

# 2018 Exhibitor Opportunities

## Exhibitor Directory & Show News



Each issue of the The Exhibitor Directory & Show News includes:

- ✓ Editorial with show news coverage
- ✓ Seminar schedule
- ✓ Daily events
- ✓ Exhibitor listings with booth numbers and product information
- ✓ Exhibitor floor plan
- ✓ Press releases
- ✓ Show highlights
- ✓ Entertainment information
- ✓ Copies distributed in the registration lobby and in publication bins at show entrances and other high traffic areas

Ad Size	Trim Size	Bleed Size	Rates
2-Page Spread	15.75" x 10.5"	16.0" x 10.75"	\$11,150
Full page	7.875" x 10.5"	8.125" x 10.75"	\$5,955
½-Page Horizontal Spread	14.75" x 4.5"	—	\$5,955
½-Page Horizontal	7.0" x 4.5"	—	\$3,085
¼-Page Vertical	3.375" x 4.5"	—	\$1,685

As added value for any ad purchase of ½-page or larger, the exhibitor's listing will include a 4-color company logo and highlighted listing in red.

- \* Ad Space Close Date: July 13, 2018
- \* Ad Materials Due Date: July 27, 2018

