

**October 12-14, 2011**

**Navy Pier  
Chicago, IL**

**Reach Sales Prospects...**

**Before, During & After the Event**

We are pleased to offer a variety of exhibitor only advertising options to help you maximize your trade show participation and to bolster your booth traffic. By participating in a preshow, onsite or post show advertising vehicle you help to set your company apart from the competition and stand out from other show participants. There are many low cost options available. You may also consider packaging a variety of options to achieve your attendee exposure, branding and sale lead generation.

## **EXCLUSIVE TOOLS FOR EXHIBITORS**

### **PRE-SHOW OPPORTUNITIES & ADVERTISING**

- Show Website Banner AD
- Attendee (pre/post show) e-Newsletter(s)
- Buyer's Guide Listing for Onsite & Online Exposure

## **MAXIMIZE YOUR SHOW EXPOSURE**

### **ONSITE TARGETED ADVERTISING**

- Exhibit Hall Directory
- Literature Showcase Display
- Conference Proceedings Sponsor

## **REACH THE DECISION MAKERS – BECOME AN ADVERTISING SPONSOR**

### **LIMITED ADVERTISING OPPORTUNITIES**

- Aisle Signs
- Pop-Up Banners
- Exhibit Hall Workshop Sponsors
- Career Center Sponsor

### **TO LEARN MORE, CONTACT:**

**Jacqueline Fraga**

Marketing & Advertising Manager

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(F) 770-.381.9865

[jacqueline@aeecenter.org](mailto:jacqueline@aeecenter.org)

# PRE-SHOW OPPORTUNITIES & ADVERTISING

## SHOW WEBSITE BANNER ADVERTISING: \$2,000



468wx60h pixel static or animated banner

Display your company ad in the form of a banner ad & link directly to your own website – the show website is regularly visited by thousands of attendees & potential show prospects so your banner will benefit from the heavy traffic on the show website. Specifications: Bottom Banner (horizontal): 468x60 rotates on homepage, links to your website. \* Exhibitor provides banner ad (may be static or animated)



150x150 static or animated button

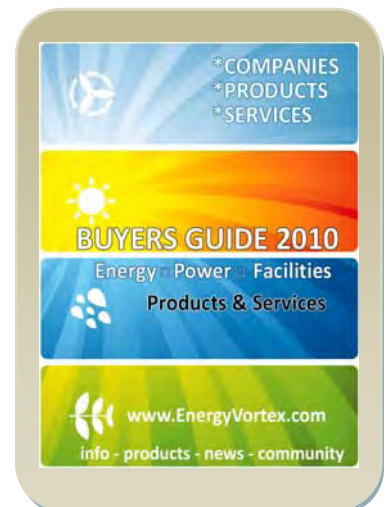
## ATTENDEE E-NEWSLETTER: \$500, per ad, per issue

Coordinate your e-marketing campaign with AEE, reach more than 50,000 readers per e-mail, including pre-registered attendees, end-users, and potential sales leads. Sponsor one or several of the e-newsletters and generate name-recognition for your company as the show approaches. Exhibitor provides 150x150 pixel button ad, text, and link. The newsletters are monthly with special pre & post show editions. **\*This is the only way to reach attendees via their e-mail addresses.**

## BUYER'S GUIDE: see attached form for details

The Buyer's Guide increases pre/post-show exposure, promotes your products and enables sales lead generation throughout the year. Your listing includes a Company Description, Company Logo, 2 Product Photos and Product(s) Description, Link to your Company web site, and Company Contact Information. The Buyer's Guide is available in the searchable online database, in PDF format featured within the Conference Proceedings CDs (see below) & displayed at shows.

- Your Buyer's Guide Listing Included on Conference CD
- Your Buyer's Guide Listing Included in Online Searchable Database
- Your Buyer's Guide Listing Included in Member Newsletter
- Your Buyer's Guide Listing Displayed Onsite at the Event



# ONSITE TARGETED ADVERTISING

## Exhibit Hall Directory-Show Floor Plan: *See attached reservation form for details*

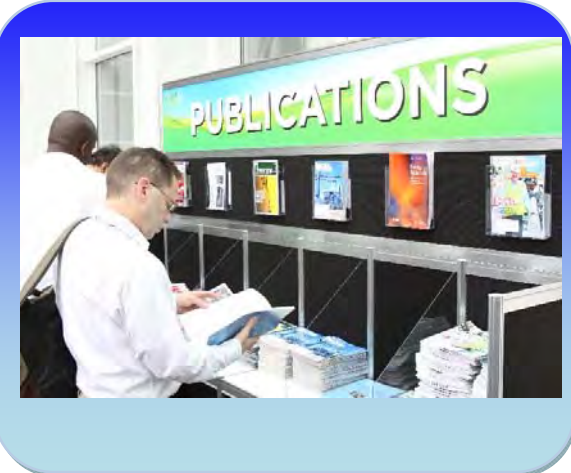
The Exhibit Directory contains the show's floor plan, exhibit list with booth numbers, as well as the speaking schedule. It is handed out to conference attendees, seminar delegates, expo only visitors, and speakers. It is a simple, effective vehicle to encourage people to stop by your booth, to see a new product or service, participate in a booth drawing, or other onsite show incentive. Ad sizes range from business card to quarter page ads as viewed to the left and as half and full pages as viewed above. Cost varies by size. Ads start at \$395.

