

Introducing ISC expoEA\$E, a range of cost-saving opportunities designed to lower your overall exhibiting cost and increase ROI. See why exhibiting at ISC East is more affordable than ever!

## Turnkey Booth Solutions

Our new cost-effective, all-in-one turnkey packages are designed to save you money and make your exhibiting experience in New York easy & convenient.

- ✓ **Customizable** - Multiple branding options available
- ✓ **No drayage** - Drayage included in the package!
- ✓ **No labor costs** - Labor included in the package!
- ✓ **Save on travel costs for your staff** - This turnkey structure reduces the amount of time for booth set-up and break-down, saving on travel time and costs for your staff.



## Drayage Discount

Prepay drayage at least 2 weeks before the show and **save 10%** off your overall drayage bill.

## Lead Guarantee

Your cost per lead is guaranteed at \$100 or less. We provide you with the contact information of **your choice of targeted leads from our pre-registered attendee list**, giving you the opportunity to market to these exclusive qualified buyers pre- and post-show and guaranteeing your ROI.

## More affordable hotels

This year, the ISC East Travel Desk has secured lower hotel rates than ever! Visit [www.isceast.com](http://www.isceast.com) to see this year's deals.

**For more information on  
expoEA\$E,  
contact Ned Frey  
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