

WORLD OF CONCRETE 2012

SPONSORSHIPS, TRAFFIC-BUILDING & ADVERTISING OPPORTUNITIES

ARTWORK DEADLINES & SPECIFICATIONS

ARTWORK GUIDELINES

In an effort to provide you with the best possible quality graphics for your sponsorship items, you should provide digital art files using the following guidelines.

Artwork Specifications

- 300 dpi resolution
- All related PMS and/or CMYK color codes
- Accurate color proof print or artwork
- Contact name, phone number and email address of art creator if applicable
- If submitting a "vector" type file, include all fonts, or convert fonts to outlines or paths

Acceptable Software File Formats

We are capable of working with both PC and MAC based software; and can accept art created with ADOBE Illustrator, InDesign, and Photoshop.

Acceptable File Types

Files types that can be used in order of preference, include:

- EPS and AI (logos and large design files)
- PDF (design files built to exact dimensions)
- JPG (photos and web images)

File types that cannot be used to reproduce high quality graphics include:

- GIF files
- Microsoft Office software files such as Word (.doc), or PowerPoint (.ppt) file types
- Self-extracting files, such as EXE or SEA files

Submitting Artwork





All artwork must be submitted on either a CD or a DVD along with the hard-printed color proof copy and printed index of files.




Mail Artwork to:




World of Concrete
Attn: Sponsorships
6191 N. State Highway 161, Suite 500
Irving, TX 75038




Questions? email sponsorships@worldofconcrete.com




Your booth number must be on all advertising submitted to World of Concrete. You may not re-use any items produced by show management for World of Concrete 2012. All items are one-time use only and may not be removed from show premises.




ITEM	DESCRIPTION	SPECS/SIZE	DEADLINE	WHO DO I SEND THIS TO?
 <p>2 COLUMN WRAP</p>	<p>As attendees work their way down the main aisle, let them know where you are with a two-sided Column Wrap.</p> <p>Available only in Central & South Halls.</p>	<p>Trim 1: 1 panel - (38 1/8" x 120") 10 feet high</p> <p>Trim 2: 1 panel - (38 1/8" x 84") 7 feet high</p>	<p>11/1/2011</p>	<p>Mail Artwork to:</p> <p>World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>
 <p>3 EXHIBIT HALL FLOOR GRAPHICS</p>	<p>Make an impression when attendees travel the exhibit halls; place advertising at attendees' feet throughout World of Concrete. These 3' x 5' floor graphics promote your company and double as great directionals to your booth. These are placed in the floor aisles of exhibits halls.</p> <p>Production Included.</p>	<p>(3)- 3' x 5', horizontal or vertical with bleed of 0.25"</p>	<p>11/15/2011</p>	<p>Mail Artwork to:</p> <p>World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>
 <p>3 LOBBY FLOOR GRAPHICS</p>	<p>Make an impression before attendees enter the exhibit halls; place advertising at attendees' feet throughout World of Concrete. These 3' x 5' floor graphics promote your company and double as great directionals to your booth. These are placed in the lobby areas of the exhibits hall.</p> <p>Production Included.</p>	<p>(3)- 3' x 5', horizontal or vertical with bleed of 0.25"</p>	<p>11/15/2011</p>	<p>Mail Artwork to:</p> <p>World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>
 <p>4-SIDED COLUMN WRAP</p>	<p>As attendees work their way down the main aisle, let them know where you are with this attention-getting four-sided Column Wrap.</p> <p>Available only in South Hall, Level 1.</p> <p>Production Included.</p>	<p>2 panels - (38 1/8" x 120"), horizontal or vertical with bleed of 0.25"</p> <p>2 panels - (38 1/8" x 84"), horizontal or vertical with bleed of 0.25"</p>	<p>11/1/2011</p>	<p>Mail Artwork to:</p> <p>World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>

