



THE NBM SHOW

SIGN & DIGITAL GRAPHICS ■ PRINTWEAR ■ AWARDS & ENGRAVING

One Unique Event, Infinite Opportunities

EMEDIA PROGRAM NBMSHOWS.COM

In 2010, **The NBM Show** launched a new comprehensive website containing information critical for buyers attending one of our unique events. The website is part of a powerful Inbound and Outbound eMedia marketing program designed to give exhibitors significantly increased traffic and exposure before any event.

WHY EMEDIA?

- In 2010, we'll send over 4,000,000 marketing impressions to potential buyers across the US, and each message drives them to NBMSHOWS.COM.
- Over 72% of our attendees register online. Make sure you're there when they click!
- eMedia provides effective measurability of your campaign by tracking activity such as: deliverability (outbound components), clicks (on specific pages), and click throughs (to your website).



WEBSITE ADVERTISING OPPORTUNITIES

Website-Wide Leaderboard:

Rate: \$3,500

Inventory: Maximum of 9 rotating ads

Specs: 728 pixels wide x 90 pixels high;
please submit GIF, PNG, SWF (flash) or JPEG files

This high-profile rotating advertising position appears at the top of all content pages of the NBMSHOWS.COM website, including the city-specific pages, registration and travel pages.



City-Specific eBillboard:

Rate: \$650 per city

Inventory: Maximum of 8 rotating ads per city

Specs: 300 pixels wide x 250 pixels high;
please submit GIF, PNG, SWF (flash) or JPEG files

eBillboard ads are rotated through two right-hand advertising spots on popular content pages of the NBMSHOWS.COM website including registration, travel and education. Each time a page is loaded or refreshed, scheduled advertisements for that city rotate between these two positions.





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OTHER POWERFUL EMEDIA OPPORTUNITIES

Show Connection:

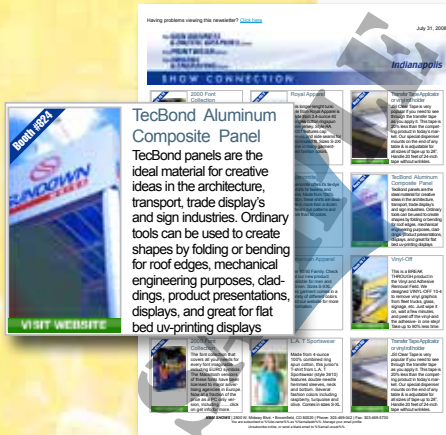
Rate: \$250 per city

Inventory: Maximum of 12 product spots

Specs: 100 pixels wide x 164 pixels high;

please submit GIF, PNG or JPEG files

Promote your show special as part of a high-impact, pre-show promotion campaign! These cost-effective advertisements are sent just before the event to all pre-registered buyers creating increased booth traffic. The easy print format makes it convenient for attendees to bring your info with them for quick reference. Show Connection spot is comprised of a product image, a description of up to 300 characters and a title of up to 30 characters.



In-Booth Video:

Rate: \$650 per city

Inventory: Limited to 12 slots per city

Specs: 2 ½ to 3 minute presentation

Extend the investment of your exhibit and demonstration! Capture a true representation of your product on video by presenting a 2 ½ to 3 minute video right in your booth. Our professional video crew will film and edit your video, host it online at NBMSHOWS.COM and in the archive files for buyers to view post-show. **Bonus!** The in-booth videos receive added exposure via outbound messages sent the week of the show and as a follow up message just after the show. For a sample of in-booth videos, please click here: [2009 In-Booth Videos](#)



eBlast:

Rate: \$1,800 per city

Inventory: Limited to one per day

Specs and guidelines, click here:

<http://www.nbm.com/be/misc./htmlForEmail/requirements.html>

eBlasts are the electronic equivalent of direct-mail pieces sent to the inboxes of pre-qualified and targeted industry professionals. Each eBlast is sent to potential attendees who have already registered for the event. In addition, your personalized message will be sent to 10,000 additional highly-qualified prospects.

