

BACK TO WHERE IT ALL BEGAN



ANNUAL SHOW + 2016-2025

SERVICEWORLD

✦ EXPO ✦

CAESARS FORUM + LAS VEGAS

OCTOBER 27-30, 2025

[Click Here
to reserve a booth](#)

EXHIBITOR AND SPONSORSHIP
OPPORTUNITIES

Show Schedule Overview

OCTOBER 27-29, 2025

Monday, Oct. 27, 2025

8 am – 6 pm **Exhibitor Move** in (Exhibitor badge(s) required to enter).

- 4:00 pm – Opening Session – Exhibitors are invited.
 - Our 3rd party, The Expo Group can help with all booth decor; [CLICK HERE](#) for details.
- Opening Night Party – Exhibitors are invited.

Tuesday, Oct. 28, 2025

Includes lunch for exhibitors and closing event – You are invited.

- Expo Hall opens for Exhibitors only at 8:45 am
- 11:15 am Join us for the Official Ribbon Cutting kickoff!
- 11:15 am – 2:30 pm Expo Hall Open (Includes Lunch for Exhibitors)
- 7:00 pm – Evening Party – Exhibitors are invited.

Wednesday, Oct. 29, 2025

Includes lunch for exhibitors and closing event – You are invited.

- 11:00 am – 1:30 pm Expo Hall Open
- Closing Mixer (after closing keynote) – Exhibitors are invited.
- 1:30 pm – 6 pm Exhibitor Breakdown
 - Exhibitors cannot break down until after 2:00 pm

Your Booth Comes With

The exhibit area is carpeted. Booth flooring is optional.

- Complimentary badges are provided based on your booth size. These badges grant access to breakout sessions, provided lunches, and all official after-hours Service World Expo events.
- 8' High black back drape
- 3' High black side drape

Booth pricing does not include tables or chairs. These items can be ordered separately to suit your specific needs.

CLICK HERE to order furniture or find information including shipping details, electricity, internet, audio/visual, and sign hanging/installation.

*Schedule Subject to Change

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- Breakout & Introductory Speakers
- Luncheons & Small Group Discussions

Marketing & Promotion

- Signage
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- Trade Show Guide
- Videos

Engagement & Experience

- Attendee Engagement
- Networking Opportunities

Party Sponsorship

- Opening Day Party featuring The Fooz Fighters (Foo Fighters cover band)

Get ready for the FUN – it's going to be BIGGER and BETTER than years prior! You won't want to miss it!

CAESARS FORUM LAS VEGAS

Marketing & Promotion

Presence on the Official Show Website **Limit 10**

Your company name and logo will be proudly displayed on the official event website—letting every attendee know you’re a key part of the experience. Maximize your visibility and build buzz before the event even begins! **\$550**

Promote Your Brand with Meeting Book Ads!

Put your brand in every attendee’s hands. With a custom ad in the official Show Guide, you’ll stand out where it matters most. Highlight your specials, include a QR code, or showcase your message—your brand, your way. It’s the go-to guide everyone carries throughout the event.

Show Guide Ad Specs:

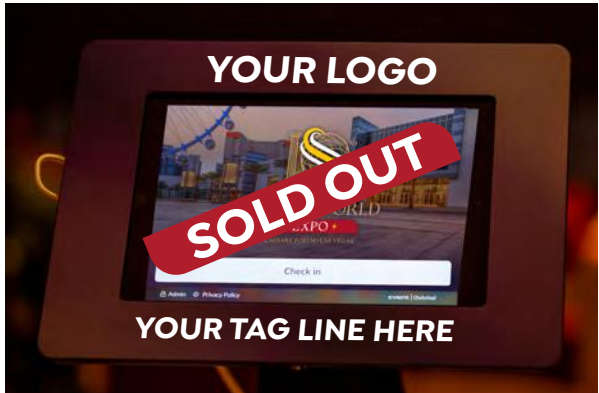
Inside Back Cover 8.5 x 11” with .25” bleed \$2,400	Inside Front Cover 8.5 x 11” with .25” bleed \$2,700	Outside Back Cover 8.5 x 11” with .25” bleed \$3,500
Full Page 8.5 x 11” with .25” bleed \$1,250	Half Page 8.5 x 5.5” with .25” bleed \$600	PDF, EPS, JPEG 300 DPI, CMYK Ad Deadline September 15, 2025 *All ads are subject to approval Please send all submissions to exhibit@serviceworldexpo.com

CAESARS FORUM LAS VEGAS

Marketing & Promotion

Registration And Kiosk

Get unmatched visibility with your logo featured on the registration Kiosk Stations **\$2,850**