ITEM	DESCRIPTION	SPECS	DEADLINE	WHO DO I SEND THIS TO?
 <p data-bbox="159 642 407 674">ADDENDUM HEADER</p>	<p data-bbox="475 310 839 653">With over 50,000 show addendums distributed onsite at WOC, this is a sure way to be seen by show attendees. Addendums are distributed in publication bins throughout the center and contain exhibitors not in the Show Program along with any last-minute booth relocations and important show info.</p>	<p data-bbox="862 449 1037 548">8" wide x 1.50" high, black & white art only</p>	<p data-bbox="1060 485 1162 516">11/1/2011</p>	<p data-bbox="1214 380 1474 621">Mail Artwork to: World of Concrete Attn: Steven Pomerantz 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>
 <p data-bbox="147 1104 418 1167">ATTENDEE BROCHURE BOLD LISTING</p>	<p data-bbox="475 705 839 940">Get attendees thinking about your company long before they arrive at the show! This direct mail piece is mailed prior to the show to all pre-registered attendees – just in time to finalize their trip and on-site strategy.</p> <p data-bbox="475 982 732 1083">Key Benefits: Bold Listing in pre-show brochure</p> <p data-bbox="475 1125 839 1188">Circulation: 40,000 or more Mailed 6-8 weeks before the show</p> <p data-bbox="475 1230 699 1262">Production Included.</p>	<p data-bbox="862 982 899 1014">n/a</p>	<p data-bbox="1060 982 1179 1014">11/15/2011</p>	<p data-bbox="1214 877 1474 1119">Mail Artwork to: World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>
 <p data-bbox="134 1619 431 1682">BADGE HOLDER PICK-UP COUNTERS</p>	<p data-bbox="475 1304 839 1608">More than 25,000 pre-registered attendees will visit one of these stations to pick up their badge holders prior to entering the show. Prominently display your company logo or advertisement on the Badge Holder Pick-Up Counter in two locations.</p> <p data-bbox="475 1650 699 1682">Production Included.</p>	<p data-bbox="862 1482 1008 1545">28.25" wide x 35.75" high</p>	<p data-bbox="1060 1493 1162 1524">11/1/2011</p>	<p data-bbox="1214 1388 1474 1629">Mail Artwork to: World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>





ITEM	DESCRIPTION	SPECS	DEADLINE	WHO DO I SEND THIS TO?
 <p>BADGE MAILING INSERT</p>	<p>This limited and popular sponsorship is a perfect way to advertise giveaways, product launches and other strategic messages that will drive attendees to your booth. You provide the 3.75" x 8.5" double-sided insert, and we'll get it into pre-registered attendees' hands! They'll get their badge and YOUR message! Insertion of your message in 25,000 badge mailings.</p> <p>*Contact your Account Executive for current availability.</p>	<p>3.75" x 8.5", double-sided with bleed. Paperstock weight must be 0.2 ounces or less.</p>	<p>10/18/2011</p>	<p>Mail Artwork to: World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>
 <p>CONTRACT SPECIAL PACKAGE</p>	<p>3' x 5' Floor Graphic Company Logo in Program & Exhibits Guide next to company listing. Listing and Booth highlight on "You are Here" Board must be contracted with 50% deposit at time of space draw.</p> <p>Production Included.</p> <p><u>Available until May 20, 2011 ONLY.</u></p>	<p>3' x 5' floor graphic</p>	<p>11/15/2011</p>	<p>Mail Artwork to: World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>
 <p>FIRST TIMERS PACKAGE</p>	<p>Package includes:</p> <ul style="list-style-type: none"> - 3 x 5 booth floor graphic - Company listing in Program & Exhibits Guide, next to company listing. - Listing and booth highlight on "You Are Here" board <p>Production Included.</p> <p>*For first time exhibitors only.</p>	<p>2' wide x 2' high with bleed of 0.25"</p>	<p>11/15/2011</p>	<p>Mail Artwork to: World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>

