



# INTERPHEX 2011™

Conference & Exhibition

## 2011 Floor Plan City Guide Rate Card & Insertion Order Form

The Floor Plan City Guide continues to be a valuable and portable tool for attendees and exhibitors. If you are looking for PRODUCT VISIBILITY, BOOTH TRAFFIC or GENERATING AWARENESS, this is a sure way to STAND OUT from the competition.



### Premium Opportunities:

**Front Cover** \$4,750  
**Back Cover** \$4,750

### Booth Call-Out Opportunities

**Standard Call-Out 1-sided** \$1,000  
 Includes: Logo & Highlighted Listing  
**Enhanced Call-out 2-sided** \$1,500  
 Includes: Logo & Highlighted Listing  
**Full Panel Ad** \$750

### **Product Features:**

- ✓ Floor Plan
- ✓ Exhibitor List
- ✓ Conference Sessions
- ✓ Billboard Display
- ✓ Registration Handout
- ✓ Available to all event participants
- ✓ Minimum print run: 8,000

Acceptable Artwork

**Format:** EPS or TIF      **Resolution:** 300 dpi

**Sizes:** Standard Call-out: 1.8" x .75"      Enhanced Call-out: 3.6" x 1.5"      Logos: .5" x .5"      Product Image: 1.8" x .75"

**To place order, check appropriate boxes & FAX to Jenny Martin at 203-840-9454**

Questions? Contact 203-840-5454 or [jmartin@reedexpo.com](mailto:jmartin@reedexpo.com)

Company: \_\_\_\_\_ Contact: \_\_\_\_\_ Booth: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**ADVERTISING 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.