

SHOWGUIDE ADVERTISING CONTRACT

2010 VDTA/SDTA Las Vegas Convention

Las Vegas Convention Center

Exhibits open March 25-27, 2010

ADVERTISING INFORMATION

ADVERTISING INSERTIONS & MATERIAL DEADLINE: February 9, 2010

Advertising in the 2010 Convention Showguide provides exhibiting companies a cost effective way to attract additional people to their exhibit booths and reinforce their business contacts before, during and after the convention. Showguide advertising serves as a silent salesman to generate interest in your products and services.

Because the Showguide is distributed to each attendee at the convention site, advertisers receive focused distribution. Among the items well suited for advertising in the Showguide are:

- SHOW SPECIALS
- NEW SERVICES

- NEW PRODUCT INTRODUCTIONS
- SPECIFIC TERRITORY RECRUITING

- NEW DEALER PROGRAMS
- SPECIAL SHOW EVENTS

ADVERTISER INFORMATION

Company Name: _____

Person Authorizing Advertising: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Fax: (_____) _____

Please add our convention exhibit booth number to the bottom of our ad. Booth # _____.

ADVERTISING DIMENSIONS, SPECIFICATIONS AND RATES

4 Color Ad Rates:

Back Cover (7.125" x 9.5")* / \$3916 Inside Front Cover (7.125" x 9.5")* / \$3916 Inside Back Cover (7.125" x 9.5")* / \$3916

1 Page (7.125" x 9.5")* / \$3380 1/2 Page (7.125" x 4.625") / \$2272 1/2 Page (4.625" x 7") / \$2272

1/4 Page (4.625" x 3") / \$1700 1/4 Page (3.5" x 4.625") / \$1770 1/8 Page (4.625" x 2") / \$1288

* Live Matter Size. Bleed Size: 8.5" x 10.875"

Black & White Ad Rates:

Back Cover (7.125" x 9.5")* / \$3036 Inside Front Cover (7.125" x 9.5")* / \$3036 Inside Back Cover (7.125" x 9.5")* / \$3036

1 Page (7.125" x 9.5")* / \$2500 1/2 Page (7.125" x 4.625") / \$1392 1/2 Page (4.625" x 7") / \$1392

1/4 Page (4.625" x 3") / \$820 1/4 Page (3.5" x 4.625") / \$820 1/8 Page (4.625" x 2") / \$408

* Live Matter Size. Bleed Size: 8.5" x 10.875"

2 Color Ad Rates:

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Add \$300 to Black & White Ad Rates

Printing Specifications: Printed sheet fed offset. Material accepted: halftones 133 line screen preferred, 120 accepted. Four-color process 133 line screen. Preferred material for black and white and color ads - negatives right reading emulsion side down. Preferred proofing material for four color ads - Chromalin proofs. Color keys accepted.

Pricing Within Ads: Advertisements appearing in the Showguide should not show wholesale prices. Suggested retail prices are allowed, provided the prices are clearly and accurately marked as suggested retail prices.

PAYMENT METHOD

Ad Space Cost: _____ + Color Charge: _____ = Amount Due: \$ _____

Check Visa MasterCard

Card# _____ Exp. Date: _____

Name (as it appears on card - Please print clearly): _____

Address of cardholder: _____

City, State, Zip: _____

Authorizing Signature: _____

(Please make checks payable to VDTA/SDTA.)

Mail To: VDTA/SDTA, 2724 2nd Ave., Des Moines, IA 50313 or FAX: 515-282-4483