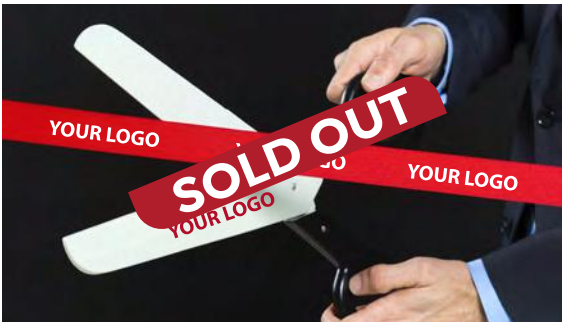


Official Lanyard

Put your brand around every neck. As the exclusive lanyard sponsor, your logo will be seen by every attendee—**\$3,800**

Ribbon Cutting

Kick off the celebration by opening the Expo Hall with a ceremonial Ribbon Cutting. With all attendees gathered for the big moment, you'll welcome everyone to the 10th Anniversary Expo—putting your brand at the center of the excitement.



\$5,000

Be the talk of the Table. **Limit 3**

Put your brand on every table. As a breakfast sponsor, your logo, booth number, and a QR code linking to your content will be creatively displayed at each table. **\$1,200**

CAESARS FORUM LAS VEGAS

Marketing & Promotion

Mainstage Video Advertisement

As the Mainstage Video Sponsor, your 30–60 second video will play on a massive 56' LED wall—bigger and better than last year. It will run before **1 keynote per day**, capturing the full attention of a packed audience.

\$1,700

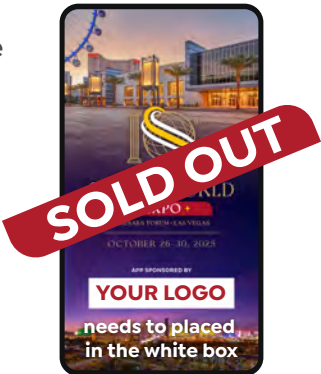


Home App Sponsor

Be Front and Center in the Event App!

Your logo will appear prominently every time attendees open the app—giving your brand quick, constant visibility and keeping you top of mind all event long.

\$2,600



Show App Ad Space **Limit 10**

Showcase your brand on the event app. Your logo will be providing repeated exposure throughout the event.

\$550

SOLD OUT

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Marketing & Promotion

Push Notification

Grab attendees' attention instantly! Send your branded push notification directly to every attendee's device via our app—It's your chance to drive traffic, highlight offers, or share key updates. **Maximum 4 notifications daily, including only 1 sponsored message per sponsor.**

\$685

Polling Sponsor – Got Questions? Let the App Ask for You!

As the Polling Sponsor, you can submit two custom questions featured in the official event app, where attendees provide real-time answers and we will give you the data. It's a fun, interactive way to engage the audience, gain valuable insights, and boost your brand's visibility.

\$685

Trick or treat- No need for Candy? **Limit 5**

Help attendees score big while putting your booth in the spotlight. Through the event app, attendees will complete fun challenges that lead them straight to you—earning points and climbing the leaderboard in our interactive game. All you need to do is provide your logo and choose from a list of exciting challenge options. We'll handle the rest!

\$685

Join the Hunt! **Limit 5**



Contractors love a great find – and now your brand can be part of the hunt!

\$1,200

As a Hunt Sponsor, you'll receive one of only five **co-branded signs** featuring your logo alongside the **Service World Expo 10th Anniversary logo**, which you can **strategically place in your booth** to drive attendee engagement. **Here's how it works:**

- Attendees must visit your booth, take a picture of themselves with the co-branded sign, and post it using **#HashtagHustle**.
- Each post enters them into **1 drawing for two FREE tickets to SWE 2026**.
- The drawing will be announced **after the Expo Hall closes on Wednesday**, the lucky winner will have **your brand to thank** for the experience.

Attendee Email Blast

We don't share attendee lists, but will send your marketing email to all registrants on your chosen date. Includes one pre-show email (up to 6 weeks before) and one post-show email (within 4 weeks after). **16 available – one per sponsor. You choose the day (limit of 4 sponsors per day)**

\$950

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Marketing & Promotion

Social Media Post **Limit 12**

Put your brand in front of our vibrant online community! Promote your product, booth activity, or special offer with 1 sponsored post on one of our official social channels—engage attendees before or during the event.

\$250

SOLD OUT

Footprints to your Booth **Limit 10**

Lead the way—literally! Guide attendees straight to your booth with 10 custom-branded footprints featuring your logo or message. This is sure to grab attention in a fun and can't-miss way.

