



OFFICIAL SHOW GUIDE

Advertise in the only official show guide distributed to attendees at the show. Take advantage of this digest-sized directory to reinforce your message at Response Expo, promote your company and drive traffic to your booth. *Purchase a full page or spread ad and receive an upgraded online exhibitor listing!*

Sponsor-Provided Materials

- Signed contract including 50% deposit.
- 4 color and/or black and white logo.
- Artwork must be in High Res PDF. Resolution must be at least 300 dpi.
- Ads must be submitted on the FTP site by April 15, 2010:

Host: [ftp://ftp.questex.com](http://ftp.questex.com)

Username: [ftpquestex](http://ftp.questex.com)

Password: [acc3ss](http://ftp.questex.com)

Folder: [RESPONSE/ResExpo2011](http://ftp.questex.com)

-Half page: 5.25"(W) x 3.75"(H)

-Single page without bleed: 5" x 7.375"

-Spread without bleed: 11" x 7.375"

-Single page with bleed: 6.25" x 8.625"

-Spread with bleed: 12.25" x 8.625"

**Please allow 3/8" live area for text and trim purposes. Trim size is 6"(W) x 8.375"(H)

Please contact Monica Kollmann at mkollmann@questex.com with any artwork questions

Investment: **\$699 Net**
Half Page Ad

 \$999 Net
Full Page Ad

 \$1,699 Net
Spread Ad

Sponsor will be invoiced 50% of the agreed sponsorship fee upon signing this agreement. 100% of the agreed sponsorship fee is due no later than April 15, 2011. The 50% deposit is non-refundable. 100% of the sponsorship fee is non-refundable after April 15, 2011. Sponsorships are non-transferable to other companies and organizations and are intended for the use of the original purchaser of the sponsorship only.

Application and contract is hereby submitted for advertising at the Response Expo. Please complete and return with your 50% deposit payable to: Response Expo Inc., 201 E. Sandpointe Ave., Ste. 500, Santa Ana, CA 92707. Full payment is due by April 15, 2011 or advertising sponsorship and deposit will be forfeited. Please fax completed form to 714.338.6710.

Full Payment Date: April 15, 2011

Cancellation Date: April 15, 2011

Company Name: _____

Contact: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Sponsorship Total: \$ _____

50% Deposit Enclosed: \$ _____

Balance Due: \$ _____

Applicant's Authorized Signature _____ Date _____

Response Expo Staff Signature _____ Date _____

IMPORTANT INFORMATION

Response Expo 2011
May 3 – 5, 2011
Hilton San Diego Bayfront
San Diego, CA

Artwork/Materials

Ship to:
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