



THE FUTURE OF  
**CUSTOMER**  
ENGAGEMENT

## 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 13, 2012:

Host: <ftp://ftp.questex.com>

Password: *acc3ss*

Username: *ftpquestex*

Folder: *RESPONSE/ResExpo2012*

-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](mailto:mkollmann@questex.com) with any artwork questions\**

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

     **\$1,299 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 2, 2012. The 50% deposit is non-refundable. 100% of the sponsorship fee is non-refundable after April 2, 2012. Sponsorships are non-transferable to other companies and organizations and are intended for the use of the original purchaser of the sponsorship only.

The fees set forth in this contract/invoice/statement reflect a 3% discount made via cash, checks or bank wire transfer. Payment made using credit cards are not entitled to the cash, check or bank wire transfer discount and require the 3% to be added back to the overall contract amount.

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 2, 2012 or advertising sponsorship and deposit will be forfeited. Please fax completed form to 714.338.6710.

Full Payment Date: April 2, 2012

Cancellation Date: April 2, 2012

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 2012  
May 15-17, 2012  
Hilton San Diego Bayfront  
San Diego, CA

### Artwork/Materials

Ship to:  
Response Expo  
Attn: Kathryn Flinn  
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