\$875



Stand Out with a Custom Floor Decal **Limit 10**

Boost your booth's visibility with a bold 3'x3' custom floor decal placed right in front of your space. It's a simple, high-impact way to stand out and attract more attendees on the show floor.

\$575



CAESARS FORUM LAS VEGAS

Marketing & Promotion

Stack 'Em Up Cubes.

Make a bold statement in high-traffic areas with versatile cube stacks! Ideal for promoting your brand. These eye-catching displays will be stacked flush for a sleek column or rotated for added visual flair. Perfect for entrances, key zones, or spotlight spaces.

2' Cubes - set of two (includes four panels on each cube)



\$1,950

“Innovation Hub” Showcase

Spotlight your product or service. You can do this through brochures, whitepapers, or product sheets, and QR codes linking to demos, videos, or giveaways.

This is your moment to shine.

SOLD OUT

YOUR
OBJECT



\$800 - 10 QTY

Draw a Crowd

Want to boost booth traffic and give attendees a reason to stop, stay, and engage? Fuel the crowd with snacks or drinks that draw attention—and attendees just pick from our curated menu, and we'll handle the rest.

\$TBD

CLICK HERE to view menu options.

For inquiries and pricing, contact: exhibit@serviceworldexpo.com.

CAESARS FORUM LAS VEGAS

Event Spaces & Sessions

The Ultimate Conversation Starter Sponsorship

Stand out by sponsoring JabberYak. JabberYak is an engagement solution that uses 7 Degrees of Connection to spark real conversations.

\$8,000

As a sponsor, your brand will be front and center:

- Your logo featured on each conversation starter button
- Logo placement in the introduction email sent to participants
- Branded signage at the button pick-up station



Passport Game – Stamp & Roll **Limit 16**

Drive booth traffic with our popular Passport Game! Attendees are required to visit all participating exhibitor booths to collect stamps. Only those who complete their passport by visiting every listed booth will be eligible to win prizes. This will guarantee foot traffic to your booth.

\$1,285



Booth Crawl Sponsor – Make Your Pitch Count! **Limit 5**

Be part of the action during the official Booth Crawl, where an escorted group of new attendees come to your booth. As a sponsor, you'll get 3 minutes of dedicated face time to deliver your elevator pitch to a group, showcase your value, and make a memorable impression—You will be provided a time slot to meet and expect the attendees. Only available to booths that are at least 200 square feet.

\$800



CAESARS FORUM LAS VEGAS

Event Spaces & Sessions

Own the Room as a Breakout Room Sponsor **Limit 5**



Breakout sessions are where experts share insights and attendees dive deep—and **you'll be front and center**. As a **Breakout Room Sponsor**, you'll **own the room for the entire day**. Your representative will introduce every speaker, putting your brand directly in front of engaged, high-value attendees at the start of each session. **\$1,200**

Your **logo will be featured on-screen**, and you'll receive **room signage for maximum visibility**. Plus, you can distribute **promotional materials** or giveaways before or after each session to leave a lasting impression.

Private Meeting & Demo Room Rental

Need a quiet space away? Ideal for client presentations, VIP conversations, individual meetings, or showcasing your product in a dedicated, professional environment. **\$Varies**
Perfect for making focused, high-impact connections.

Each room includes:

- 1 Pre-Conference Email Blast to promote your session and drive attendance if needed
- Attendees will have the convenience to schedule through the SWE app
- Seating for 20-200 guest
- Chairs and electricity provided
- Available in 1, 2, or 3-hour blocks
- Choose your preferred time slot. The schedule can be sent.
- Food & Beverage: Available at an additional cost. Menu can be provided.

Contact: exhibit@serviceworldexpo.com for details.

CAESARS FORUM LAS VEGAS

Event Spaces & Sessions

LeadCapture

Make the most of your time in Las Vegas by purchasing your **LeadCapture licenses** through the **Cvent Exhibitor Portal**, available once you receive your Cvent login and booth information from Service World Expo. With LeadCapture, you can **customize the information you collect** to meet your goals – all from your own device. It's an easy, efficient way to track leads and follow up faster after the show.

