

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 Texworld USA Show Directory!

Materials Deadline: May 31, 2010

Premium Show Directory Advertising Opportunities:

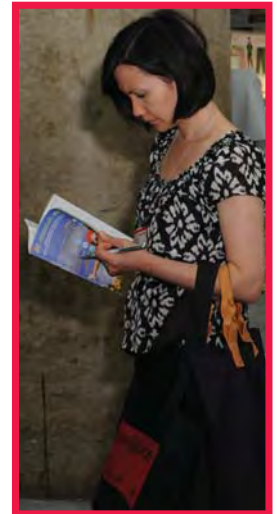
| | | | |
|-------------------------------|-----------|---|---------|
| Back Cover | Exclusive | 4-Color Bleed (5.75" x 8.75") or Non-Bleed (5" x 8") | \$1,500 |
| Inside Front Cover | Exclusive | 4-Color Bleed (5.75" x 8.75") or Non-Bleed (5" x 8") | \$1,400 |
| Inside Back Cover | Exclusive | 4-Color Bleed (5.75" x 8.75") or Non-Bleed (5" x 8") | \$1,400 |
| Full Page | | 4-Color Bleed (5.75" x 8.75") or Non-Bleed (5" x 8") | \$ 800 |
| Half page (horizontal) | | 4-Color Bleed (5.75" x 4.375") or Non-Bleed (5.5" x 4") | \$ 500 |

Digital Ad Materials

- All ads requested in digital format on CD for PC.
- Preferred applications include Adobe InDesign, Photoshop or Illustrator.
- PDF files are accepted but are the responsibility of the advertiser not Texworld USA.
- 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.
- All efforts are made to preserve advertising materials in their original condition. However, Texworld USA will not be responsible for lost or damaged advertising materials after publication.
- 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 single-sided 37" x 87" (1 meter high) panel.

- A variety of key high visibility locations are available

Sponsorship Investment:

- Sponsor provides artwork
- US \$950, includes production
- Materials deadline: May 31, 2010

Multiple Sponsorships Available

Maximize your value!

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

Ask about special combined rates.

twusasales@usa.messefrankfurt.com

+1-770-984-8016 x 411



USA

July 13 - 15, 2010
 Javits Convention Center
 New York City, NY, USA

Please return this signed agreement with 100% payment by May 31, 2010 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: twusasales@usa.messefrankfurt.com

Company: _____

Contact Name: _____ 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 "Texworld USA Sponsor" on the check.
 NOTE: Funds accepted in US dollars only.

Wire Transfer:

Please call +1-770-984-8016 x411
 or e-mail twusasales@usa.messefrankfurt.com for 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: _____