

**2010 OFFICIAL SHOW DIRECTORY & BUYERS GUIDE**  
**International Vision Expo East—March 19-21, 2010**  
**Jacob Javits Convention Center—New York, New York**

**The Facts:**  
**68% of attendees retained the event directory**  
**Attendees referred to the directory an average of 5.7 times while attending the show**  
**56% of attendees will refer to the directory after the show.**  
**56% will use the directory to contact exhibitors after the show**

**By advertising in the International Vision Expo Directory, you ensure that your ad will be in the hands of potential clients, who hold onto this publication and use it as a reference book for the entire year**

- Full Page Ad  \$4,305
- ½ Page Ad  \$2,090
- 2 Pg Spread  \$5,600
- Company Logo in Alphabetical Listing  \$510
- Highlighted Listing  \$455

<b>Premium Positions</b>	<b>Price</b>
<input type="checkbox"/> Front Cover	\$9,470
<input type="checkbox"/> Cover 4 (Back Cover)	\$9,975
<input type="checkbox"/> Cover 2	\$5,790
<input type="checkbox"/> Cover 3	\$5,790
<input type="checkbox"/> Page Facing 2nd Cover	\$5,290
<input type="checkbox"/> Page Facing 3rd Cover	\$5,290
<input type="checkbox"/> Page Facing Table of Contents	\$5,290
<input type="checkbox"/> Page Facing Show Hours	\$5,290
<input type="checkbox"/> Tabbed Page (2-sided)	\$9,345
<input type="checkbox"/> Belly Band	\$9,020*
<input type="checkbox"/> Insert	\$6,700*
<input type="checkbox"/> Bookmark	\$6,900*
<input type="checkbox"/> FloorPlan & Call-Out	\$10,080

\* Indicates production and shipping not included

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All ads in the front matter will receive a 10% premium charge

**Check off the box, sign and fax it back to Dana Brady (203) 840-9362**  
**Questions? Contact Dana at [dbrady@reedexpo.com](mailto:dbrady@reedexpo.com) or (203) 840-5362**

ADVERTISER/EXHIBITOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE/FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_

AUTHORIZED SIGNATURE/DATE \_\_\_\_\_

Payment is due in accordance with the payment schedule on page one of the Application & License Agreement For Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. 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. Ads with coupons will not be accepted.