1 License for \$249 or 3 Licenses for \$499. Each Additional License – \$149.

****Note Service World Expo does not sell or provide a list of attendees.***

CAESARS FORUM LAS VEGAS

Event Spaces & Sessions

General Session VIP Experience

Make your mark with our 10-Year VIP Experience Sponsorship—the ultimate package for brands looking to stand out, connect, and leave a lasting impression. This premier opportunity offers unmatched visibility and engagement, including:

Starting at \$15,000

1 of 3 SOLD

- **On-Stage Spotlight:** Kick off the general session with up to **5 minutes on stage** to showcase your brand, share your story, and personally invite attendees to your booth.
- **Maximize your Brand Visibility:** 4 Gobo Mover Lights creating a branded light show prior to and after the opening session.
- **Reserved VIP Seating: Premium seats** reserved exclusively for your guests during the keynote.
- **Room Signage:** Your **logo displayed** seen by every attendee.
- **Full-Page Program Ad:** Make a bold statement with a **full-page ad** in the official event guide.
- **Promotional Video Placement:** A custom video about your product or message played during your session.
- **Private Meeting Room:** Host VIP guests, strategic meetings, or product demos in your **exclusive meeting space**.

This is more than sponsorship—it's a **powerful platform to elevate your brand and engage top-tier attendees**.

**Only one VIP Experience available per day. Don't miss your chance to own it.*

CAESARS FORUM LAS VEGAS

Opening Day Party Sponsor

Kick off the first evening with high energy and visibility. As one of the Opening Day Party Sponsors, you will be connecting with attendees in a fun, relaxed atmosphere that is built for networking, celebration, and unforgettable moments. Featuring the Fooz Fighters (Foo Fighters cover band),

These Party sponsorships includes	PLATINUM	GOLD	SILVER	BRONZE
	\$15,000	\$5,600	\$3,500	\$1,500
Recognition as one of the Official Party Sponsors in all onsite signage.	✓	✓	✓	✓
Your logo featured in pre-event emails and social media promotions.	✓	✓	✓	✓
Company branded drink tickets	✓	✓	✗	✗
Standard SWE drink tickets	✗	✗	✓	✓
Number of drink tickets provided	300	150	100	25
1 table with a branded tablecloth will be provided	✓	✓	✗	✗
Logo featured on napkins and cups	✓	✗	✗	✗
A member of the band will wear your branded shirt.	✓	✗	✗	✗
Unique opportunity if you sing or play an instrument to “join the band” for a spotlight moment during the party.	✓	✗	✗	✗
A brief speaking slot during the band’s intermission – a perfect moment to welcome guests, introduce your brand, and invite them to your booth.	✓	✗	✗	✗

CAESARS FORUM LAS VEGAS

Projector Wall

Size: 32'W X 20'H
1920 X 1080

Reference#: 115

Price: \$10,800

SOLD OUT

This is a projection wall, and your image or motion graphic will immediately capture everyone's attention as they come down the escalator. Additional floor clings are included.



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Video Wall

Size: West Side - 62'4"W x 26'2"H
South Side - 39'4"W x 26'2"H
Full Screen - 101'8"W x 26'2"H

Reference#: 116

Price: \$12,000

SOLD OUT

This massive, state-of-the-art projection wall will be co-branded with your logo and the Show's logo and promotions and serve as the show's standout centerpiece. Strategically positioned to command attention, it's designed to make a bold statement. Your brand will be featured in high-impact visuals—static images, dynamic GIFs, or possibly both—captivating attendees the moment they enter the space.



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Open Attendee area

Size: 2'W X 2'H
Reference#: 117B
Price: \$600 per spot

SOLD OUT



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Front of Main Stairs

Front of Main Stairs - 36 Steps

Reference#: 118

Price: \$15,000

36 of the front of the stairs will be fully logoed—creating a powerful visual moment as attendees exit the event. It gets even better, these stairs are directly adjacent to the massive video wall, giving your brand double the exposure in one of the most highly trafficked areas of the convention center.



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Escalator Landing

Size: 5' X 2.5'

Reference#: 119

Price: \$1,300 per spot

As you're going down the escalator, you'll see these images designed to catch your attention and win you over.



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Foyer Wall

Pre-Function 2 Foyer Wall

Size: 219.5" X 72"

Reference#: 122

Price: \$8,500

These displays are prominently positioned along the main corridor, ensuring every attendee sees them as they make their way through the event.



