

Advertising & Sponsorships



- The Sign Business & Digital Graphics Show
- The Printwear Show
- The Awards & Engraving Show

Directory Ad/At Show Billboard Package includes a full page, 4-color logo and enhanced listing in the directory plus a 7 ft billboard (double-sided).

Prime Placement

(Inside front cover, inside back cover, back cover, page one and opposite table of contents)

- 1 show (\$1200 each) \$1200 total
- 2 shows (\$1150 each) \$2300 total
- 3 shows (\$1100 each) \$3300 total
- 4 shows (\$1050 each) \$4200 total
- 5 shows (\$1000 each) \$5000 total
- 6 shows (\$950 each) \$5700 total

Standard Placement

(Advertisement will be placed as close as possible to exhibitor's listing)

- 1 show (\$1000 each) \$1000 total
- 2 shows (\$950 each) \$1900 total
- 3 shows (\$900 each) \$2700 total
- 4 shows (\$850 each) \$3400 total
- 5 shows (\$800 each) \$4000 total
- 6 shows \$4400 total
(\$800 for the first 5 shows, \$400 for the 6th)

NEW

- Directory Ad/
At Show Billboard Package,
+ eBlast \$2500 per show

(Sent to pre-registrants and 10,000 qualified, regional buyers) Prime placement is an additional \$200

Directory Ads, Billboards or Logo/Enhanced Listings and eBlasts are also available separately:

- Directory Ad Only \$800 per show
- Directory Ad Only
(prime position) \$1000 per show
- At Show Billboard \$800 per show
- Logo/Enhanced Listing \$200 per show
- eBlast \$1800 per show

Sponsorships

- Bookmark Sponsorship \$1000 per show**
 - Sponsorship includes bookmark design, printing, finishing, and stuffing in directory.
 - Design must be pre-approved by NBM Shows
 - Bookmark includes your logo or small 1 in. by 1 in. photo and your directory listing.

- Bag Sponsorship \$1000 per show**
 - Bags and bag racks will be shipped from the show to show if the sponsorship is purchased for all six cities
 - Bags will be displayed in prominent locations (entrance to show, registration, food court, etc....)
 - Exhibitor must provide printed bags with their design and the show logo

- Lanyards \$1000 per show**
 - Lanyards will be shipped from show to show if the sponsorship is purchased for all six cities
 - Lanyards will be given to all attendees from registration
 - Exhibitor must provide lanyards

- Badge Inserts \$1200 per show**
 - Badge inserts will be shipped from show to show if the sponsorship is purchased for all six cities
 - Badge inserts will be placed inside the badge holders of all attendees
 - Exhibitor must provide printed inserts
 - Design must be pre-approved by NBM Shows

- Aisle Sign Banner \$500 per show**
 - Banner will be hung below the aisle(s) of your choice
 - Banner and printing is included
 - Design must be pre-approved by NBM Shows
 - A great way for exhibitors to have an affordable aerial presence!

2009 DIRECTORY AD & SPONSORSHIP COMMITMENT



FAX: (303) 465-3424

or
MAIL: NBM Shows
PO BOX 1416
Broomfield, CO 80038

Please return this form upon completion

1 COMPANY INFORMATION

COMPANY NAME							DATE	
MAILING ADDRESS								
CITY			STATE		ZIP CODE			
PHONE			FAX					
EMAIL ADDRESS								
WEBSITE								
CONTACT NAME							SIGNATURE*	

By signing this contract, I herewith agree to all payment terms and conditions, along with NBM Shows Rules & Regulations.

2 CHOOSE YOUR 2009 SHOW VENUE(S)

	Placement: Standard or Prime	Directory Advertising/ At Show Billboard (See #3 below)	Sponsorship (See #3 below)	Per Show Total:
<input type="checkbox"/> Fort Worth, TX April 30-May 2	_____	\$ _____	+ \$ _____	= \$ _____
<input type="checkbox"/> Indianapolis, IN May 28-30	_____	\$ _____	+ \$ _____	= \$ _____
<input type="checkbox"/> Long Beach, CA July 30-August 1	_____	\$ _____	+ \$ _____	= \$ _____
<input type="checkbox"/> Baltimore, MD August 28-29	_____	\$ _____	+ \$ _____	= \$ _____
<input type="checkbox"/> Tampa, FL September 25-26	_____	\$ _____	+ \$ _____	= \$ _____
<input type="checkbox"/> Charlotte, NC October 22-24	_____	\$ _____	+ \$ _____	= \$ _____

Prime Location: Back cover Inside back cover Inside front cover Other _____

*Prime locations are not guaranteed until confirmed by your sales representative.

3 INVESTMENT

Directory Ad/At Show Billboard Package: Prime Placement

- 1 show (\$1200 each) \$1,200 total
- 2 shows (\$1150 each) \$2,300 total
- 3 shows (\$1,100 each) \$3,300 total
- 4 shows (\$1,050 each) \$4,200 total
- 5 shows (\$1,000 each) \$5,000 total
- 6 shows (\$950 each) \$5,700 total

Directory Ad/At Show Billboard Package: Standard Placement

- 1 show (\$1,000 each) \$1,000 total
- 2 shows (\$950 each) \$1,900 total
- 3 shows (\$900 each) \$2,700 total
- 4 shows (\$850 each) \$3,400 total
- 5 shows (\$800 each) \$4,000 total
- 6 shows \$4,400 total
(\$800 for the first 5 shows, \$400 for the 6th)
- Directory Ad/At Show Billboard Package + eBlast . . . \$2,500 total
- Prime Placement (additional \$200) \$2,700 total

Directory Ads, Billboards, Logo/Enhanced Listings, eBlasts

- Directory Ad Only \$ 800 per show
- Directory Ad Only (prime position) \$1,000 per show
- At Show Billboard Only \$ 800 per show
- Logo/Enhanced Listing Only \$ 200 per show
- eBlast \$1,800 per show

Sponsorships

- Bookmark Sponsorship \$1,000 per show
- Bag Sponsorship \$1,000 per show
- Lanyards \$1,000 per show
- Badge Inserts \$1,200 per show
- Aisle Sign Banner \$ 500 per show

4 ACCOUNTING INFORMATION

All directory ad, billboard and sponsorship monies are due 30 days after the event.

PAYMENT BY CREDIT CARD

ACCOUNTING CONTACT

ACCOUNTING CONTACT EMAIL ADDRESS

TOTAL AMOUNT AUTHORIZED
 \$ _____ VISA MasterCard AmEx Discover

ACCOUNT NUMBER

EXPIRATION DATE (MONTH / YEAR)
 ____ / ____

CARD HOLDER NAME

SIGNATURE
 (By signing below, I authorize NBM Shows to charge the listed credit card for selected products.)

CARD HOLDER BILLING ADDRESS

or PAYMENT BY CHECK (Payable to NBM Shows)

CHECK NUMBER CHECK AMOUNT CHECK DATE PO NUMBER
 _____ \$ _____ _____ _____

*By initialing, I authorize the credit card referenced on this form to be charged in accordance with the payment schedule and amounts listed above.