

Pre-Show Leads

digitalmedia

from Reed Exhibitions

November 2-3, 2011
iscsolutions.com/mediakit

Jacob Javits Convention Center
New York, NY



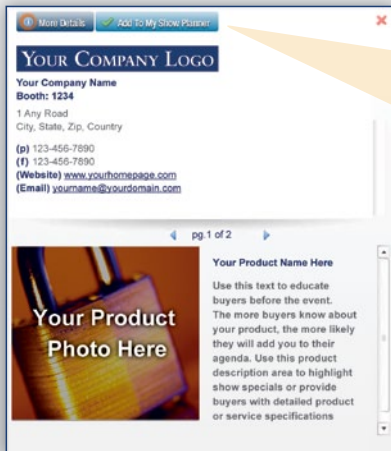
Connect with buyers before they arrive at ISC Solutions! Buyers begin their pre-show research using the ISC Solutions website 3 months prior to the event. Generate qualified leads by showcasing your new products or services before the event. Gain access to buyer's contact info when they add you to their agenda!

Once onsite, buyers access their pre-show agendas using interactive floor plan kiosks and new ISC Mobile Directory.

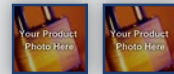
Showroom: \$600

(included in 1 alarm, 2 alarm, 3 alarm and +400 sq ft)

- 2 product photos
- 2 product descriptions
- Company logo



20%
more leads

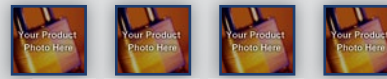


Premium Showroom: \$850

Showroom, plus...

- 4 product photos
- 4 product descriptions
- 1 multimedia video

40%
more leads



Featured Premium Showroom: \$1,100

Premium Showroom, plus...

- Highlighted on the Floor Plan
- Featured at top of exhibitor list and all your product categories

75%
more leads



More Details

- Company Description
- Press Releases
- **Access to Leads**

Add To My Show Planner

Automatically gain access to a buyer's contact information when they add you to their **My Show Planner**

▶ Looking for MAXIMUM EXPOSURE?

Floor Plan Banner Ad
Rate: \$700

Featured Home Page Exhibitor
Rate: \$1,600
(limited to 20 companies)

Sales Contact

Fred Evanko

fevanko@reedexpo.com
p: 203-840-5965 • f: 203-840-9965

Reed Exhibitions, Americas

383 Main Avenue • Norwalk, CT 06851

company name

contact

title

authorized signature

date

email address

Rates are net and non-commissionable.

All reservations with signed insertions orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management reserves the right to offer new product or options throughout the year that may not be listed on this form.

\$

Total

Web Banner Advertising

digitalmedia

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Attract qualified buyers to your company using the ISC Solutions website! Drive awareness while attendees search the exhibitor list, add companies to their agenda, research products and services, make travel arrangements and begin planning their event.

For maximum leads, link your web banner to your company Showroom!
Once a buyer adds you to their agenda, you gain access to their contact info.

Build Your Campaign...