ITEM	DESCRIPTION	SPECS	DEADLINE	WHO DO I SEND THIS TO?
 <p data-bbox="155 869 412 932">EDUCATIONAL TRACK SPONSOR</p>	<p data-bbox="475 310 837 548">Support 5,000 or more industry professionals pursuing education at WOC and brand your company to a captive audience. The WOC Education Program features targeted tracks for the 3-hour and 90-minute seminars.</p> <p data-bbox="475 590 837 898">Key Benefits: Company Logo on onsite seminar signage, Company Logo next to all mentions of the sponsored track in printed promotional materials including attendee brochures and the Program & Exhibits guide (potential total circulation: 450,000).*</p> <p data-bbox="475 940 695 968">Production Included.</p> <p data-bbox="475 1010 789 1108">*Inclusion in promotional materials subject to purchase date.</p>	<p data-bbox="862 709 899 737">n/a</p>	<p data-bbox="1060 709 1175 737">11/15/2011</p>	<p data-bbox="1214 604 1382 632">Mail Artwork to:</p> <p data-bbox="1214 674 1471 848">World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>
 <p data-bbox="123 1419 443 1482">EXHIBIT HALL DOUBLE-SIDED BILLBOARD</p>	<p data-bbox="475 1161 829 1430">Advertise on a strategically placed double-sided billboard in high-traffic areas of the exhibit hall. Whether you're launching a new product or just want to invite attendees to visit your booth, these signs are sure to get their attention.</p> <p data-bbox="475 1472 695 1499">Production Included.</p>	<p data-bbox="862 1314 1036 1377">3' wide x 8' high, double-sided</p>	<p data-bbox="1060 1335 1162 1362">11/1/2011</p>	<p data-bbox="1214 1230 1382 1257">Mail Artwork to:</p> <p data-bbox="1214 1299 1471 1474">World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>
 <p data-bbox="159 1759 407 1822">EXHIBIT HALL FLOOR GRAPHIC</p>	<p data-bbox="475 1549 829 1755">Place advertising at attendees' feet throughout World of Concrete exhibit halls. These 3' x 5' floor graphics promote your company and double as great directionals to your booth.</p> <p data-bbox="475 1797 695 1824">Production Included.</p>	<p data-bbox="862 1654 997 1755">3' x 5', horizontal or vertical</p>	<p data-bbox="1060 1692 1175 1719">11/15/2011</p>	<p data-bbox="1214 1587 1382 1614">Mail Artwork to:</p> <p data-bbox="1214 1656 1471 1831">World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>

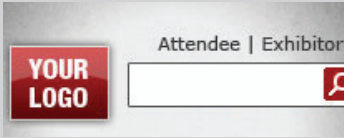


ITEM	DESCRIPTION	SPECS	DEADLINE	WHO DO I SEND THIS TO?
 <p>EXOCARD BACK</p>	<p>EVERY attendee receives this “electronic business card” featuring your 4-color company logo/message. The exocard is mailed in advance to pre-registered buyers, distributed at onsite registration and used by attendees each time their information is requested during the show.</p> <p>Production Included.</p>	<p>3” wide x 1.125” high, 4-color</p>	<p>10/18/2011</p>	<p>Mail Artwork to:</p> <p>World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>
 <p>EXOCARD FRONT</p>	<p>EVERY attendee receives this “electronic business card” featuring your 4-color company logo/message. The exocard is mailed in advance to pre-registered buyers, distributed at onsite registration and used by attendees each time their information is requested during the show.</p> <p>Production Included.</p>	<p>2.25” wide x 2” high, 4-color</p>	<p>10/18/2011</p>	<p>Mail Artwork to:</p> <p>World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>
 <p>INTERNATIONAL BUSINESS CENTER</p>	<p>An excellent strategy for U.S. companies who want to increase their international exposure. The IBC is the place where international attendees come to register, network, and conduct business.</p>	<p>IBC Key Benefits: Daily beverage and snack service, promotional show bag, sponsored pre-show e-blasts to international attendees, promotional signage throughout the show with sponsor’s logo, premium full-page 4-color ad on the back cover of the Export Directory</p> <p>(Estimated Circ.: 6,000; distributed in IBC. An electronic version is also posted on the World of Concrete website)</p>	<p>10/4/2011</p>	<p>Contact your Account Executive for details.</p>

