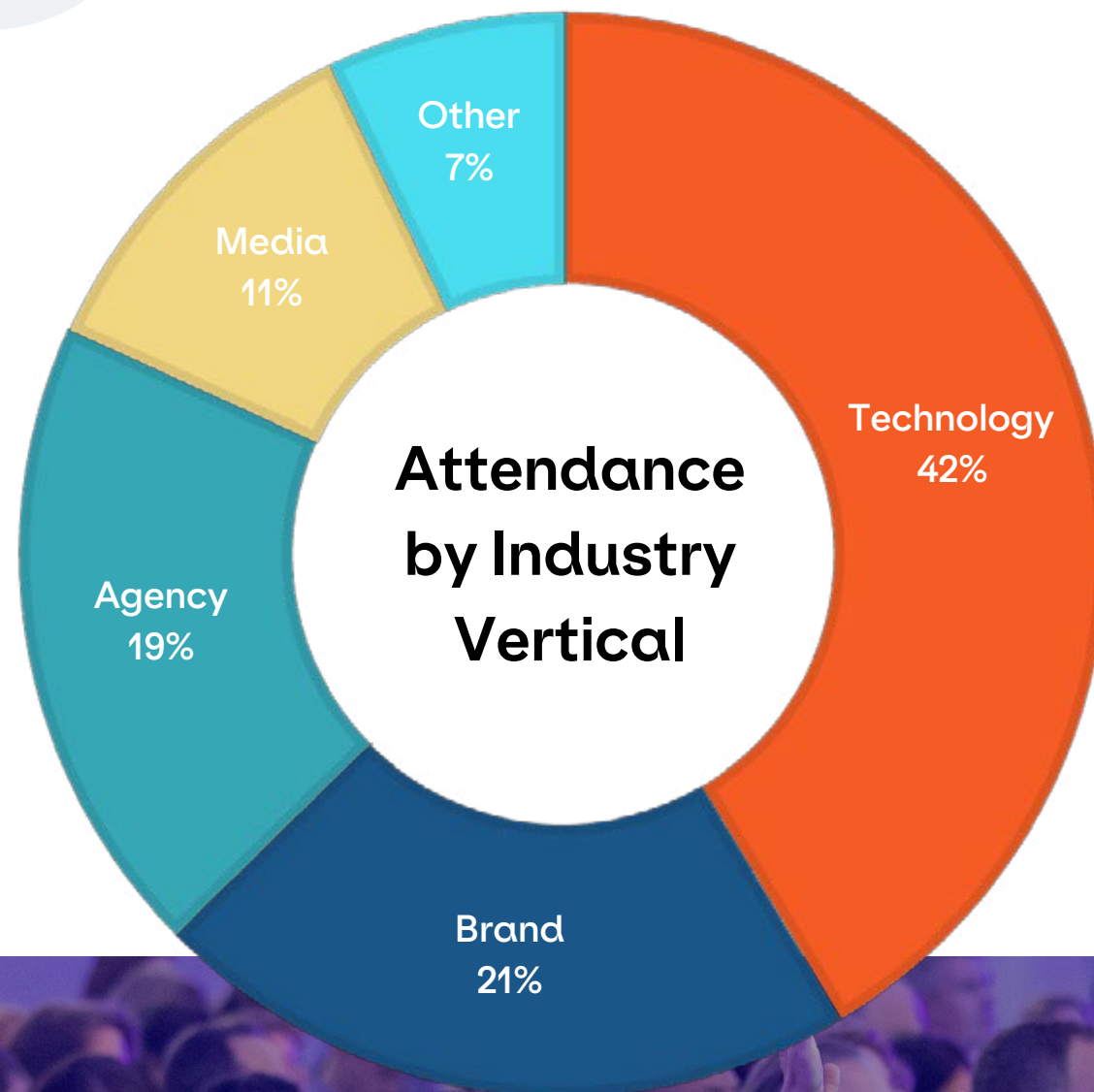
- Participants use category filters to easily and quickly narrow down to a list of relevant companies that offer solutions, technologies and services they are looking to source or partner with
- This listing also includes your logo, URL and description
- This is another great way of building on brand recognition and reinforcing your brand with participants
- **Plus, all Standard Benefits**



2023 Audience Overview

Total 2023 Registered Attendees: 2,464

Total 2023 Visits for the Overall Event: 4,117



The brands you want are at POSSIBLE!



QSR/Restaurants



Automotive/Boating



Pharma



Retail



Travel & Hospitality



CPG



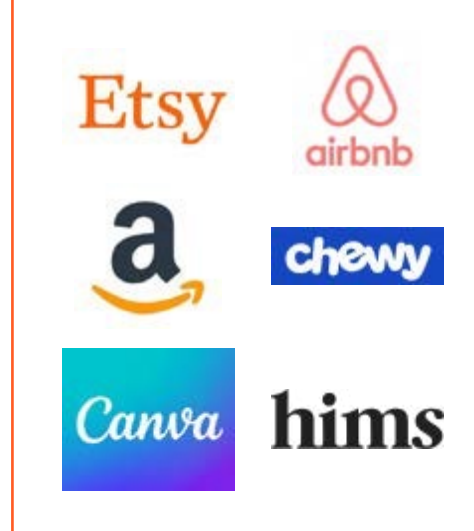
Beverage



Apparel



E-Commerce



Grocery



Financial/Insurance



These brands were in attendance at POSSIBLE 2023.



Want to Learn More?

Contact our Sales Team Today!



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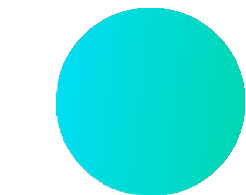


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POSSIBLE

April 15-17, 2024
Fontainebleau, Miami Beach



Official Organizer

beyond ordinary

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