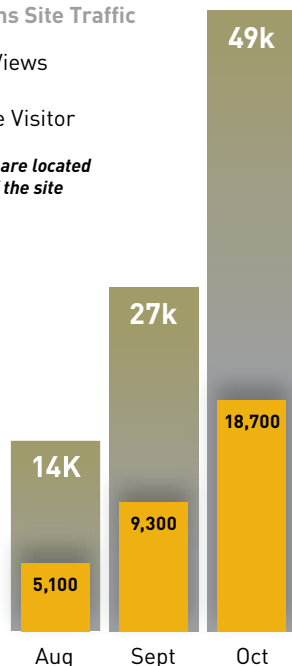
1

Pick a Month

ISC Solutions Site Traffic

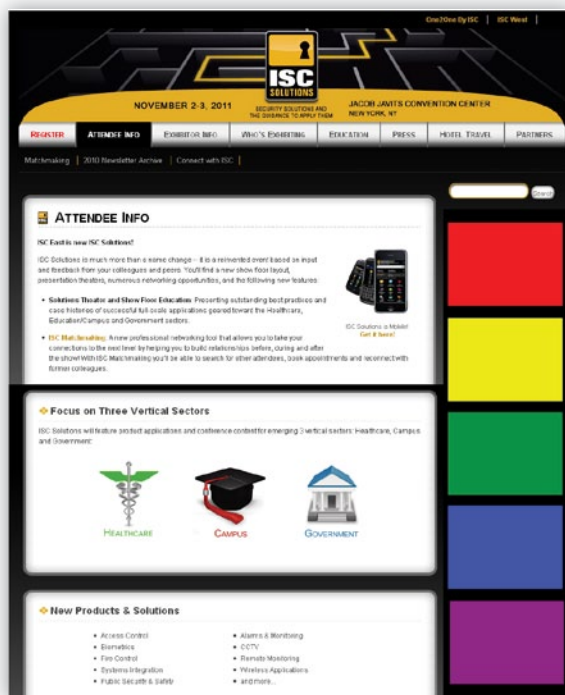
■ Page Views
■ Unique Visitor

Note: banners are located on all pages of the site



2

Choose a Banner Position



3

Place Your Order

a Select Level

Month	Rates
<input type="checkbox"/> August	\$315
<input type="checkbox"/> September	\$525
<input type="checkbox"/> October	\$945
<input type="checkbox"/> 3 Month Package	\$1,570

b Select Frequency

1 month 2 months: **10% Off**

c Select Month Banner Position



August



September



October

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_____ company name

_____ contact _____ title

_____ authorized signature _____ date

_____ email address

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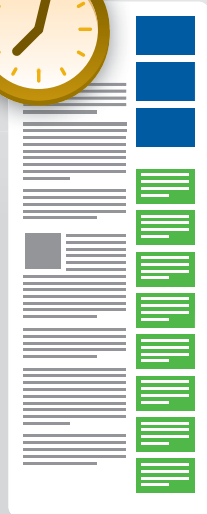
\$

Total

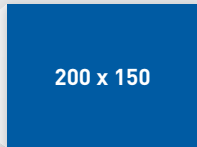


Attendee Countdown to the Show

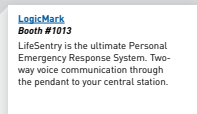
Countdown to the show with attendees as they plan their event. These emails give attendees a preview of what to expect at the show. Feature your new product, announce show specials and stay connected with your buyers before the event!



\$1,400 per



\$999 per



Text Announcement

- Company Name
- Booth Number
- 25 words of text
- Linking URL

Email Broadcast Dates

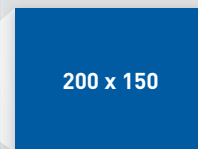
- Issue 1 Issue 2 Issue 3 Issue 4
 Issue 5 Issue 6 Issue 7 Issue 8

Attendee Bar Code

Attendees receive their badge electronically in their inbox! Showcase your ad on this bar code email. Attendees will have your company front and center when they print out their badge to bring to the show!



\$1,550 per



Email Broadcast Dates

- Issue 1

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Mobile Directory

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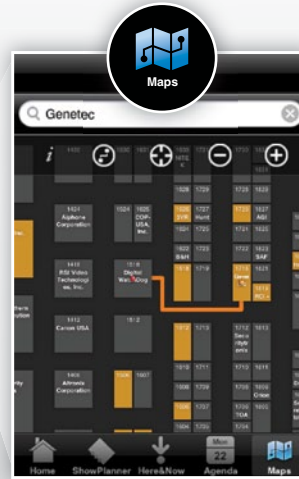
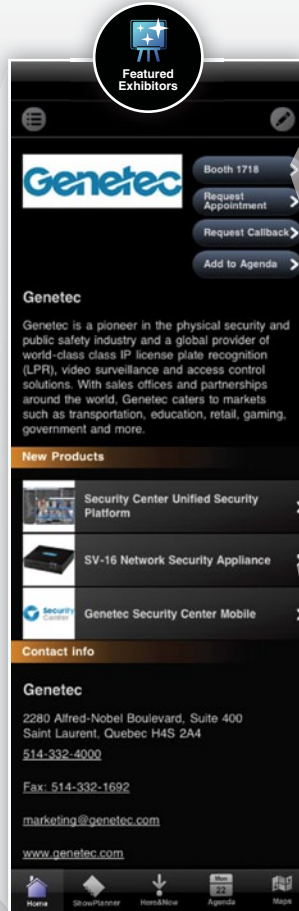
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Mobile Showroom: \$400

- Company highlighted on search results
- Showcased under Featured Showrooms on app homepage
- Full company contact info
- Company logo
- 40 word company description
- Booth number – linked to Floor Plan
- (3) New Product photos/description
- (3) Show Specials
- Request Call Back (via email)
- Request Appointment (via email)
- Add to Agenda link



Mobile Display Ads

- Home Page Banner Ad: \$1,400 per (limited to 5 companies)
- Conference Banner Ad: \$850 per (limited to 4 companies)
- Display Banner: \$750 (rotates inside all pages of directory, no homepage, no conference)

Mobile Messaging

- Sponsored Text Message: \$1,200 per
- New Product Alert: \$350 per (100 words and 1 photo)

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