

2011 MARKETING OPPORTUNITIES

EXHIBITORS!

Order a High-Exposure, Low-Cost Marketing Opportunity

Catalog Resource Table

Have your catalog available for all Roadshow attendees on the Catalog Resource Table located at the front of the show floor.

\$289 per 5 day week

\$249 per 4 day week

*****IMPORTANT***** All Catalog Resource Table Suppliers are responsible for shipping catalogs directly to show site twice within selected week. Confirmations and specific shipping requirements will be sent within 30 days of selected week.

Web Banner Advertising

By promoting your company, show special and booth in a banner advertisement featured on the Advantages Roadshow website, you are sure to increase your table traffic. With thousands of hits daily, your ad will be seen by Roadshow attendees before the show even begins.

585 x 73 pixel Master ad – \$599 (6 ads available per month)

200 x 250 pixel Spotlight ad – \$599 (1 ad available per month)

200 x 130 pixel Show Specific ad – \$799 (2 ads available per year)

Pre-Show Email

A Pre-Show Email is a great way to invite distributors to visit you in a particular region. It's easy! Simply send us your promotional message (in an HTML or text format) and we will deliver your email to distributors in each particular roadshow region.

\$195 per 5 day week

\$175 per 4 day week

Passport to Winnings

Feature your company on the Passport to Winnings and increase your booth traffic. Every attendee will receive the Passport to Winnings with their badge. In order to be entered to win a two-year lease on a new car,* attendees must visit your table to learn more about your products.

\$195 per 5 day week

\$175 per 4 day week

* Drawing will be held at the conclusion of all *The ASI Show* events in 2011.

† All advertising and sponsorships are subject to the standard *ASI Show* terms and conditions which can be found online at <http://www.asishow.com/mktgopp/Termsconditions.html>.

Product Sponsorship

What better way to get your product in front of distributors than to be a product sponsor! Sponsored products are used for the week and will be given to each attendee. Product sponsorship opportunities include lanyards, bags, pens, lip balm, pencils and mints. Other product sponsorship ideas are welcome. As a product sponsor, your company name and logo will be featured on the Advantages Roadshow website, in a pre-show marketing email and in the directory.

\$1,800 per 4 week segment

(There will be four, 4 week segments)

*The 16 weeks are divided into four segments, each four consecutive weeks. To be considered for a product sponsorship you must exhibit at a minimum of four weekly Roadshows. Product sponsors will be chosen by lottery. You receive one lottery entry for every four weeks you exhibit. Companies who are sponsors at *The ASI Shows* and who sign up for 16 weeks are guaranteed the option for one sponsorship segment, provided you are one of the first four companies to sign up for the sponsorship. Product sponsors are given first right of refusal for the category in 2011, but segments will be rotated each year.

Exhibitor Presents

How would you like to present a new and exciting product to a captive audience of distributors and drive additional traffic to your table? Exhibitor Presents is free to all roadshow attendees and takes place a half an hour before the show begins. Each Exhibitor Presents session will consist of 3 ten minute presentations.

\$299 per 5 day week

\$249 per 4 day week

Each Exhibitor Presents participant has 10 minutes to present. They must also do a pre-show email and/or post card inviting all their clients and prospects to the presentation and roadshow. To ensure a good mix of products at the presentation, all participants are accepted subject to the approval of *The ASI Show*.


ADVANTAGESTM
ROADSHOW



Turn Over to Complete Order Form...

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FAX TODAY to 866-709-6740 or 215-953-3939
Attention: Advertising Coordinator • Questions? Call 877-ASI-SHOW

The ASI Advantages Roadshow 2011 Marketing and Sponsorship Opportunities

Catalog Resource Table*

- \$289 per 5 day week
- \$249 per 4 day week

I would like to place my catalogs on the Catalog Resource Table for weeks: _____

*You are responsible for shipping catalogs directly to show site at start of each week.

Web Banner Advertising

- 585 x 73 pixel Master ad – \$599 (6 ads available per month)
- 200 x 250 pixel Spotlight ad – \$599 (1 ad available per month)
- 200 x 130 pixel Show Specific ad – \$799 (2 ads available per year)

Pre-Show Email

- \$195 per 5 day week
- \$175 per 4 day week

I would like to send a Pre-Show Email for the following weeks: _____

The subject line is: _____

Product Sponsorship

- \$1,800 per 4 week segment

The product I would like to sponsor is _____

Passport to Winnings

- \$195 per 5 day week
- \$175 per 4 day week

I would like to be a Passport Exhibitor for the following weeks: _____

Exhibitor Presents

- \$299 per 5 day week
- \$249 per 4 day week

The product(s) I would like to present is _____

I would like to have a 10 minute session for weeks: _____

Company Information

Please complete this form, and send it with payment right away for the most exposure!
Orders will not be processed without payment. All prices are net. All payments must be made in U.S. dollars only.

Company Name _____ asi/ _____

Company Address _____ Email _____

Advertising Contact (for questions) _____

Phone _____ Fax _____

Email _____ Website _____

Authorizing Representative _____

Authorizing Representative Signature _____

Total marketing investment: \$ _____

Payment Information

We would like to pay by: Check payable to ASI Advantages Roadshow

Credit Card: Visa MasterCard American Express Discover

Account Number _____

Expiration Date _____ CV2 Code _____

Cardholder Name _____

Credit Card Billing Address _____

Authorized Signature _____ Date _____

Please note that full payment is due with order. Space will not be reserved without full payment. All prices are net.

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Advertiser/sponsor agrees to all terms and conditions. All advertising commitments are non-cancelable, non-transferable and non-refundable. Please visit www.asishow.com/mktgopps for details.

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