



# EXHIBIT DIRECTORY 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 directory is distributed to all attendees in the registration area.**

*Here are a few statistics from a recent 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.**

Final Space Ad Reservation Deadline: September 11, 2008    Art Files Due: September 18, 2008

## **Exhibits Directory - Circulation**

The SC08 Exhibits Directory is distributed to all registrants. Anticipated circulation is 9,000.

## **Display Advertising**

All display advertising is arranged in advance through the SC08 Sales Office (Hall-Erickson.) All advertising copy submitted is subject to the approval of SC08, as the publisher of the *SC08 Exhibits Directory*. SC08 reserves the right to reject any advertising. Advertisers who do not supply artwork by September 18, 2008 forfeit their space and will not receive a refund.

## **Ordering Instructions**

Complete form on back or send an insertion letter to:  
Rory Bolen, Hall-Erickson, Inc.  
98 E. Chicago Ave., Ste. 201  
Westmont, IL 60559  
630-434-7779, fax: 630-434-1216  
[sc@heexpo.com](mailto:sc@heexpo.com)

## **Closing Dates**

The closing date for space reservations is September 11, 2008. Artwork is due September 18, 2008.

**Advertisers who do not supply artwork by September 18, 2008 forfeit their space and will not receive a refund.**

## **Advertisement Size**

Page size: 5 1/2" x 8 1/2"    Live Area: 4 3/4" x 7 3/4"

## **PMS Color**

PMS 185C

## **Investment:**

|   |         |
|---|---------|
| 2-color Inside front cover:             | \$3,000 |
| 2-color Inside back cover:              | \$3,000 |
| Full Page Inside, Black & White:        | \$1,500 |
| Full Page Inside, Black + PMS 185C Red: | \$1,950 |

## **Bleeds:**

Bleeds are available at no extra charge.

**Special Position Request**                      additional 25%



# Ad Space Reservation Form

**Final Space Ad Reservation Deadline: September 11, 2008**

**Artwork Due: September 18, 2008**

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

Contact Person: \_\_\_\_\_

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

Fax: \_\_\_\_\_

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

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

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

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

**Advertiser:**

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**# of ads Ad size & rate**

|       |                                      |       |
|-------|--------------------------------------|-------|
| _____ | 2-color inside front cover           | _____ |
| _____ | 2-color inside back cover            | _____ |
| _____ | full-page inside, B&W                | _____ |
| _____ | full-page inside, Black+PMS 185C Red | _____ |
| _____ | Special position - \$                | _____ |

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

**Cancellations**

Cancellations of space reservations are not accepted after the closing date of August 31, 2008 for the SC08 *Exhibits Directory*. **Inside cover positions may not be cancelled.**

**Mail ad space reservation form to:**

SC08 Exhibits Management, Hall-Erickson, Inc.,  
98 E. Chicago Ave., Suite 201,  
Westmont, IL 60559-1559 USA

**REPRODUCTION REQUIREMENTS**

**Proofs:** Furnished proofs are considered final unless otherwise indicated.

**Digital Data:** File formats (300 dpi); EPS; PDF; (fonts must be embedded or converted to outlines); TIFF. Files should be Service Bureau Ready. All images should be high resolution and using correct ink colors.

**Page Layout:** Quark Xpress 6.xx or earlier, please include a hard copy. Provide files created to the page size 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 or Email, Mac or PC Format. Design software recommended is: Quark Xpress, Illustrator, Photoshop. Mac preferred but Windows files are also accepted. Ads created in word processing programs are NOT usable.

Files should be Service Bureau Ready. All images should be high resolution and using correct ink colors.

**Please forward art files by September 18, 2008 to:**

sc@heexpo.com  
Hall-Erickson, Inc.  
98 E. Naperville Rd., Ste. 201  
Westmont, IL 60559

**Deadline for art files:** September 18, 2008. **No ads will be accepted past September 11, 2008.**

**Special Requests**

Please Note: Special positioning requests will be noted but cannot be guaranteed without a 25% premium.

**Copy Regulations**

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

**Questions?**

Contact Rory Bolen, SC08 Exhibits  
630-434-7779, Fax: 630-434-1216,  
e-mail: sc@heexpo.com.