ITEM	DESCRIPTION	SPECS	DEADLINE	WHO DO I SEND THIS TO?
 <p data-bbox="168 783 394 810">INTERNET CENTER</p>	<p data-bbox="475 415 829 585">The Internet Center is one of the busiest public areas at the show. Promote your company and provide attendees free Internet usage courtesy of your company.</p> <p data-bbox="475 625 781 726">Two opportunities available: - 1) Grand Concourse Lobby - 2) South Hall Lobby.</p> <p data-bbox="475 766 695 793">Production Included.</p>	<p data-bbox="862 310 1036 562">Key Benefits: Link to company's website on computer terminals, company logo on signage throughout the show, promotion in print and electronic media.</p> <p data-bbox="862 594 959 646">Production Included.</p> <p data-bbox="862 678 1036 909">You may also provide promotional material to place in computer terminals (mouse pads, pens, notepads or other items) for attendee use.</p>	<p data-bbox="1060 604 1166 636">10/4/2011</p>	<p data-bbox="1214 590 1450 653">Contact your Account Executive for details.</p>
 <p data-bbox="217 1283 349 1310">LANYARDS</p>	<p data-bbox="475 951 837 1262">Have your company name on this show keepsake item, worn by all attendees at the show. You provide the lanyards, and we will distribute them at every Registration and Badge Holder Pick-Up counter. A minimum of 35,000 dual-clip lanyards must be provided.</p> <p data-bbox="475 1297 837 1329">Production NOT Included.</p>	<p data-bbox="862 1140 898 1171">n/a</p>	<p data-bbox="1060 1140 1182 1171">10/18/2011</p>	<p data-bbox="1214 1035 1385 1066">Mail Artwork to:</p> <p data-bbox="1214 1108 1474 1276">World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>
 <p data-bbox="120 1728 443 1759">LARGE OUTDOOR BANNER</p>	<p data-bbox="475 1377 846 1686">Prominently display your company logo or advertisement on the LVCC with a large magnetic outdoor banner. This area is prime advertising real estate--it's the first thing attendees see upon arrival at the show and overlooks the outdoor exhibits for maximum visibility throughout the week.</p> <p data-bbox="475 1728 695 1759">Production Included.</p>	<p data-bbox="862 1549 1008 1623">30' wide x 20' high (max)</p>	<p data-bbox="1060 1570 1166 1602">11/1/2011</p>	<p data-bbox="1214 1465 1385 1497">Mail Artwork to:</p> <p data-bbox="1214 1539 1474 1707">World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>