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Accordion Door Overheads

Door Overheads (4) Total

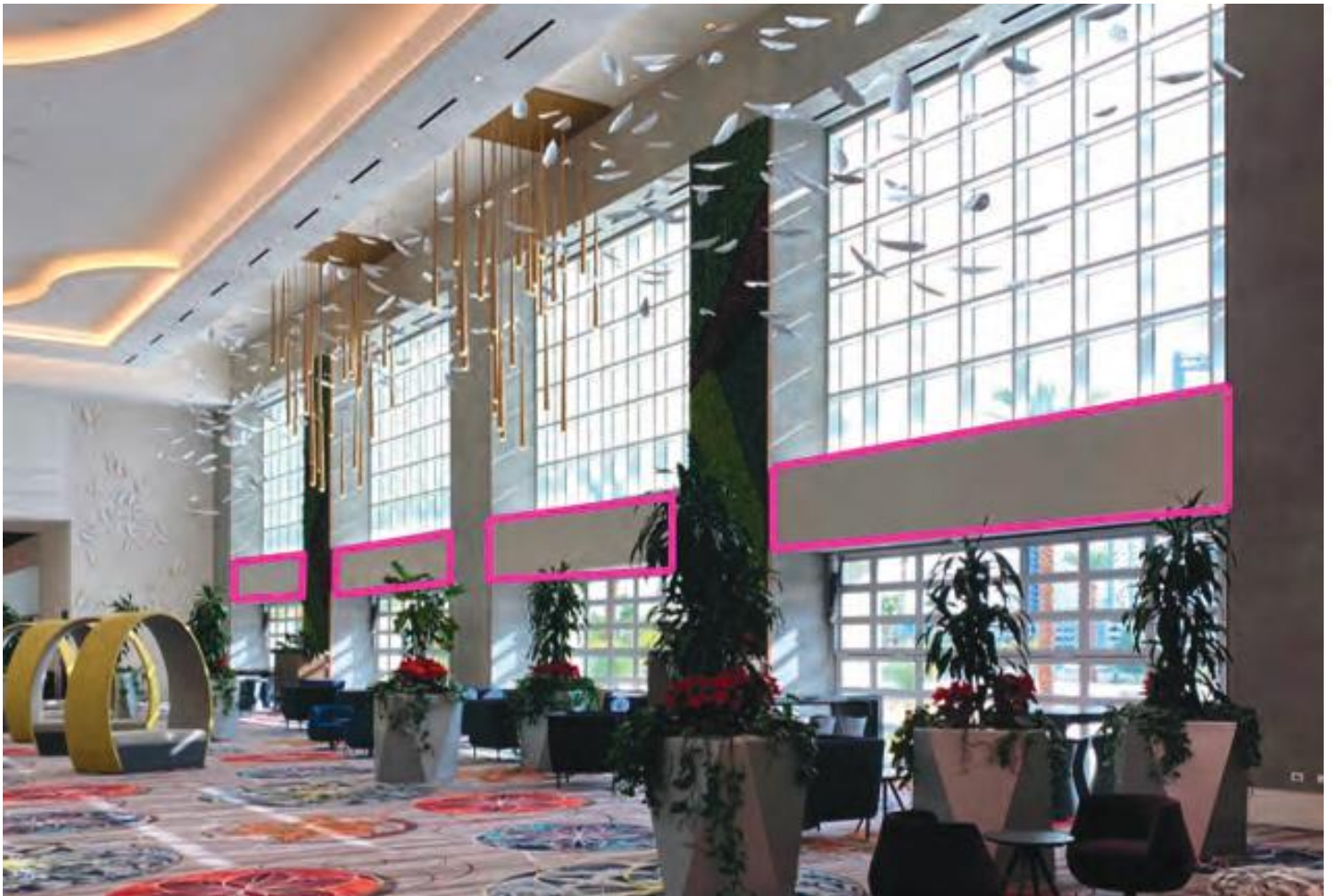
Size: 23'6" W X 3'6" H

Reference#: 123

Price: \$3,500 Per each

SOLD OUT

Position your brand where it can't be missed! These eye-catching graphics are beautifully located in a bright, high-traffic area—right next to the Expo Hall doors. Every attendee walking down the main walkway will see your logo/message, making this a great opportunity for maximum exposure and impact.



CAESARS FORUM LAS VEGAS

East Hotel Connector Flat Screens

Hotel Connector Flat Screens (3qty) Total

Size: 98" LED

1920 X 1080

Reference#: 128

Price: \$3,500 Per screen



CAESARS FORUM LAS VEGAS

Foyer Display

Foyer Display - (1) Unit

Size: 13' 1.75"W x 7'5"H

1920x1080

Reference#: 117

Price: \$7,200

This oversized electronic display isn't just a screen — it's your brand's. Make this a creative statement.



CAESARS FORUM LAS VEGAS

Connector Windows

60"W X 60"H

Reference#: 129

Price: \$1,700 Per window

These prime windows command attention as attendees walk toward the Forum escalators — an unbeatable spot.



If you don't see an option that fits your needs or budget, we're happy to work with you to customize something that does. Please contact Exhibit@serviceworldexpo.com to arrange a call.



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