



Increase your visibility and booth traffic with an ad in the **Official Printed Show Directory**

CONFERENCE: **September 15-18, 2020**

EXHIBITION: **September 16-17, 2020**

LAS VEGAS CONVENTION CENTER
SOUTH HALL 3

MATERIAL SPECS

Full Page Trim: 8.5" x 11"

Half Page Trim: 8.5" x 5.5"

DIGITAL MATERIAL REQUIRED.

CMYK color only; NO spot-color, pantone or RGB. Use SWOP-standard images in CMYK at 300 dpi.

ACCEPTABLE AD FILES:

- PDF (Press Quality or PDF/X-1A);
- Illustrator .eps (all images must be embedded and text converted to outlines; CS3 or lower);
- Photoshop .eps or .tif.

Trim, bleed and center marks may be included in the file but must be kept outside the "live" area. **Bleed must extend 1/8" beyond trim. Keep live matter 3/8" from trim edge. Name files using advertiser's name in file.**

AD SPACE DEADLINE:

FRIDAY, AUGUST 7

AD MATERIALS & PAYMENT DUE:

FRIDAY, AUGUST 14

THE DIRECTORY INCLUDES:

- Complete Event Schedule — including all seminar information.
- Show floor map.
- Exhibitor listing in alphabetical and booth order.
- Category Listings

ADVERTISER BENEFITS

- Directory distributed to every attendee when they enter the show.
- Impact attendees during the show in a targeted advertising environment.
- Lasting Impact and shelf life — attendees will use this directory as their industry guide long after the show closes.

MAKE YOUR COMPANY STAND OUT FROM THE REST. RESERVE TODAY!

CHECK BOX(ES):

<input type="checkbox"/> Floor Plan Sponsor	\$3,500	<input type="checkbox"/> Combo (<i>full ad & enhanced listing</i>)	\$1,750
<input type="checkbox"/> Back Cover	\$3,000	<input type="checkbox"/> Full-page, 4-color ad	\$1,500
<input type="checkbox"/> Inside Front Cover	\$2,100	<input type="checkbox"/> 1/2 page 4-color ad	\$1,000
<input type="checkbox"/> Inside Back Cover	\$1,900	<input type="checkbox"/> Enhanced Listing	\$400

OTOS

- Enhanced listing includes logo over company listing and bold company name under alpha and numeric listing in directory
- Directory combo includes a full page ad and enhanced listing

Contact _____

Company _____

Address _____

City _____ State _____ Zip _____

Country _____

E-mail _____ Booth # _____

Signature _____

Complete this form and E-MAIL to rdixon@exponation.net

All ads in Directory must be pre-paid by August 14 to be included in the Directory.