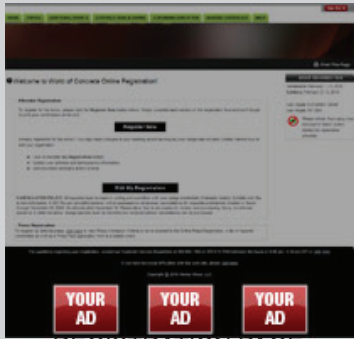

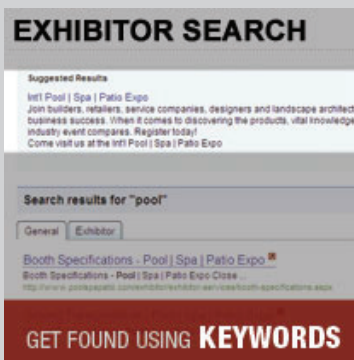
ITEM	DESCRIPTION	SPECS	DEADLINE	WHO DO I SEND THIS TO?
 <p data-bbox="186 674 375 705">LOBBY BANNER</p>	<p data-bbox="475 310 839 512">Place your company's ad on a lobby banner in a prime, high traffic location. This is a great opportunity to maximize your exposure and make your booth location known.</p> <p data-bbox="475 554 833 653">Contact your account executive for additional sizes, locations and pricing information.</p> <p data-bbox="475 695 699 726">Production Included.</p>	<p data-bbox="862 499 995 569">10' wide x 5' high</p>	<p data-bbox="1060 520 1162 552">11/1/2011</p>	<p data-bbox="1214 415 1382 447">Mail Artwork to:</p> <p data-bbox="1214 485 1471 653">World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>
 <p data-bbox="147 1119 415 1188">LOBBY DOUBLE-SIDED BILLBOARD</p>	<p data-bbox="475 825 842 1062">Advertise on a strategically placed billboard in a high-traffic area of the show—the lobby. Whether you're launching a new product or just want to invite attendees to visit your booth, these signs are sure to get their attention.</p> <p data-bbox="475 1104 699 1136">Production Included.</p>	<p data-bbox="862 961 1036 1031">3' wide x 8' high, double-sided</p>	<p data-bbox="1060 982 1162 1014">11/1/2011</p>	<p data-bbox="1214 877 1382 909">Mail Artwork to:</p> <p data-bbox="1214 947 1471 1115">World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>
 <p data-bbox="139 1549 423 1581">LOBBY FLOOR GRAPHIC</p>	<p data-bbox="475 1255 842 1493">Place advertising at attendees' feet in the lobby areas throughout the Las Vegas Convention Center. These 3' x 5' floor graphics promote your company and double as great directionals to your booth.</p> <p data-bbox="475 1535 699 1566">Production Included.</p>	<p data-bbox="862 1371 995 1472">3' x 5', horizontal or vertical</p>	<p data-bbox="1060 1409 1179 1440">11/15/2011</p>	<p data-bbox="1214 1304 1382 1335">Mail Artwork to:</p> <p data-bbox="1214 1377 1471 1545">World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>
 <p data-bbox="175 1938 388 2007">LOBBY ROTATING LIGHTED KIOSK</p>	<p data-bbox="475 1696 833 1871">Stand out with your company information on all three panels of a rotating lighted kiosk strategically placed in the lobby. Limited quantity available.</p> <p data-bbox="475 1902 699 1934">Production Included.</p>	<p data-bbox="862 1818 959 1850">46" x 67"</p>	<p data-bbox="1060 1818 1162 1850">11/1/2011</p>	<p data-bbox="1214 1713 1382 1745">Mail Artwork to:</p> <p data-bbox="1214 1787 1471 1955">World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>

ITEM	DESCRIPTION	SPECS	DEADLINE	WHO DO I SEND THIS TO?
 <p>OUTDOOR BANNER</p>	<p>Prominently display your company logo or advertisement on the LVCC exterior. This area is prime advertising real estate—it's the first thing attendees see upon arrival at the show and overlooks the outdoor exhibits.</p> <p>Production Included.</p>	<p>10' x 10'</p>	<p>11/1/2011</p>	<p>Mail Artwork to:</p> <p>World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p> <p>*Contact your account executive for additional sizes, locations and pricing.</p>
 <p>NEW! PICK THREE</p>	<p>A great way to maximize your marketing budget by purchasing three opportunities for one special price!</p> <p>Pick any 3 of the following:</p> <ul style="list-style-type: none"> - Rotating Kiosk Panel - 3' x 5' Floor Graphic - 10' x 10' Outdoor Banner - 5' x 10' Lobby Banner - Lobby Billboard (double-sided) <p><u>No substitutions.</u></p>	<p>See individual items listed on the left for specs.</p>	<p>11/1/2011</p>	<p>Mail Artwork to:</p> <p>World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>
 <p>RESTAURANT SPONSORSHIP</p>	<p>Make a big impact at World of Concrete by branding the LVCC's International Food Market located in the South Lobby.</p> <p>Key Benefits: One banner inside the restaurant, logo cups, logo napkins, logo bottled water, table tents, literature stand</p> <p>Production Included.</p>	<p>n/a</p>	<p>11/1/2011</p>	<p>Contact your Account Executive for details.</p>
 <p>"YOU ARE HERE" BOARD</p>	<p>Each hall has "You Are Here" boards with an exhibit hall map and a list of exhibitors. Highlight your company listing and booth space to stand out from the other exhibitors and help attendees locate your booth quickly.</p> <p>Production Included.</p>	<p>n/a</p>	<p>11/1/2011</p>	<p>Mail Artwork to:</p> <p>World of Concrete Attn: Sponsorships 6191 N. State Hwy 161, Suite 500 Irving, TX 75038</p>

