

Unlock the Power of Lead Insights

Maximize Your ROI with Actionable Data and Enhanced Digital Offerings



What is Lead Insights?

Lead Insights is a revolutionary tool that provides exhibitors with unparalleled visibility into attendee engagement at Aviation Week and MRO Events. By leveraging advanced analytics, Lead Insights empowers you to identify, track, and convert high-value leads, ensuring maximum ROI from your event participation.

Key Benefits

Actionable Data

- Real-time badge scanning at your booth.
- Track app engagements, including session views and content downloads.
- Identify attendees who participated in your sponsored sessions.

Qualified Leads

- Automatically score leads based on engagement metrics.
- Understand attendee interests through behavioral insights.
- Prioritize follow-up with the most engaged prospects.

Enhanced ROI

- Access detailed, downloadable reports summarizing attendee engagement.
- Seamlessly integrate data into your CRM for efficient follow-up.
- Tailor post-event marketing campaigns to drive conversions.

Core Features Across All Packages:

- **Company Profile on App & Website:** Showcase your company with your name, website link, description, and logo.
- **Auto Lead Generation:** Automatically capture leads through attendee interactions with your profile on the app.
- **Inclusion in Exhibitor Lists:** Gain visibility in the app, online, and on the floorplan, complete with your profile details.
- **Logo Branding:** Ensure your logo appears prominently across platforms, including the app, website, and exhibitor profile.
- **Badge Scan Lead Retrieval:** Use the ExpoPlatform app to scan attendee badges at your booth for seamless lead collection.

Enhanced Features by Package

Feature	Base Digital Package	Pro Digital Package (Gold)	Premium Pro Digital Package (Platinum and Up)
Categories/Search Words	3 categories	5 categories	7 categories
Products	2 products	10 products	10 products
Video Collateral on Profile	Not Included	2 videos	2 videos
Marketing Content on Profile	Not Included	Unlimited	Unlimited
Sponsor Slider on Event Website	Not Included	Included	Included
Enhanced Floorplan Listing	Not Included	Included	Included
Top of Listing	Not Included	Not Included	Included
Top of Floorplan Listing	Not Included	Not Included	Included
Rotating Event Website Banner	Not Included	Not Included	Included
Premier Profile in Post-Show Report	Not Included	Not Included	Included
MRO Marketplace Access	Not Included	Not Included	1-year access
Pricing	Included with all booth purchases after January 15, 2026. Upgrade for USD \$700.	Included with Gold Sponsorship \$2,250 USD Upgrade	Included with Platinum and up Sponsorship \$4,500 USD Upgrade

Why Upgrade?

- **Pro Digital Package:** Enhanced branding opportunities, including video collateral, unlimited marketing content, and sponsor sliders on the event website.
- **Premium Pro Digital Package:** Priority placement in exhibitor listings and floorplans, rotating banners on the event website, and a premier profile in the post-show report. Includes a 1-year subscription to the MRO Marketplace, valued at \$2,500.

Unlock the full potential of your exhibitor experience today!

Contact us to learn more about Lead Insights and our enhanced digital packages.

Contact

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Lead Insights



Contract/Event: _____

Company Name: _____
(as it will appear in print)

Contact Name: _____

Contact Title: _____

Address: _____

City: _____ State: _____

Postal Code: _____ Country: _____

Phone: _____ Mobile: _____

Email: _____

Your URL Address: _____

This link will be used on the event site to link back to your company site.

I have read and agree to abide by the *Sponsorship/Added Value Guidelines and Terms & Conditions*
<https://events.aviationweek.com/en/exhibitor.html>

I hereby confirm that I am authorised to enter into this contract on behalf of my company, as named above.

Signature: _____ Date: _____

Payment: Please fill out information below regarding billing instructions. If same as above, you may leave blank.

An invoice from Informa will be sent under separate cover.

100% payment is due upon receipt of invoice.

Total Payment: \$ _____

Finance Contact: _____

Company: _____

Address: _____

City: _____ State: _____

Postal Code: _____ Country: _____

Phone: _____ Mobile: _____

Email: _____

Aviation Week Representative: _____

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