



## Reach Pre-Registered Attendees before the Show even begins!

We all know that pre-registered attendees will receive an e-mail confirmation and open their badge mailer prior the Event. You want to make sure your company is part of this mailer. You have the golden opportunity to put your message in the hands/eyes of these attendees, weeks before the Event begins!

- |   |   |  |
|---|---|--|
| • | <b>Insert in the Badge mailer</b>       | <b>\$6,090 (does not include production)</b> |
| • | <b>Pre-show Coupon</b>                  | <b>\$1,890 (includes production)</b>         |
| • | <b>Registration Confirmation E-mail</b> | <b>\$7,875 (exclusive)</b>                   |

This is an audience that has the purchasing authority to drive your sales at the event. That's a buying group you want to get to before the competition.

- Yes! I'm interested in the pre-show coupon for \$1,890, which includes printing and mailing costs (Materials due JULY 20<sup>TH</sup>, 2010) **Limit 6**
- Yes! I'm interested in the Insert in the Badge mailer for \$6,090, which does not include printing of the insert, but does include mailing costs (Samples due JULY 20<sup>TH</sup>, 2010) **LIMIT 4**
- Yes! I'm interested in the registration confirmation e-mail for \$7,875 (sign up deadline is July 1<sup>st</sup> to reach all attending the event)

**Please indicate with a check mark above and simply sign and fax it to Dana Brady (203) 840-9362 or call (203) 840-5362/dbrady@reedexpo.com**

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.