



# ADVERTISING RATE SHEET

Don't miss the chance to enhance your exhibit participation by advertising in the **Exhibits Directory**. Attendees reference the Exhibits Directory 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.

*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 and 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.

Final Space Ad Reservation Deadline: September 12, 2014 Art Files Due: September 19, 2014

## **Display Advertising**

All display advertising is arranged in advance through the SC14 Sales Office (Hall-Erickson.) All advertising copy submitted is subject to the approval of SC14. SC14 reserves the right to reject any advertising. Advertisers who do not supply artwork by September 19, 2014 forfeit their space and will not receive a refund.

## **Closing Dates**

The closing date for space reservations is September 12, 2014. Artwork is due September 19, 2014. Advertisers who do not supply artwork by September 19, 2014 forfeit their space and will not receive a refund.

## **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 12, 2014    Artwork Due: September 19, 2014**

Exhibiting Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Advertiser:**

**Exhibits Directory**

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

**Total \$:** \_\_\_\_\_

**Cancellations**

Cancellations of space reservations are not accepted after the closing date of August 29, 2014. **Inside cover positions may not be cancelled.**

**Mail or send ad space reservation form to:**

SC14 Exhibits Management, Hall-Erickson, Inc.,  
98 E. Chicago Ave., Suite 201,  
Westmont, IL 60559-1559 USA  
[sc@heexpo.com](mailto:sc@heexpo.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, 2014 to:**

[sc@heexpo.com](mailto:sc@heexpo.com)  
Hall-Erickson, Inc.  
98 E. Chicago Ave.  
Westmont, IL 60559

**Deadline for art files: September 19, 2014. No ad insertion orders will be accepted past September 12, 2014.**

**Copy Regulations**

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

**Questions?**

Contact Jennifer Ibe, SC14 Exhibits  
630-434-7779, Fax: 630-434-1216,  
email: [sc@heexpo.com](mailto:sc@heexpo.com)