



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 SC12 and a list of exhibitors. The Conference Program is distributed to all conference registrants.

Final Space Ad Reservation Deadline: September 13, 2012 Art Files Due: September 19, 2012

Display Advertising

All display advertising is arranged in advance through the SC12 Sales Office (Hall-Erickson.) All advertising copy submitted is subject to the approval of SC12. SC12 reserves the right to reject any advertising. Advertisers who do not supply artwork by September 19, 2012 forfeit their space and will not receive a refund.

Closing Dates

The closing date for space reservations is September 13, 2012. Artwork is due September 19, 2012. Advertisers who do not supply artwork by September 19, 2012 forfeit their space and will not receive a refund.

Conference Program Advertisement Size

Page (trim) size: 6" wide x 8 1/2" tall
Live Area: 5 1/4" x 7 3/4"
Bleed: 6 1/4" x 8 3/4"

Conference Program Investment:

| | |
|----------------------------|----------|
| 4-color back cover | \$10,000 |
| 4-color inside front cover | \$6,000 |
| 4-color inside back cover | \$6,000 |

Exhibits Directory Advertisement Size

Page (trim) size: 5 1/2" wide x 8 1/2" tall
Live Area: 4 3/4" x 7 3/4"
Bleed: 5 3/4" x 8 3/4"

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, 2012 Artwork Due: September 19, 2012

Exhibiting Company Name: _____

Contact Name: _____

Phone: _____

Email: _____

Address: _____

City: _____

State: _____ Zip: _____

Advertiser:

Exhibits Directory

| | |
|--|-----------------------|
| _____ 4-color back cover | <u>\$4,500</u> |
| _____ 4-color inside front cover | <u>\$3,000</u> |
| _____ 4-color inside back cover | <u>\$3,000</u> |
| _____ Full-page inside, B&W | <u>\$1,500</u> |
| _____ Full-page inside, Black+PMS 3015C Blue | <u>\$1,950</u> |

Conference Directory

| | |
|--------------------------|------------------------|
| _____ Back Cover | <u>\$10,000</u> |
| _____ Inside Front Cover | <u>\$6,000</u> |
| _____ Inside Back Cover | <u>\$5,000</u> |

Total \$: _____

Cancellations

Cancellations of space reservations are not accepted after the closing date of August 31, 2012. **Inside cover positions may not be cancelled.**

Mail or send ad space reservation form to:

SC12 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 and PDF (fonts must be embedded or converted to outlines); TIFF.

Page Layout: Quark Xpress 9 or earlier, please include a hard copy. Provide files created to the page size, 5 1/2" x 8 1/2" 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, Mac or PC format. Design software recommended is: Quark Xpress, Illustrator, Photoshop, Mac preferred but Windows files are also accepted.

Files should be Service Bureau ready. All images should be high resolution, include/embed all fonts and graphics.

PLEASE SUPPLY A COLOR PROOF WITH ALL ELECTRONIC ADVERTISING MATERIALS

Please forward art files by September 19, 2012 to:

sc@heiexpo.com
 Hall-Erickson, Inc.
 98 E. Chicago Ave. Ste. 201
 Westmont, IL 60559

Deadline for art files: September 19, 2012. No ad insertion orders will be accepted past September 13, 2012.

Copy Regulations

All advertising is subject to publisher's approval. Publisher reserves the right to reject advertising.

Questions?

Contact Matt Powell, SC12 Exhibits
 630-434-7779, Fax: 630-434-1216,
 e-mail: sc@heiexpo.com