Dana Brady
203-840-5362

INTERNATIONAL VISION EXPO & CONFERENCE NEW YORK

FAX BACK TO
203-840-9362

2009 ADVERTISING & SPONSORSHIP RATE CARD & INSERTION ORDER FORM
Jacob K. Javits Convention Center, New York, New York – March 19-21, 2010

PRE-SHOW OPPORTUNITES
Badge Mailer Coupon ❑ $1,840 ea
Insert in the Badge Mailer ❑ $6,090* ea
E-mail Registration Conf. ❑ $8,000

CONFERENCE SPONSORSHIPS
Conference Bags ❑ $5,000*
Conference Note Pads ❑ $5,000*
Conference Pens ❑ $4,725*
Digital Signage ❑ $4,200
Conference Lounge ❑ Call for info

ON-SITE SPONSORSHIP OPPORTUNITES
Badge Holder ❑ $7,500*
Door Decals ❑ $17,850*
Floor Graphics ❑ $8,085*
Eyes of New York (3 days) ❑ $4,800*
Registration Handout (3 days) ❑ $5,000*
Lanyards ❑ $23,100*
Official Show Bag SOLD ❑ $23,100*
Floorplan Map Handout ❑ $22,000
Pyramid Decals ❑ $34,125*
Pens at Registration ❑ $6,000*
Shuttle Bus Advertising ❑ $30,450*
DEMO Area ❑ $31,500*
Club Vision Lounge ❑ Call for info
JumboTRON 1 min video ❑ $3,050*

MEDICAL & SCIENTIFIC THEATER
Marketing Presentation (1hr) ❑ $3,050**
Power Luncheon ❑ $9,250**
Power Cocktail ❑ $9,250**
**plus $35 per attendee if the class offers CE

SIGNAGE
(2) Meter Board ❑ $5,775
Aisle Signs ❑ $1,155* ea
Indoor Banners ❑ call for info*
Outdoor Banners ❑ call for info*
Registration Kick-Panels ❑ call for info*

NEW PRODUCT
New Product Gallery ❑ $1,155
Frame Gallery ❑ $250 for 2
❑ $500 for 5
❑ $1000for 12

WEBSITE ADVERTISING
Visit www.visionexpoeast.com/mediakit
Or contact Dana Brady for details

OFFICIAL SHOW DIRECTORY
Full Page 4/C Ad ❑ $4,305
Half Page 4/C Ad ❑ $2,090
2-Page Spread 4/C Ad ❑ $5,880
Company Logo Above Listing ❑ $510
Highlighted Listing ❑ $455

^^

Front Cover ❑ $9,470
Cover 4 (back cover) ❑ $9,975
Cover 2 ❑ $5,790
Cover 3 SOLD ❑ $5,790
Page Facing Cover 2 ❑ $5,290
Page Facing Cover 3 ❑ $5,290
Page Facing TOC ❑ $5,290
Page Facing Show Hours ❑ $5,290
Tabbed Page (2-sided) ❑ $9,345
Belly Band ❑ $9,020*
Bookmark ❑ $6,900*
Insert ❑ $6,700*
Floorplan Spread & Call-Out ❑ $10,080

***Indicates production, design, shipping/freight, and/or labor costs not included**

Please contact Dana Brady to reserve your Meeting Room space at (203) 840-5362

Fax to: Dana Brady, Exhibitor Marketing Consultant at FAX: (203) 840-9362.
Contact me at e-mail: dbrady@reedexpo.com or call (203) 840-5362

EXHIBITOR/CONTACT: ____________________

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.