

## Exhibitor Directory Advertising: the Year-Round Resource for Buyers

You will receive a standard listing in the Show Directory, but so will every other exhibiting company. STAND OUT in a sea of listings. Reserve an advertisement in the International Apparel Sourcing Show Directory!

Materials Deadline: May 31, 2010

## Premium Show Directory Advertising Opportunities:

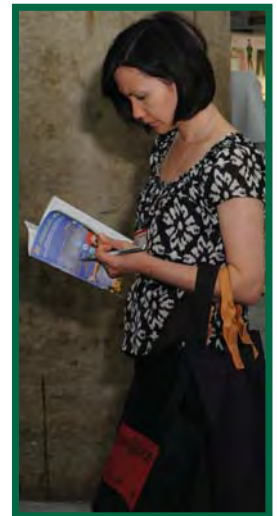
Back Cover	Exclusive	4-Color Bleed (5.75" x 8.75") or Non-Bleed (5" x 8")	\$1,500
Inside Front Cover	Exclusive	4-Color Bleed (5.75" x 8.75") or Non-Bleed (5" x 8")	\$1,400
Inside Back Cover	Exclusive	4-Color Bleed (5.75" x 8.75") or Non-Bleed (5" x 8")	\$1,400
Full Page		4-Color Bleed (5.75" x 8.75") or Non-Bleed (5" x 8")	\$ 800
Half page (horizontal)		4-Color Bleed (5.75" x 4.375") or Non-Bleed (5.5" x 4")	\$ 500

### Digital Ad Materials

- All ads requested in digital format on CD for PC.
- Preferred applications include Adobe InDesign, Photoshop or Illustrator.
- PDF files are accepted but are the responsibility of the advertiser not International Apparel Sourcing Show.
- Photographic images must be converted to CMYK and provided as TIFF or EPS files (no JPEGs).
- Image resolution should be at least 300 dpi.
- Where possible, fonts should be converted to outlines or embedded in the file.

### Mechanical Specifications

- Bleed dimensions represent the amount of extra image needed to ensure your ad covers the entire page.
- All efforts are made to preserve advertising materials in their original condition. However, International Apparel Sourcing Show will not be responsible for lost or damaged advertising materials after publication.
- Organizers will not be responsible for the final reproduction quality of any materials provided that do not meet the defined specifications of this publication.
- Ad space will be sold up to the stated deadline, subject to space availability. All ad materials must be approved by the organizers.



## Billboard Ad Panels

Your company name, logo, booth number and advertisement brilliantly displayed on one single-sided 37" x 87" (1 meter high) panel.

- A variety of key high visibility locations are available

### Sponsorship Investment:

- Sponsor provides artwork
  - US \$950, includes production
  - Materials deadline: May 31, 2010
- Multiple Sponsorships Available**



## Maximize your value!

Combine a show directory ad with a billboard ad panel for maximum impact.

Ask about special combined rates.

APPsales@usa.messefrankfurt.com

+1-770-984-8016 x 411

July 13 - 15, 2010  
 Javits Convention Center  
 New York City, NY, USA

**Please return this signed agreement with 100% payment by May 31, 2010 to reserve your opportunity:**

Messe Frankfurt, Inc., 1600 Parkwood Circle, Suite 615, Atlanta, GA 30339, Phone: +1-770-984-8016, Fax: +1-770-984-8023,  
 E-mail: APPsales@usa.messefrankfurt.com

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

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

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

City/State/Country/ZIP Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

\*By providing your fax number and/or e-mail address you are consenting to receive communications from Messe Frankfurt, Inc. and it's affiliates via these media.

Item	Price	Quantity	Total Cost
Billboard Ad Panel	\$ 950		
<b>Show Directory Ads</b>			
Back Cover	\$1,500		
Inside Front Cover	\$1,400		
Inside Back Cover	\$1,400		
Full Page	\$ 800		
Half Page	\$ 500		

**Total Advertising & Sponsorship Investment:** = \_\_\_\_\_

**Payment Information:**

**Check Enclosed**

Make checks payable to:  
 Messe Frankfurt, Inc.  
 1600 Parkwood Circle, Suite 615  
 Atlanta, GA 30339

\*Please write "International Apparel Sourcing Show Sponsor" on the check.

NOTE: Funds accepted in US dollars only.

**Wire Transfer:**

Please call +1-770-984-8016 x411  
 or e-mail APPsales@usa.messefrankfurt.com for details.

**Sponsoring Regulations:**

No refunds. Please note that your sponsorship will not be promoted until your sponsorship fee is paid in full. It is understood that Exhibitors are responsible for providing Messe Frankfurt, Inc. with all company logos and materials for use with any sponsorship, and that all company logos and material are subject to approval by Messe Frankfurt, Inc.

We agree to abide by the conditions outlined above.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_