

## Amplify your message!

These budget-friendly ideas provide excellent exposure and promotion power for IPC APEX EXPO exhibitors. Create an immediate and unforgettable attendee experience. **Contact Mary Mac Kinnon** (+1 847-597-2886 or [MaryMacKinnon@ipc.org](mailto:MaryMacKinnon@ipc.org)) **for suggestions on the best fit for your marketing strategy!** Interested? Complete the sponsor application at [www.IPCAPEXEXPO.org/sponsorships](http://www.IPCAPEXEXPO.org/sponsorships).

### SPONSORSHIP OPPORTUNITIES: Due January 25, 2011

#### PENS

\$2,200 for IPC Members, \$2,400 Standard



Your company will be in hand as attendees use conference pens imprinted with your company name and logo. These eye-catching, stylish pens will be available at registration and several other locations throughout the event. These fantastic promotional items will be used by attendees at the event, as well as back at the office

— providing ongoing, maximum marketing impact for your brand. One opportunity available.

#### NOTEPADS

\$3,200 for IPC Members, \$3,500 Standard

Attendees will take note of your company's presence at the event with this exclusive sponsorship. Sponsorship includes your one-color (black) company logo on each (8" x 10") 50-page notepad. The notepads will be available at registration and several other locations throughout the event. One opportunity available.

#### ATTENDEE LANYARDS

\$8,000 for IPC Members, \$8,800 Standard

Your corporate name or logo will be front and center as the exclusive sponsor of the official attendee lanyard for the event. Sponsoring company's one-color logo will be printed on white lanyards. One opportunity available.



#### CONFERENCE BAGS

\$10,000 for IPC Members, \$11,000 Standard



As the exclusive sponsor, your one-color (white) logo will be imprinted on every conference bag along with the official event logo. Sponsoring company may also include one insert of promotional literature. One opportunity available.

#### PHONE CHARGING STATIONS

\$1,000 for IPC Members, \$1,500 Standard



Get charged up with this exclusive sponsorship! Your company's logo will be flying high on a double-sided banner attached to the phone charging stations located within the Connection Zone (Internet kiosks) in the upper level exhibit hall.

Items included in package: two 12"W x 30" H double-sided banners:

- one displaying the text "Phone Charging Station" on your background
- one with any logos, text or artwork of your choice

#### SHOW BAGS (EXHIBITOR PROVIDED)

\$1,500 for IPC Members, \$2,000 Standard

Give attendees a useful souvenir and get great visibility as attendees carry your bag throughout the event. Exhibitor responsible for providing and shipping bags. One opportunity available.

#### 1GB USB FLASH DRIVE FOR CONFERENCE ATTENDEES (EXHIBITOR PROVIDED)

\$1,000 for IPC Members, \$1,500 Standard

Extend your brand by having your company logo on 1GB USB flash drives given to all conference attendees. Exhibitor must provide the flash drives.

#### CONFERENCE COFFEE BREAKS

Tuesday, Feb 28: \$5,000 for IPC Members, \$6,000 Standard

Wednesday, Feb 29: \$5,000 for IPC Members, \$6,000 Standard

Thursday, March 1: \$2,500 for IPC Members, \$3,000 Standard

Host your own coffee break in the conference area for an audience of highly qualified attendees. Sponsor can display brochures and will receive signage in the conference area. Coffee break and sponsor signs are provided by show management. Three opportunities available, one per day.



## ON-SITE ADVERTISING

### SHOW DIRECTORY ADVERTISING

Due: January 4, 2012

Advertise in the Show Directory!

The Show Directory is a proven, lasting resource for attendees. Best of all, the Directory is referenced throughout the year to seek needed suppliers, products and services. Reserve your advertising space today and enjoy referrals all year long!

- Half-Page, Run of Book: \$700 IPC Member, \$900 Standard
- Full-Page, Run of Book: \$1,200 IPC Member, \$1,400 Standard
- Two-Page Spread, Run of Book: \$1,600 Member, \$1,900 Standard
- Inside Front Cover\*: \$2,000 IPC Member, \$2,400 Standard
- Inside Back Cover\*: \$2,000 IPC Member, \$2,400 Standard

\*One advertiser position available for each of the Premium Positions in the Show Directory (inside covers). Orders are fulfilled on a first come, first served basis upon receipt of payment and submission of insertion order. Location of all other ads are Run of Book.

### POCKET GUIDE

Due: January 4, 2012

\$5,000 for IPC Members, \$6,000 Standard

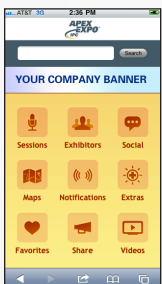


The Pocket Guide is included as an insert in every Show Directory, and referred to just as often! Your company's message will be on the bottom 1/3 of the front of the Pocket Guide for maximum visibility.

One advertiser opportunity available, fulfilled on a first come, first served basis.

### IPC APEX EXPO MOBILE SHOW GUIDE

\$5,000 for IPC Members; \$6,000 Standard



Put your banner ad in front of the thousands of attendees on every page of the mobile guide on-site. One exclusive opportunity.

For more information, contact **Mary Mac Kinnon**, +1 847-597-2886 or [MaryMacKinnon@ipc.org](mailto:MaryMacKinnon@ipc.org) or go to [www.IPCAPEXEXPO.org/marketing](http://www.IPCAPEXEXPO.org/marketing).

### SIGNAGE ADVERTISING OPPORTUNITIES WITHIN THE CONVENTION CENTER

Signage advertising opportunities must be secured by January 25. These new opportunities are sure to sell out quickly! Secure your position today!

#### Meter Board Messages

\$1,000 for IPC Members, \$1,500 Standard

Your company's custom designed meter board (1 m wide x 2.5 m high) is placed on the Main Aisle in either the upper or ground level exhibit hall, delivering your message to purchase-authorizing professionals. All signs are two-sided. Space is limited to four sponsors on the upper level and 12 sponsors on the ground level. Limit of two signs to any exhibiting company.

#### NEW PRODUCTS ZONE

\$500 for IPC Members, \$700 Standard

Is your company displaying a new product or announcing a new service at the show? Promote it through the New Products Zone on a custom designed display board at the show. The New Products Zone will be located in the upper level exhibit hall. 80% of attendees say one of the main reasons they attend the event is to see new products and services.

A new product/service is one that will be announced for the first time at a trade show or is less than 9 months old (by June 2011). Space is limited to 20.

## PRESHOW ADVERTISING



### PROSPECTIVE ATTENDEE E-MAIL BANNER

Picture this — your company's large-tile banner in front of thousands of potential attendees and customers before the show even begins! Promote your company and increase visibility with budget-friendly banner advertising that will be incorporated into official IPC APEX EXPO e-mail promotions.

*Prospective Attendee E-mail Schedule:*

- ☐ **E-mail Jan. 4:** \$600 IPC Member, \$700 Standard
- ☐ **E-mail Jan. 18:** \$700 IPC Member, \$800 Standard
- ☐ **E-mail Feb. 1:** \$800 IPC Member, \$900 Standard
- ☐ **E-mail Feb. 15:** \$900 IPC Member; \$1,000 Standard

Three positions available, per e-mail. Orders are taken on a first come, first served basis. Orders and artwork are due 10 days prior to date scheduled. Secure your position today!