

VALUE & STANDARD BOOTHS		ZONE BOOTHS - HIGHEST TRAFFIC AREAS			
VALUE BOOTH BIZCON NORTH ONLY	STANDARD BOOTH	CHALLENGE (GAME) ZONE BOOTH (4 AVAILABLE)	SOLUTIONS (IDEAS) ZONE BOOTH (4 AVAILABLE)	REFRESH (BEVERAGE) ZONE BOOTH (4-5 AVAILABLE)	REFUEL (FOOD) ZONE BOOTH (4 AVAILABLE)
\$1100 MEMBER \$1600 NON-MEMBER	\$1350 MEMBER \$1850 NON-MEMBER	\$1500 EACH MEMBERS ONLY	\$1500 EACH MEMBERS ONLY	\$1750 EACH MEMBERS ONLY	\$1750 EACH MEMBERS ONLY
VALUE BOOTHS appear as <u>white</u> on the floorplan. Value booths available at BizCon North Only - Value booths are <u>outside</u> of the ballrooms in the foyer/pre-function areas. Members or non-members allowed.	STANDARD BOOTHS appear as <u>light yellow</u> on the floorplan. BizCon North - Standard booths are <u>inside</u> one of the ballrooms but are not a Zone booth. BizCon South - Standard booths are <u>inside</u> the ballroom on corners, entrances, or locations likely to see slightly higher traffic but are not Zone booths. Members or non-members allowed.	CHALLENGE (GAME) ZONE BOOTHS are <u>inside</u> the ballroom and are outlined in <u>orange</u> on the floorplan. These booths are surrounding the CHALLENGE ZONE for increased traffic. Available to members only. Elements in this zone: • Various fun guessing game challenges with a chance to win prizes both days. Grand Prize announcement location • Zone Prize Point	SOLUTIONS (IDEA SHARING) ZONE BOOTHS are <u>inside</u> of the ballroom and are outlined in <u>orange</u> on the floorplan. These booths are surrounding the SOLUTIONS ZONE for increased traffic. Available to members only. Elements in this zone: • Collaborative space for participants to share ideas and solutions to common LBM issues • Zone Prize Point	REFRESH (BEVERAGE) ZONE BOOTHS are <u>inside</u> of the ballroom and are outlined in <u>orange</u> on the floorplan. These booths are surrounding the REFRESH ZONE for increased traffic. Available to members only. Elements in this zone: • Day 1 - Booth Crawl Beverages & Hosted Bar • Day 2 - AM & PM Beverages & PM Hosted Happy Hour Bar • Zone Prize Point	REFUEL (FOOD) ZONE BOOTHS are <u>inside</u> the ballroom and are outlined in <u>orange</u> on the floorplan. These booths are surrounding the REFUEL ZONE for increased traffic. Available to members only. Elements in this zone: • Day 1 - Booth Crawl Food Stations • Day 2 - AM & PM Timed Snack Drops • Zone Prize Point

ACCESS FOR ALL - LOWER PRICED BOOTHS NOW AVAILABLE

You spoke and we listened! New for 2027, we've *reduced pricing* on many booth options. Both VALUE (North Only) and STANDARD level booths (both North and South) are now offered at lower rates than previous years, opening the door for more companies to participate in the BizCons. Available to both members and non-members.

SEE INCREASED TRAFFIC WITH A ZONE BOOTH

New for 2027, we're introducing strategically placed exhibit hall ZONES designed to drive attendee engagement and traffic throughout the floor. Refuel (Food), refresh (Beverages), Challenge (Games), and Solutions (ideas) Zones will feature refreshments, activities, and Zone Prize drawings. Attendees simply scan a QR code in each zone for a chance to win the prize. Zone Booths are located adjacent to these high-traffic destinations, offering increased visibility and attendee interaction. Available to members only.

EXPAND YOUR REACH AND SEE EVEN MORE TRAFFIC WITH A SPONSORSHIP

Boost your visibility and increase foot traffic to your booth with event sponsorships, which include a range of additional benefits throughout the event, including participation in the *brand new* "CRACK THE CODE" sponsor engagement game **on Day 2**, where attendees to compete to win \$1000 by visiting sponsor booths. Sponsorships are available to both members and nonmembers at reduced pricing. [Full details are available on the sponsorship page.](#)

NEW FUNCTION! MORE INTERACTION FOR ALL EXHIBITORS!

On the evening of **Day 1**, all exhibitors - regardless of booth level or location - will participate in the new **Booth Crawl Party** on the exhibit floor. This kick-off event is designed to be a fun, can't-miss experience featuring food, beverages, prizes, giveaways, and plenty of opportunities for attendee engagement. During the Booth Crawl, attendees will visit booths across the floor to fill their goodie bags and connect with exhibitors - think "trick or treat". **Exhibitors are encouraged to offer a small giveaway for Booth Crawl visitors, such as branded swag, individually wrapped snacks, or perhaps an entry into a prize drawing - you choose!** If you notify us in advance, we will highlight your giveaway in the onsite show program, which may help drive additional traffic and visibility to your booth.