



Promotion & Sponsorship Opportunities

Official 2010 SHOT SHOW Rate Card and Order Form
 January 19-22, 2010 Sands Convention Center, Las Vegas, Nevada

CUSTOMIZED SPONSORSHIPS

- | | |
|---|---|
| <input type="checkbox"/> E-mail Registration Confirmation^ \$7,400 | <input type="checkbox"/> Lobby Displays* \$7,200 |
| <input type="checkbox"/> Official Show Bags* ^ \$12,600 | <input type="checkbox"/> Literature Booth Drop* \$6,300 |
| <input type="checkbox"/> YOU ARE HERE Signs*^ \$8,400 | <input type="checkbox"/> Cups & Napkins*^ \$12,600 |
| <input type="checkbox"/> Attendee Envelop 4C ad* \$8,000 | <input type="checkbox"/> Publication Bins* \$1,600 |
| <input type="checkbox"/> Floor Plan Handout* ^ \$8,400 | <input type="checkbox"/> Internet Lounge*^ \$31,500 |
| <input type="checkbox"/> Shuttle Bus/Signs* (for 10 buses) \$12,600 | <input type="checkbox"/> Exclusive Inflatable*^ \$12,600 |
| <input type="checkbox"/> Floor Decals* \$10,300 | <input type="checkbox"/> Title New Product Sponsor*^ \$31,500 |
| <input type="checkbox"/> Lanyards* ^ \$18,000 | <input type="checkbox"/> Escalator Decals*^ \$20,000 |
| <input type="checkbox"/> Door Decals* \$10,500 | <input type="checkbox"/> Entrance Units*^ \$Various |
| <input type="checkbox"/> Handout at Registration* (4 days) \$6,800 | <input type="checkbox"/> Entrance Unit Location _____ |
| <input type="checkbox"/> Foot/Back Massage*^ \$12,600 | <input type="checkbox"/> Information Stations Sponsorship* ^ \$18,000 |
| <input type="checkbox"/> Signs on Easels* ^ \$10,500 | |
| <input type="checkbox"/> Insert in Attendee Mailer* ^ \$8,000 | |

*Indicates production, design, shipping/freight, and/or labor costs not included. ^ Indicates this is an EXCLUSIVE sponsorship

SIGNAGE & BANNERS

Signage (production is included)

- Column Wrap** \$5,000 each
- Meter Board** (double sided) \$3,300 each

Exterior Banners**

Location _____ Price: _____

Interior Banners**

Location _____ Price: _____

**Indicates production, design, shipping/freight, and/or labor costs not included

LITERATURE CENTER

- Back lit Marquee Advertising** \$1,500
- Banner Advertising** \$1,150
- Literature Pocket** \$390
- Electronic Literature Center \$265
- Combo: Electronic and Onsite Package** \$495

WEBSITE ADVERTISING (please call for guidelines)

- Skyscraper \$1,600
 - Hot Button \$895
 - Logo with your on-line listing \$475
 - Product Photo on the Web \$475
- **Indicates production, design, shipping/freight, and/or labor costs not included

FAX THIS FORM TO: 203-840-9445

Questions? Call Michele Oppenheimer at 203-840-5445/ Fax: 203-840-9445/ Email: moppenhimer@reedexpo.com

Exhibitor _____

Agency _____

Name/Title _____

Name/Title _____

Phone _____

Phone _____

Fax _____

Fax _____

Email _____

Email _____

Signature _____ Date _____

Signature _____ Date _____

We collect this data in order to provide you with information about 2010 SHOT SHOW and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.shotshow.org or call our Privacy Administrator at 888-306-2344, or from outside the US at 203-840-5810. TERMS: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the Show cycle that may not be listed on this form. Ads with coupons will not be accepted.