

# SHINE BRIGHT IN LAS VEGAS

JULY 24-26, 2019



EXHIBITOR  
PROSPECTUS

 @BCAExpo  
#BCAExpo

# BECOME A BCA BILLIARD & HOME LEISURE EXPO EXHIBITOR TODAY

**RESERVE YOUR SPOT AT [BCAEXPO.COM](http://BCAEXPO.COM)**

BCA is the premier buying industry event for billiard, home leisure and sporting goods retailers, room operators and distributors. The 2019 BCA Expo in Las Vegas is designed to deliver big results and bridge connections with high-quality prospects from across the U.S. and around the world.

- 75% of 2018 BCA Expo exhibitors reported developing new, concrete sales leads.
- 87% of 2018 BCA Expo attendees said that they purchased on the show floor.



## INCREASE YOUR BRAND AWARENESS AT THE EXPO!

- Web Banner advertising - \$400
- Registration Bag Insert - \$800
- Expo Aisle Sign - \$500
- Floor Decals - \$300
- Literature Bins - \$750

## EXPO DIRECTORY ADVERTISEMENT:

- Back Cover - **SOLD OUT**
- Inside Covers - **SOLD OUT**
- Full Page - \$900 each \*Prime location - \$1,000
- Half Page - \$700

## NEW IN 2019!

### Industry Social

Hosted by BCA, Industry Social provides several opportunities for sponsorship, including branded Koozies, coasters, cups and bars (among others!) ranging from \$800 - 1,000.

### Industry Recognition Opportunities

Have a new product or innovative product? Consider being a part of our expanded industry recognition opportunities. Your company can be featured starting at \$99

## CHOOSE YOUR EXHIBIT SPACE NOW!

Pricing starts at \$1,545 and will increase 12/31/18!

To take advantage and learn more about the 2019 BCA Expo sponsorship opportunities, contact Christine Hilgert at [chilgert@meetingexpectations.com](mailto:chilgert@meetingexpectations.com).

New sponsorship opportunities are being developed.

Be the first to know, visit [bcaexpo.com/sponsorships](http://bcaexpo.com/sponsorships).

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**RESERVE YOUR SPOT BY DECEMBER 31, 2018 FOR A SPECIAL RATE.**

# TOP 3 REASONS TO SECURE YOUR SPOT

1. Only Expo in the U.S. to showcase billiard and home leisure products in one location!
2. 97% of attendees play a role in purchasing power.
3. Cultivate and reinforce industry relationships.

## BCA EXHIBITOR CATEGORIES

Art/Wall • Décor • Bars/Barstools • Billiard Cloth  
Billiard Table Supplies • Billiard Tips/Scuffers/  
Shapers • Casual Furniture • Chalk • Cue Cases  
Darts & Dartboards • Entertainment Centers  
Fireplaces • Games/Game Tables • Grills  
Jukebox • Outdoor Furniture • Ping Pong Tables/  
Accessories • Poker Tables/Accessories • Pool Cues  
Pool Tables • Shuffleboards • Signs & Neon  
Spas/Saunas

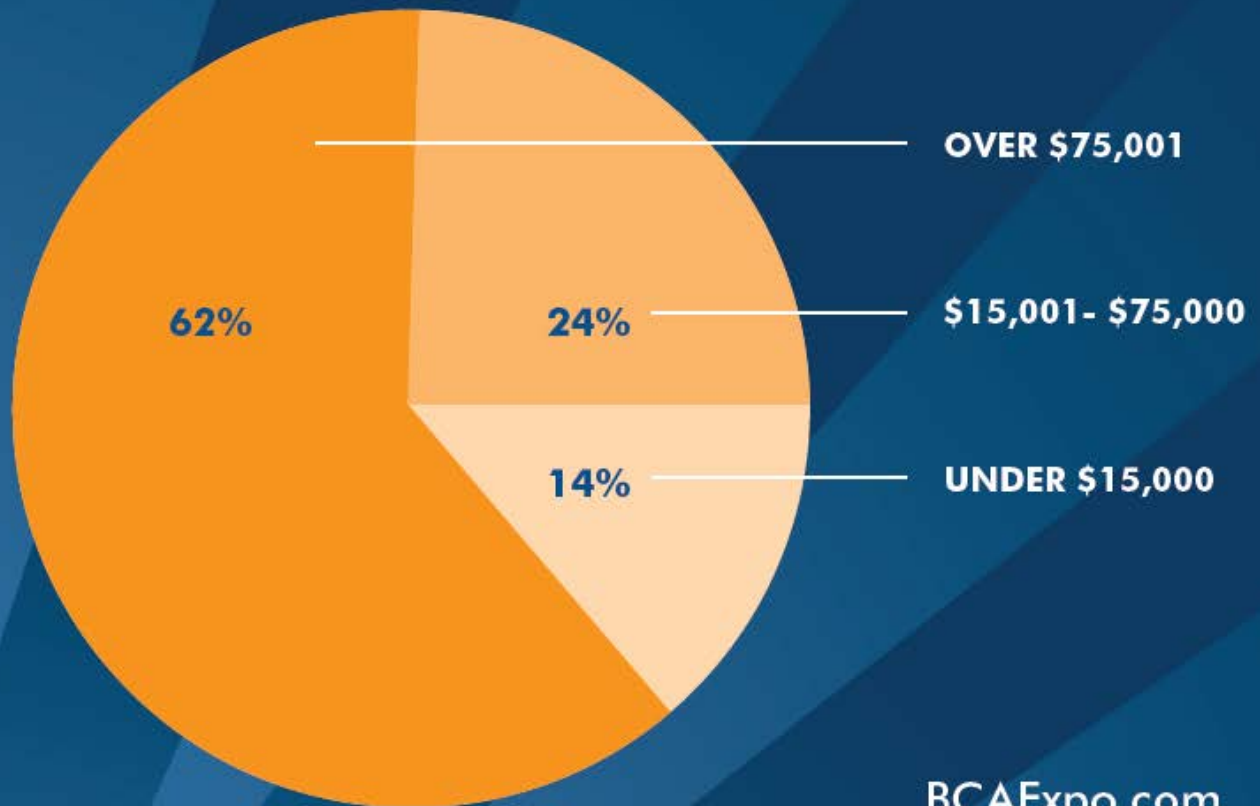


# BCA EXPO ATTENDEES

**87% of 2018 attendees indicated their companies made a purchase on the show floor**

*\*Based on 2018 Attendee Survey*

**2018 attendee purchasing on the show floor:**



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## 2019 BCA INNOVATIVE PRODUCT OF THE YEAR AWARD

New products and innovation drive the market and build excitement. Let the BCA Expo help promote your innovations and new products before, during and after the BCA Expo. With the successful launch of the Innovative Product of the Year, be on the lookout for new details on an improved Innovative Product of The Year Awards Program and the launch of a New Product Showcase.

### SHINE BRIGHT IN LAS VEGAS

Allow your business to shine bright in front of 900+ attendees in Las Vegas! This year's expo will take place at the South Point Casino, Hotel and Convention Center located in the heart of the premiere Las Vegas Valley, just minutes away from the famous Las Vegas Strip. Some of South Point's many amenities include a 16-screen Century Theatre movie complex, 64-lane bowling center and a handful of restaurants that cater to all appetites and tastes. Included as part of the Expo, the after-hours BCA Industry Social will offer a unique opportunity to develop new prospects and foster existing relationships.



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