DIGITAL MARKETING ITEMS

ITEM	DESCRIPTION	SPECS/SIZE	DEADLINE	WHO DO I SEND THIS TO?
 <p>WEBSITE SEARCH ENGINE SPONSORSHIP</p>	<p>Attendees use the show website to search for items to help them best prepare for the event. The official sponsor of the online search engine receives prominent logo recognition on ALL search results pages of our streamlined sites!</p>	<p>Logo & URL to redirect to</p>	<p>n/a</p>	<p>Email Artwork to: Chelsea Laubacher Account Manager claubacher@hanleywood.com</p>
 <p>MOBILE SITE SPONSORSHIP</p>	<p>Attendees get all the information they need for the show on their smartphone while walking the show floor. The Mobile Site Exclusive Sponsor is positioned front and center with key buyers and prominent logo recognition throughout the site. PLUS select two profile upgrades to increase your online profile hits.</p>	<p>Logo & URL to redirect to</p>	<p>n/a</p>	<p>Email Artwork to: Chelsea Laubacher Account Manager claubacher@hanleywood.com</p>
 <p>FLOOR PLAN SPONSORSHIP</p>	<p>The Exclusive Online Floor Plan Sponsor now receives two great features to highlight your company on one of the most visible pages of the entire site. This sponsorship includes your choice of a 30 second animated .gif, static ad or logo on the floor plan loading page and a banner ad at the top of the page.</p>	<p>Web Banner: 650 x 125 pixels</p> <p>Video: 400 x 400 pixels Preferred: FBL (Flash) video, but will also accept: wmv (Windows Media Video), mov (Quicktime), or mpg (MPEG Video). Length: Under 30 Seconds.</p>	<p>n/a</p>	<p>Email Artwork to: Chelsea Laubacher Account Manager claubacher@hanleywood.com</p>

DIGITAL MARKETING ITEMS

ITEM	DESCRIPTION	SPECS/SIZE	DEADLINE	WHO DO I SEND THIS TO?
 <p>REGISTRATION PAGE SPONSOR</p>	<p>The Online Registration Page Sponsor is highlighted on EACH page of the attendee registration system with a web banner! With virtually EVERY attendee registering for the show online, this sponsorship is a highly sought-after opportunity!</p>	<p>Exclusive: Ad: 728 x 90 px Ad: 180 x 150 px</p> <p>Non-Exclusive (up to 3): Ad 180 x 150 px</p>	<p>n/a</p>	<p>Email Artwork to: Chelsea Laubacher Account Manager claubacher@hanleywood.com</p>
 <p>REGISTRATION CONFIRMATION EMAIL SPONSOR</p>	<p>Each attendee receives an email confirming their registration for the show. As the Online Registration Confirmation email Sponsor, your company's brand is highlighted with a web banner (linked back to your site) on this email. This is an excellent opportunity to showcase your company with the entire attendee base.</p>	<p>Exclusive: Ad: 650 x 90 px</p> <p>Non-Exclusive (up to 3): Ad: 180 x 150 px</p>	<p>n/a</p>	<p>Email Artwork to: Chelsea Laubacher Account Manager claubacher@hanleywood.com</p>
 <p>KEYWORD SPONSORSHIP</p>	<p>Just like Google, as attendees search the show website, paid advertisers' listings appear at the top of the search. Multiple keywords can be purchased. When attendees click on your listing they will be directed to your CONNECT Network online profile (Max qty = 4 sponsors/keyword)</p>	<p>any <i>one</i> word</p>	<p>n/a</p>	<p>Email Artwork to: Chelsea Laubacher Account Manager claubacher@hanleywood.com</p>

