

## Directional Signage, it's a cost-effective way to increase your booth traffic!



### Meter Boards (8' tall x 3' wide)

1 double-sided for \$3,000

2 double-sided for \$ 5,775

**(Production and labor costs included. Artwork must be designed by sponsor.)**

Please indicate the number of signs needed and complete the bottom portion. Fax it back to Dana Brady at 203-840-9362 or call if you have questions at 203-840-5362

ADVERTISER/EXHIBITOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE/FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_

AUTHORIZED SIGNATURE/DATE \_\_\_\_\_

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.