

Trade Show Program & Prize Card Advertising Contract



PIA EXPO 2011
San Diego Convention Center
Thursday, February 24, 2011
9:30 am - 4 pm

Make your mark with attendees of the PIA Expo by advertising in the Trade Show Program and Prize Card. The Program is distributed to each of the 1,500+ attendees at the show and provides the best opportunity to build your brand and get your company's message directly in front of current and potential customers. You'll draw more traffic to your booth with logo listings and encouragement to get their Prize Cards signed.

EXHIBITOR INFORMATION

Company Name _____
Main Contact _____ Email _____
Contact for Artwork _____ Email _____

AD SPACE RESERVATION

- 1/4 page ad # of colors ____
 1/2 page ad horizontal # of colors ____
 1/2 page ad vertical # of colors ____
 full page ad # of colors ____
 inside front cover # of colors ____
 inside back cover # of colors ____
 Logo Option: Black Color

YES! Add my logo to my exhibitor listing.
(Logos are printed in black or 4/c process; file must be emailed to caroline@piasd.org in eps format before Wednesday, February 9, 2011)

PAYMENT

- Check is enclosed (or being sent)
 Please send invoice
 Visa MC Amex

Account # _____
exp date _____
Name _____
Signature _____

SEE REVERSE for Specs,
Rates, Deadlines, Mailing,
and More Information!



LOGO OPTION

Add your logo next to your listing!

All exhibitor contact information will be listed in the Trade Show Program. However, you can make your listing stand out by adding your logo for only \$40 (black logo) or \$60 (4/c process logo). See sample below!

With logo:

PIA San Diego

Booth 807

3914 Murphy Canyon Road, Suite A157 San Diego, CA 92123
TEL 858.571.6555 FAX 858.571.7935
www.piasd.org
Karen Fulton, President
EMAIL info@piasd.org



PIA | SD

Without Logo:

ABC Printing

Booth 000

123 Main Street San Diego, CA 92123
TEL 123.456.7890 FAX 123.456.7890
www.abc.com
John Doe EMAIL john.doe@abcprinting.com

Prize Card Option

All exhibitors are offered the opportunity to participate in our newest program: The PIA Expo Prize Card. Logo's from all participating exhibitors are placed on a card given to attendees as they enter the expo. Should attendees visit EVERY exhibitor participating, they are entered into a raffle drawing. Guarantee your booth gets the highest traffic possible.

Members: \$149 Non-Member: \$199

Sign me up and Bill me

Program Advertising

Rates, Specs & Deadlines



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AD RATES

Ad Size	width x depth	1/c	2/c	4/c
1/4 page ad	3 1/2" x 4 3/4"	\$150	\$200	n/a
1/2 page horizontal	7 1/2" x 4 3/4"	\$200	\$250	\$300
1/2 page vertical	3 1/2" x 10"	\$200	\$250	\$300
full page	7 1/2" x 10"	\$350	\$400	\$500
inside covers	8 1/2" x 11"	n/a	\$500	\$600
2 page spread	17" x 11"	n/a	n/a	\$950
logo ad		\$40 (black only)		\$60

SPECIFICATIONS

1. All ads should be supplied digitally on CD or other removable media. All files must be accompanied by a color proof. File formats are PDF (PDF/X-3 preferred) for full page ads only and EPS for all ads smaller than full page (accompanied by all supporting native files and fonts.)
2. Process colors only; no spot colors.
3. Full page ads require 1/8" bleed on all four sides.

DEADLINES

Deadline for reserving space is
Friday, February 4, 2011

Payment must be received by
Friday, February 4, 2011

Deadline for receiving artwork is
Wed., February 9, 2011

MAILING INFO

Fax Contract to:
(858) 571-7935

Mail Contract/Payment/Artwork to:
PIA San Diego
3914 Murphy Canyon Road, Suite A 157
San Diego, CA 92123

Email Artwork to:
caroline@piasd.org

Questions?

If you would like a sample of last year's program, or have questions regarding any of the information on this contract, please contact Caroline Lanspa at (858)571-6555 or email caroline@piasd.org