



# TRAFFIC BUILDERS

New traffic builders are now available for **AANA2017** Annual Congress exhibitors! Read highlights of the ways that you can maximize your participation as an exhibitor and **DRIVE TRAFFIC TO YOUR BOOTH!** Click on icons below to view details and order forms.

**PLEASE NOTE:** Deadlines for submission vary per activity.

## OPENING WINE & CHEESE RECEPTION

Serve wine/cheese directly from your booth to attract attendees! Companies participating will be highlighted on Congress materials and signage.

Attendees can either purchase wine/beer from the cash bars throughout the exhibit hall, *OR* visit your booth if you are serving right from your own space!



**WINE & CHEESE RECEPTION**



**GIVEAWAYS & ACTIVITIES**

## EXHIBIT GIVEAWAYS & ACTIVITIES

Planning to host activities or offer attendees giveaways directly from your exhibit booth?

Great! Exhibitors will just need to submit either an activity or giveaway form by July 28 for prior AANA approval.

## EXHIBIT HALL PASSPORT

As a participant of the 2017 Exhibit Hall Passport, your company can join in the fun while greatly increasing your booth traffic.

Attendees will visit supporting booths to have their passport stamped for a chance to win a prize. Hurry, limited to only 12 companies!



**EXHIBIT HALL PASSPORT**

Trade Show Executive's  
***FASTEST 50***  
Honored as one of the **50 Fastest-Growing Shows of 2016**