PROPS - OUTDOOR EXHIBITORS ONLY

ITEM	DESCRIPTION	SPECS	DEADLINE	WHO DO I SEND THIS TO?
SANDBOX (4" DEEP) CHARGED PER SQ. FT.	4" deep sandbox, \$6.75 per sq. ft. The square footage of the material must reside within the square footage of the exhibit space purchased. *All materials ordered after December 1, 2011 will incur a \$2.00 surcharge per sq. ft. Custom props will incur a 10% surcharge.	4" deep sandbox	12/1/2011	n/a
SANDBOX (6" DEEP) CHARGED PER SQ. FT.	6" deep sandbox, \$7.25 per sq. ft. The square footage of the material must reside within the square footage of the exhibit space purchased. *All materials ordered after December 1, 2011 will incur a \$2.00 surcharge per sq. ft. Custom props will incur a 10% surcharge.	6" deep sandbox	11/15/2011	n/a
SLAB ON GRADE CHARGED PER SQ. FT.	Slab on grade, \$10.50 per sq. ft. The square footage of the material must reside within the square footage of the exhibit space purchased. *All materials ordered after December 1, 2011 will incur a \$2.00 surcharge per sq. ft. Custom props will incur a 10% surcharge.	n/a	10/18/2011	n/a
WALL CHARGED PER LINEAR FT. (10 LINEAR FT. MINIMUM)	All walls measured in linear feet, \$280 per linear ft. Minimum 10' x 10' slab required with wall for support. Minimum 10' wall length required. *All materials ordered after December 1, 2011 will incur a \$2.00 surcharge per sq. ft. Custom props will incur a 10% surcharge.	Minimum 10' x 10'	10/18/2011	n/a

PRODUCT SHOWCASE

Participation Regulations

- Companies may display more than one product; however only one product per display space is allowed.
- The Product Showcase is display space only; exhibitor personnel are prohibited in display space during show hours.
- Demonstrations and/or operation of products by exhibitors is prohibited in the Product Showcase. Attendees are encouraged to visit exhibitors' booths for demonstrations.
- Display may include product, easels/posters, audio/visual display and brochures. All items must fit within the weight and space requirement of purchased space. Display includes FREE sign with company name and booth #.

Security

- Security will be employed by Show Management in the Product Showcase beginning at 1 pm, Sunday, January 22, through 5 pm, Friday, January 27.
- **Show Management does not assume any responsibility for losses by exhibitors from theft, damage, etc.**
- No previews or tours of the entries will be permitted during non-show hours. Exhibitors, attendees and press may tour the showcase 8 am-5 pm, Tuesday through Thursday; 8 am-1 pm on Friday.

Onsite Procedures

- **Location:** Central Hall
- **Delivery:** Products may be delivered Sunday, January 22, from 1 pm-4 pm or Monday, January 23, 8 am-3 pm. No entries will be accepted after 3 pm, Monday, January 23, 2011.
- **Tabletop entries** must be delivered to the Product Showcase and setup by the exhibiting company's representative during the aforementioned dates and times.
- **Free-Standing Floor Display entries** will be picked up by Freeman from your booth during the aforementioned dates and times, based on your target move-in dates. When ready to move your product to the Product Showcase, go to the Freeman Service Desk in your hall and request to have it moved. You should plan to go to the Product Showcase area to position your entry.
- The exchange or replacement of a Product Showcase entry is only allowed before or after show hours, following the security procedures.
- Exhibitor personnel will need to sign all product entries in and out, as well as have an Exhibitor Badge, and a business card to claim all products.
- **Pick up: All entries must be picked up Friday, January 27, between 1 pm and 3 pm, or they will be discarded. Show Management is not responsible for unclaimed entries.**

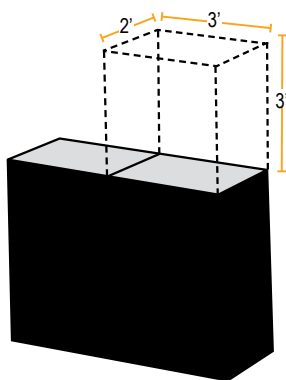
! IMPORTANT: No refunds will be given for unused reserved space / placed orders.

Tabletop Displays

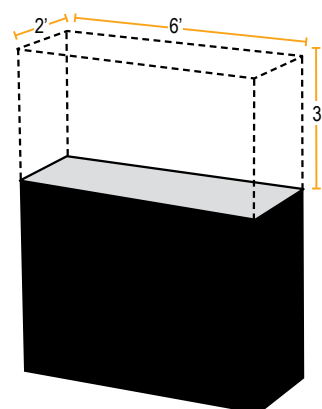
Half Table Display: 3' wide x 2' deep x 3' high, 50 lb. weight max

Full Table Display: 6' wide x 2' deep x 3' high, 100 lb. weight max

Half Tabletop



Full Tabletop



Free-Standing Floor Display

Free-Standing Floor Display: 4' wide x 4' deep x 8' high

Free-Standing Floor Display

