



2010 ADVERTISING AND SPONSORSHIP RATE CARD & INSERTION ORDER FORM

ISC WEST
Sands Convention Center, Las Vegas, NV

****PREMIUM POSITIONS (4/C Only)**

Front Cover (SOLD).....	<input type="checkbox"/> \$ 8,700
Cover 4 (SOLD).....	<input type="checkbox"/> \$ 5,900
Cover 2 (SOLD).....	<input type="checkbox"/> \$ 5,900
Cover 3 (SOLD).....	<input type="checkbox"/> \$ 5,900
Page Facing Cover 2(SOLD).....	<input type="checkbox"/> \$ 4,900
Page Facing Cover 3.....	<input type="checkbox"/> \$ 3,900
Page Facing Table of Contents(SOLD).....	<input type="checkbox"/> \$ 3,800
Bookmark.....	<input type="checkbox"/> \$ 7,500*
Wrap/Bellyband (production not included) (SOLD).....	<input type="checkbox"/> \$ 6,900*
Tab Page 2 Sided (SOLD).....	<input type="checkbox"/> \$ 6,250
Tab Page 1 Sided (SOLD).....	<input type="checkbox"/> \$ 3,500
Spine (SOLD).....	<input type="checkbox"/> \$ 4,900

RUN-OF-BOOK POSITIONS – 4 Color

Full Page Ad.....	<input type="checkbox"/> \$2,800
½ Page Ad.....	<input type="checkbox"/> \$1,300
Spread, 2 pg.....	<input type="checkbox"/> \$4,100
Insert, 2pg furnished.....	<input type="checkbox"/> \$4,450*
Logo Ad.....	<input type="checkbox"/> \$ 495
Additional Directory Listing.....	<input type="checkbox"/> \$ 750

Far Forward Positions (first 25 pages) and/or special placement position (10% Premium charge)
Special position request: _____

(Updated 01-08-10)

ONLINE MARKETING

Online Banner.....	\$ 2,500 - \$4,500
Confirmation E-mail Sponsor(Limited to 12).....	\$ 5,000
E-Badge Hot Button.....	\$5,000

SIGNAGE

Free Standing Sign.....	<input type="checkbox"/> \$ 2,300*
**Banner.....	<input type="checkbox"/> \$ 5,500*(and up)
**Rotating Kiosk (single Unit).....	<input type="checkbox"/> \$ 6,000*
** Aisle Signs (main hall) (SOLD).....	<input type="checkbox"/> \$ 18,500*
** Aisle Signs (Global Pavilion) (SOLD).....	<input type="checkbox"/> \$ 8,500*
** Aisle Signs (PSS Pavilion).....	<input type="checkbox"/> \$ 8,500*
**Column Wraps Exclusive.....	<input type="checkbox"/> \$ 20,000*

SPONSORSHIPS

Meeting Rooms (per 1/2 day).....	<input type="checkbox"/> \$ 2,100*
Video Wall 1 Minute.....	<input type="checkbox"/> \$ 2,700*
Bag Stuffer (limited to 15).....	<input type="checkbox"/> \$ 3,000*
Exhibitor Booth Drop.....	<input type="checkbox"/> \$ 3,100*
Meeting Room 3 Day Pack.....	<input type="checkbox"/> \$ 5,750
Conference Break Sponsor (exclusive).....	<input type="checkbox"/> \$ 6,700*
**Window Decals.....	<input type="checkbox"/> \$ 7,400*
Press Room Sponsor.....	<input type="checkbox"/> \$ 8,000*
Handout (limited to 3)(SOLD).....	<input type="checkbox"/> \$ 5,500*
Vendor Solutions Theatre.....	<input type="checkbox"/> \$ 8,000*
Manufacturers Workshop.....	<input type="checkbox"/> \$ 2,800*
Conference Brochure (semi-exclusive).....	<input type="checkbox"/> \$ 8,500*
Video Wall Platinum Sponsor (exclusive).....	<input type="checkbox"/> \$ 9,100*
Badge Stock Sponsor (SOLD).....	<input type="checkbox"/> \$ 9,100
Corporate Partner Logo Program.....	<input type="checkbox"/> \$ 10,000
Registration Kick Panels.....	<input type="checkbox"/> \$ 18,000*
Entrance Unit Sponsor (exclusive) (SOLD).....	<input type="checkbox"/> \$ 14,000*
**Lanyards(SOLD).....	<input type="checkbox"/> \$ 15,400*
Restroom Sponsorship (exclusive).....	<input type="checkbox"/> \$ 16,000*
**Official Show Bags (SOLD).....	<input type="checkbox"/> \$ 18,020*
**Carpet Logos (15 decals) (SOLD).....	<input type="checkbox"/> \$ 20,000*
Badge Holders (East/West Package) (SOLD).....	<input type="checkbox"/> \$ 24,000
Lobby Demo Booth (3 locations).....	<input type="checkbox"/> \$ 25,000*

****First right of Refusal- 60 days post show for all exclusive products. First come first served after grace period.**

***Production, Labor and Coordination Fees will be billed directly to the exhibiting company.**

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.

**Call, Mail or Fax Back to: ISC WEST Attn: Fred Evanko, 383 Main Ave Norwalk, CT 06851
Tel: 203 840 5965 - Fax: 203 840 9965 - E-mail: fevanko@reedexpo.com**

Advertiser / Exhibitor _____

Tel/Fax _____

Name (Print) _____

Signature/Date _____