ADVERTISING RATE SHEET

Don't miss the chance to enhance your exhibit participation by advertising in the **Exhibits Directory** or **Conference Program**. Attendees reference the Exhibits Directory and Conference Program during the conference, and it also serves as a valuable reference tool for these industry experts long after the show has ended. The Exhibits Directory is distributed to all attendees and Conference Program to all Conference attendees.

Here are a few statistics from an SC attendee survey:
- *83% of SC attendees received the Exhibits Directory that was distributed on-site and 35% referred to the Directory between 3-5 times.*
- *36% of the attendees who received the Exhibits Directory plan to use it to contact exhibitors after the Conference.*
- *45% indicated that an advertisement in the Exhibits Directory made them more likely to visit that exhibitor's booth at the show.*

Don't miss out on reaching this valuable audience! Advertise in the Exhibits Directory or Conference Program increase traffic to your exhibit.

Exhibits Directory – includes the list of exhibitors, complete exhibitor descriptions, booth numbers, and Exhibitor Forum information. The Exhibits Directory is distributed to all registrants.

Conference Program – includes all Conference information, focusing on all the events for SC10 and a list of exhibitors. The Conference Program is distributed to all conference registrants.

<u>Final Space Ad Reservation Deadline</u>: September 13, 2010   <u>Art Files Due</u>: September 17, 2010

Display Advertising
All display advertising is arranged in advance through the SC10 Sales Office (Hall-Erickson.) All advertising copy submitted is subject to the approval of SC10. SC10 reserves the right to reject any advertising. Advertisers who do not supply artwork by September 17, 2010 forfeit their space and will not receive a refund.

Closing Dates
The closing date for space reservations is September 13, 2010. Artwork is due September 17, 2010. Advertisers who do not supply artwork by September 17, 2010 forfeit their space and will not receive a refund.

Conference Program Advertisement Size
Full trim size: 8 ½" wide x 11" tall
- All live matter must be ½" from trim
- Four-color offset printing, 300-line screen

Conference Program Mechanical Requirements
Bleed: 8 ¾" x 11 ¼"
Non-Bleed: 7.5" x 10.75"

Conference Program Investment:
4-color inside front cover	$6,000
4-color inside back cover	$6,000

Exhibits Directory Advertisement Size
Page size: 5 ½" x 8 ½"   Live Area: 4 ¾" x 7 ¾"

Exhibits Directory Investment:
4-color back cover $4,500
4-color Inside front or back cover:
          $3,000
Full Page Inside, Black + PMS 3015C Blue
          $1,950
Full Page Inside, Black & White:
          $1,500

Ad Space Reservation Form

Final Space Ad Reservation Deadline: September 13, 2010 Artwork Due: September 17, 2010

Exhibiting Company Name: _____Contact Name_____

Phone: _____

Email: _____

Address: _____

City: _____

State: _____ Zip: _____

Advertiser: _____

Exhibits Directory

_____4-color back cover   **$4,500**

_____4-color inside front cover   **$3,000**

_____4-color inside back cover   **$3,000**

_____Full-page inside, B&W   **$1,500**

_____Full-page inside, Black+PMS 3015C Blue   **$1,950**

Conference Directory

_____Inside Front Cover   **$6,000**

_____Inside Back Cover   **$6,000**

Total

$:_____

Cancellations
Cancellations of space reservations are not accepted after the closing date of August 31, 2010. **Inside cover positions may not be cancelled.**

Mail or send ad space reservation form to:
SC10 Exhibits Management, Hall-Erickson, Inc.,
98 E. Chicago Ave., Suite 201,
Westmont, IL 60559-1559 USA
sc@heiexpo.com

REPRODUCTION REQUIREMENTS
Proofs: Furnished proofs are considered final unless otherwise indicated.
Digital Data: File formats (300 dpi); EPS; PDF; (fonts must be embedded or converted to outlines); TIFF. Files should be Service Bureau Ready. All images should be high resolution and using correct ink colors.
Page Layout: Quark Xpress 8.xx or earlier, please include a hard copy. Provide files created to the page size plus a minimum 1/8" bleed on all sides. Keep live matter 3/8" from trim edges. Crop marks must be included. Reverse type should be no less than 6 pt.
Preferred Materials: CD-ROM or Email, Mac or PC Format. Design software recommended is: Quark Xpress, Illustrator, Photoshop. Mac preferred but Windows files are also accepted. Ads created in word processing programs are NOT usable.
   Files should be Service Bureau Ready. All images should be high resolution and using correct ink colors.
Please forward art files by September 17, 2010 to:
sc@heiexpo.com
Hall-Erickson, Inc.
98 E. Chicago Ave. Ste. 201
Westmont, IL 60559
Deadline for art files: September 17, 2010. **No ad insertion orders will be accepted past September 13, 2010.**

Copy Regulations
All advertising is subject to publisher's approval. Publisher reserves the right to reject advertising.
Questions?
Contact Matt Powell, SC10 Exhibits
630-434-7779, Fax: 630-434-1216,
e-mail: sc@heiexpo.com