digital product showcase

Take product awareness to the next level.

maximize exposure. capture analytics. generate revenue.

Benefits Include:
• Lead generation
• Analytics Capture
• Wayfinder mapping to your exhibit booth
• Increased exposure for exhibitors and sponsors

Interactivity can increase retention rates by up to 60%

Each dynamic display is carefully designed to create exposure, build engagement, capture leads, and—most important of all—drive revenue and generate measurable ROI.
how it works.

it's actually pretty simple.

At each Digital Product Showcase (DPS) kiosk, attendees enter their badge information on a touchscreen monitor to gain access to an interactive digital product gallery.

The badge information will identify the user and the user's behavior is tracked as he/she engages with the system.

Leads are scored using key indicators—such as which products are viewed and for how long. Post-event data will be shared afterwards so you can quickly follow up on any leads that were curated during the show.

location, location, location...

DPS kiosks will be placed in several high-traffic locations—like the registration area, exhibit hall entrance, and throughout the venue—so that attendees have multiple opportunities to interact with your products and brand.

Participation Fee: $2,000 per product

Eligibility: The participating company must be an exhibitor at the AACR Annual Meeting 2018. The company must be the manufacturer or exclusive distributor of the product. Information regarding the product must be available at your exhibit booth.

To reserve your spot in the Digital Product Display contact the Exhibits Team at 215-440-9300 or email exhibits@aacr.org.