



THE NBM SHOW

SIGN & DIGITAL GRAPHICS ■ PRINTWEAR ■ AWARDS & ENGRAVING

One Unique Event, Infinite Opportunities

AT-SHOW ADVERTISING PROGRAM

Successful exhibitors know that grabbing the attention of buyers takes more than just a display. At-Show advertising is a crucial part of increasing booth traffic and brand recognition. Taking advantage of opportunities that repeatedly put your company, products, and logo in front of buyers enhances credibility and return on investment. We offer a complete line of opportunities to ensure your company stands out from the crowd.

AT-SHOW DIRECTORY ADVERTISING OPPORTUNITIES

The on-site show directory is the only resource for buyers to navigate through the exhibit hall and one of their first chances to discover your exhibit. Enhance your brand by advertising on the back cover and put yourself ahead of the competition. Spotlight your listing with enhancements and logos and ensure buyers take notice! Or, make a splash with the bookmark insert and introduce your company before they even open the directory.

Full Page, Four-Color Ad:

Rate: Standard placement - \$800
Prime placement - \$1,000

Specs: Please submit artwork as a PDF or JPG with fonts embedded or converted to outlines and a resolution of 300ppi (pixels per inch), 5.5 x 8.5 inches (includes full bleed with final trim size being 5.25 x 8.25).

Logo Ad/Enhanced Listing:

Rate: \$200

Specs: Please submit logo as a PDF or JPG with fonts embedded or converted to outlines and a resolution of 300ppi (pixels per inch). Final size of logo used will be approximately 3/4" wide by 1/4" tall.

Bookmark Insert:

Rate: \$1,000

Specs: Please submit product photo or logo as a PDF or JPG with fonts embedded or converted to outlines and a resolution of 300ppi (pixels per inch). Final size of logo used will be approximately 3/4" wide by 1/4" tall.

Bookmarks include a 1"x1" black and white product photo or logo and your directory listing. Each bookmark is printed on a bright color paper and inserted in every directory.



INSIDE! YOUR GUIDE TO EXHIBITS INCLUDING PRODUCT DESCRIPTIONS PLUS MORE FROM THE FLOOR WITH 3 DAYS OF SEMINARS!

Universal Laser Systems Inc
7845 E Paradise Lane
Scottsdale, AZ 85260
Telephone: (480) 483-1214
Toll Free: (800) 859-7033
Facsimile: (480) 315-3630
Email: moreinfo@ulsinc.com
Web Site: www.ulsinc.com

Booth: 410
Product Description: Manufacturer of laser engraving and cutting systems used to process multiple materials and diverse applications; awards, signage, apparel, on-demand personalization, packaging, phototyping, promotional products and woodworking.





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ADDITIONAL AT-SHOW ADVERTISING OPPORTUNITIES



At-Show Billboard:

Rate: \$1,000 per city

Specs: Please submit artwork as a PDF or JPG with fonts embedded or converted to outlines and a resolution of 100ppi (pixels per inch). 33" wide x 68" tall. These high-impact billboards are placed in high-traffic areas such as the show entrance and food court areas, and are designed to drive attendees to your booth. Expand the reach of your directory ad by enlarging the graphic and using the message twice. Packages are available.



Bag Sponsorship:

Rate: \$1,000 per city

Specs: Please provide bags printed with your company information. Color, size and type is at your discretion. Suggestions are available upon request. Buyers need bags to carry the materials they accumulate at the show! Your pre-printed bags will be displayed prominently in registration and at the show entrance for ease of distribution to buyers.

BONUS: Bags will be shipped and handled from show to show if multiple cities are purchased.

Lanyard Sponsorship:

Rate: \$1,000 per city

Specs: Please provide lanyards with company logo and/or product design. Lanyard must have bulldog clip to ensure proper attachment to badge holders.

Lanyards are an attractive way to immediately draw attention to your company as soon as buyers arrive at the show and pick up their badge.

BONUS: Lanyards will be shipped and handled from show to show if multiple cities are purchased.



Badge Insert Sponsorship:

Rate: \$1,200 per city

Specs: Single- or Double-sided inserts should be 3" wide x 3.25" tall
Side 1: Artwork shown is 1" at top of card
Side 2: Artwork can cover the entire side

Badges are required for entrance into the exhibit hall, education and all outside associated activities. Each buyer will receive a badge, badge holder and pre-inserted ad displaying your message.

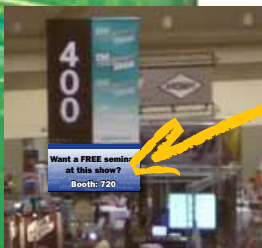
BONUS: Badge Inserts will be shipped and handled from show to show if multiple cities are purchased.



Side 1



Side 2



Aisle Sign Sponsorship:

Rate: \$500 per aisle/ per city

Specs: Please submit completed artwork as a PDF. Final size is 3' tall x 6' wide. The most affordable and effective way to ensure you have an aerial presence.

Banners(s) are hung below the aisle number(s) of your choice. Printing and hanging of each banner is included.

BONUS: Banners will be shipped and handled from show to show if multiple cities are purchased.