

Advertising & Sponsorship Opportunities

Exhibitor Directory Advertising: The Year-Round Resource for Buyers

You will receive a standard listing in the Show Directory, but so will every other exhibiting company. **STAND OUT** in a sea of listings. Reserve an advertisement in the January 2012 Show Directory!

Materials Deadline: November 25, 2011

Premium Show Directory Advertising Opportunities:

Back Cover	Exclusive	4-Color, trim size: 6" wide x 8.5" high	\$1,500
Inside Front Cover	Exclusive	4-Color, trim size: 6" wide x 8.5" high	\$1,400
Inside Back Cover	Exclusive	4-Color, trim size: 6" wide x 8.5" high	\$1,400
Full Page		4-Color, trim size: 5.5" wide x 8.5" high	\$ 800
Half page (horizontal)		4-Color, trim size: 5.5" wide x 4.25" high	\$ 500

Bleed: 1/4"

Live Area: 3/8" from edge

Digital Ad Materials

- Preferred applications include Adobe InDesign, Photoshop or Illustrator.
- PDF files are accepted but are the responsibility of the advertiser not Show Management.
- Photographic images must be converted to CMYK and provided as TIFF or EPS files (no JPEGs).
- Image resolution should be at least 300 dpi.
- Where possible, fonts should be converted to outlines or embedded in the file.

Mechanical Specifications

- Bleed dimensions represent the amount of extra image needed to ensure your ad covers the entire page.
- Organizers will not be responsible for the final reproduction quality of any materials provided that do not meet the defined specifications of this publication.
- Ad space will be sold up to the stated deadline, subject to space availability. All ad materials must be approved by the organizers.



Billboard Ad Panels

Your company name, logo, booth number and advertisement brilliantly displayed on one double-sided 37" x 87" (1 meter high) panel.

- A variety of key high visibility locations are available
- Detailed technical specifications available upon request

Sponsorship Investment:

- Sponsor provides artwork
 - US \$950, includes production
 - Materials deadline: November 25, 2011
- Multiple Sponsorships Available**

Maximize your value!

Combine a show directory ad with a billboard ad panel for maximum impact.

Ask about special combined rates.

diana.ludwig@usa.messefrankfurt.com
+1-770-984-8016 x 412



January 16 - 18, 2012
 Javits Convention Center
 New York City, NY, USA

Please return this signed agreement with 100% payment and artwork by November 25, 2011 to reserve your opportunity:

Messe Frankfurt, Inc., 1600 Parkwood Circle, Suite 615, Atlanta, GA 30339, Phone: +1-770-984-8016, Fax: +1-770-984-8023
 E-mail: diana.ludwig@usa.messefrankfurt.com

Company: _____

Contact Name: _____ Job Title: _____

Mailing Address: _____

City/State/Country/ZIP Code: _____

Phone: _____ Fax: _____ Email: _____

*By providing your fax number and/or e-mail address you are consenting to receive communications from Messe Frankfurt, Inc. and it's affiliates via these media.

Item	Price	Quantity	Total Cost
Billboard Ad Panel	\$ 950		
Show Directory Ads			
Back Cover	\$1,500		
Inside Front Cover	\$1,400		
Inside Back Cover	\$1,400		
Full Page	\$ 800		
Half Page	\$ 500		

Total Advertising & Sponsorship Investment: = _____

Payment Information:

Check Enclosed

Make checks payable to:
 Messe Frankfurt, Inc.
 1600 Parkwood Circle, Suite 615
 Atlanta, GA 30339

*Please write "Sponsor" and name of show on the check.
 NOTE: Funds accepted in US dollars only and by US bank.

Wire Transfer

Invoice will be sent with wire transfer details.

Sponsoring Regulations:

No refunds. Please note that your sponsorship will not be promoted until your sponsorship fee is paid in full. It is understood that Exhibitors are responsible for providing Messe Frankfurt, Inc. with all company logos and materials for use with any sponsorship, and that all company logos and material are subject to approval by Messe Frankfurt, Inc.

We agree to abide by the conditions outlined above.

Signature: _____ Date: _____