Half Page Ad

Quarter  
Page  
Ad

Full  
Page  
Ad

Business  
Card  
Ad



## LITERATURE SHOWCASE DISPLAY (Location- Show Entrance): \$395, per slot

Participating exhibitors can distribute copies of their brochures, publications, etc in the Literature Showcase Display. Includes display table in Registration area of the Expo Hall. Materials are shipped to AEE and are placed out and re-stocked throughout the event by staff. Great for Media Kits, Product Catalogs & Company Publications.

## CONFERENCE PROCEEDINGS SPONSOR: \$6,000

One of the best ways to reach attendees even after the show, is to sponsor the Conference Proceedings CD distributed to conference attendees. Your logo will appear on the back cover of the CD. Your logo and a link to your company's website will also be included on the splash page and sponsor link page each time the attendees open the CD.

Your Logo Featured on Back  
of CD Packaging

# LIMITED ADVERTISING OPPORTUNITIES

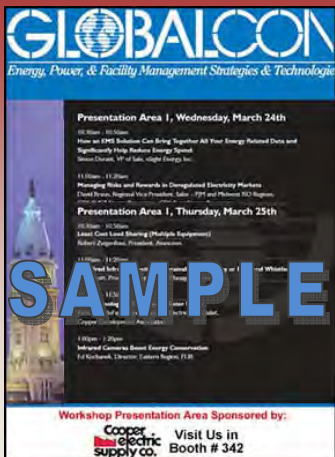


## AISLE SIGN SPONSORSHIP: \$800 per aisle, per side

Aisle Sign sponsorship will reach customers, speakers, conference attendees and seminar delegates as they refer to these aisle signs repeatedly throughout the show. Your logo and recognition of your sponsorship will appear on one specified side of the aisle sign of your choice. *Please note: This sponsorship is on a first-come, first-serve basis.*

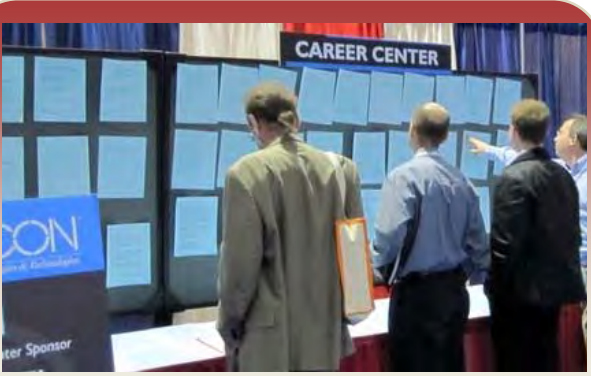
## POP-UP BANNERS: \$800 per banner

Featured on the expo floor trafficked by important expo, conference visitor & attendees expand your company's reach with an impressive pop-up banner. Leverage high traffic & less competition to capture their interest. Exhibitor provides Pop-Up Banner. *\*Show Management will work with the sponsoring company to determine location. Limit 5 banners, this sponsorship is on a first-come, first-serve basis.*



## EXHIBIT HALL WORKSHOP SPONSOR: \$2500 per Workshop Area

Logo on Large Workshop Signage (Includes Hanging Signs & Workshop Event Boards), Logo & Sponsor Recognition within the show marketing materials, signage, etc. The workshops are presented by exhibitors showcasing success stories, problem solving, technology integration, and retrofit/new construction considerations. Presentations run both days in both Presentation Areas throughout the expo hours listed. *Please note: The workshops are held in two Presentation Areas, sponsorship for these is on a first-come, first-serve basis.*



## CAREER CENTER SPONSOR: \$3,000

Logo on 22x28 Signage, Logo & Sponsor Recognition within show marketing materials, signage, etc., 10 Job Ads listed at the Onsite Career Center and online at the AEE Career Center Website. [www.aeecenter.org/jobs](http://www.aeecenter.org/jobs)



# SHOW ADVERTISING RESERVATION FORM

## Check All That Apply

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Show Website Banner    | <input type="checkbox"/> Attendee e-Newsletter       | <input type="checkbox"/> Buyer's Guide |
| <input type="checkbox"/> Exhibit Hall Directory | <input type="checkbox"/> Aisle Sign                  | <input type="checkbox"/> Pop-Up Banner |
| <input type="checkbox"/> Workshop Sponsor       | <input type="checkbox"/> Career Center Sponsor       |  |
| <input type="checkbox"/> Proceedings CD Sponsor | <input type="checkbox"/> Literature Showcase Display |  |

[CLICK HERE TO SUBMIT ONLINE RESERVATION FORM](#)

## CONTACT INFORMATION

Company: \_\_\_\_\_

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

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

City, State, Zip: \_\_\_\_\_

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

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

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

**Please submit form to: Jacqueline Fraga**

Email: [Jacqueline@aeecenter.org](mailto:Jacqueline@aeecenter.org) Fax: 770-381-9865

## PAYMENT TERMS

You will receive an invoice for payment.

All payments will be due within 60 days of commitment.

Payment Method: (Credit Card, Company Check/Invoice) - *Circle One*

MasterCard AMEX Visa Company Check/Invoice

Card Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Amount to be Charged: \_\_\_\_\_