

FROM THE IFAI EXPO 2017

NEW ORLEANS SHOW FLOOR

Enhance Your Presence

in our

EXPO RECAP

Special Feature



OFFICIAL PUBLICATION OF



Published in November Expo Recap

E-newsletter
Delivered each month
Opt-in subscribers

SpecialtyFabricsReview.com

PROVEN RESULTS

100% Read or looked at ads and
49.6% read or looked at 6 or more

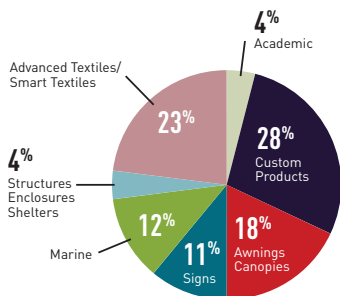
94.5% Of readers are owners, CEOs,
and upper management

97% Take an action when interested
in product advertised

85.3% Make or influence decisions

95% Read for new products
and services

READER PROFILE



Expand Your Reach Beyond IFAI Expo

Keep your brand in front of, and stay top of mind with IFAI Expo Attendees and *Specialty Fabrics Review* readers. As an IFAI Expo Exhibitor, your company has a unique opportunity to capitalize on a highlighted feature in the November *Specialty Fabrics Review From the New Orleans Show Floor*.

IFAI Expo Exhibitor Program —

Advertise in the November **SPECIALTY FABRICS REVIEW'S FROM THE NEW ORLEANS SHOW FLOOR** and receive:

- ▶ **Print advertisement** in the November 2017 *Specialty Fabrics Review*!
- ▶ **FREE online** *From the New Orleans Show Floor* feature on **SpecialtyFabricsReview.com**!
- ▶ **Link** to digital *From the New Orleans Show Floor* feature in the November *Specialty Fabrics Review* e-newsletter!

Total Investment \$995

Visit IFAI.com/Advertise for more.

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Sept. 26-29, 2017 | New Orleans, LA USA
Education Sept. 26-29 | Show floor Sept. 27-29
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