

# The Show To Go Directory Feature Explanation

Curious about [The Show To Go \(STG\) directory](#) features? See descriptions and advantages of each below! You can also view the features in a comparison table [here](#).

Find your current STG package level or upgrade your package in your [Exhibitor Dashboard](#).

## All Branding Packages

**Brands:** List your brands (companies and products) within your STG directory profile. These are searchable in the STG directory and will lead back to your company profile.

**Collateral:** Upload PDF format documents or URLs to your STG directory profile. These are utilized for press releases, brochures, video links, white paper studies, etc.

**Leads:** View your profile leads and statistics such as view count, website clicks, and agenda adds your STG directory profile has received. You can contact these leads through the directory if they agreed to share their info.

**Product Categories:** List other products or services your company offers. These are searchable within the Show To Go directory and lead back to your STG directory profile.

## Silver and Gold

**Logo:** Upload your logo to your STG profile! Profiles with logos are 5x more likely to pull in views from attendees.

**Online Contacts/Business Cards:** Add up to 3 of your Exhibitor Personnel to your STG profile. Include their headshots, title, description, and social media links. \Only.visible.to.registered.STG.users;

**Scheduled Events:** Make an announcement in your STG profile pre- or post-Show; to the attendees who have visited your directory landing page. List your webinars or events leading up to the Show, or in your booth while at the Show. Switch them out throughout the year!

**Show Features/Products:** Upload product images and videos to your STG profile for attendees planning their time at the Show. \Silver.package.includes.0.photos.(no.video.uploads.permitted);Gold.package.includes.4.Show.features-products?up.to.0.may.be.videos;

**Special Offers:** Add up to 3 special offers for attendees of the Show. This could include Discount Offerings, promo codes, B.O.G.O.'s, or special giveaways. Switch them out throughout the year!

## Gold ONLY:

Automatic.with.purchase?no.additional.action.necessary;

**Product Spotlight on Directory Homepage:** Have your Product Line Spotlight on the Show To Go homepage for all attendees to see and drive traffic to your STG profile.

**Online Floorplan Booth Corner Peel:** Stand out to attendees by having a red corner peel posted on the bottom of your booth of the online floorplan and event app.