

March 26-28, 2008  
 Philadelphia Convention Center  
 Philadelphia, PA

**DIRECTORY SPECIAL POSITIONS 4/C ONLY**

Spine / Bellyband	\$7,500
Front Cover	\$4,000
Tab Pages (2 sided)	\$5,800
Inside Front Cover	\$4,600
Inside Back Cover	\$3,800
Back Cover	\$4,600
Page Facing Cover 2	\$3,600
Page Facing Cover 3	\$3,250
Page Facing Table of Contents	\$3,250
Page Facing Event Hours (Front Matter)	\$3,000

**RUN-OF-BOOK**      **4/C**      **B/W**      **OTHER**

Full Spread	\$3,600	\$1,800	
Full Page	\$2,680	\$1,800	
Half Page	\$1,520	\$1,120	
Logo Product Section	\$560	\$440	
Logo Listing	\$560	\$440	
Highlighted Listing			\$320
Additional Listing			\$360

**MEETING ROOMS / SPECIAL EVENTS**

Full Day	\$2,000
Half Day	\$900

**SPONSORSHIP**

Lobby / Aisle Handout**	\$4,200
Lanyards**	\$5,700
Registration Handout**	\$1,500/per day
Show Bags**	\$6,500
Registration Kick Panels**	\$3,600
Floor Decals**	\$4,800
Badge Holder Insert**	\$3,200
Badge Mailing Insert**	\$2,400
Email Sponsorship	\$2,000
Conference Coffee Break	\$1,000/per day
Conference Track	\$2,000

**BANNER & SIGNAGE**

Aisle Signs**	\$8,000
Banners (sizes and locations vary)	Call for Details
Registration Banner 50' x 8'**	\$5,000
Lobby Sign 1-sided 8' x 3'**	\$1,000
Lobby Sign 2-sided 8' x 3'**	\$1,500

**WEBSITE ADVERTISING**

Web Banner	\$2,880
Half Size Web Banner	\$1,600
Registration Page Web Banner	\$3,520
Hot Button	\$1,120
Enhanced Web Listing (Logo)	\$300
Electronic Brochure	\$300
Web Product Spotlight	\$350

\*\* Indicates production and/or labor is NOT included

**Fax order to Dana Brady @ 203-840-9362**  
**Questions? 203-840-5362 or [dbrady@reedexpo.com](mailto:dbrady@reedexpo.com)**

Company: \_\_\_\_\_ Contact: \_\_\_\_\_ Booth: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

ADVERTISING TERMS: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for Exhibition Participation. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. **In the event of cancellation, the advertiser is responsible for full payment.** Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form.