INNOVATION + INTELLIGENCE + PASSION

INTERPHEX™ 2013

APRIL 23-25, 2013
JAVITS CENTER
NEW YORK, NY
WWW.INTERPHEX.COM

Rate Card & Insertion Order Form
Advertising and Promotional Opportunities

PRE SHOW DIGITAL LEAD PROGRAM

☐ Showroom	$260
☐ Featured Showroom	$950

WEBSITE ADVERTISING

☐ Web Banner	
- February	$615
- March	$945
- April	$1,230
☐ ~~Page Peel~~	$9,450FR-**SOLD**
☐ Registration Confirmation Email (limit 2)	$3,500
☐ Registration Page Web Banner (limit 3)	$3,100
☐ Bar Code Sponsorship	$2,650
☐ Attendee Registration Email	$950
☐ Countdown to Show Banner	$780/950
☐ Countdown to Show Text announcement	$365
☐ Webinar	$7,350
☐ Mobile Title Sponsorship	$7,400

INTERPHEX CONNECTS PRODUCT VIDEO SHOWCASE

☐ Product Video and Promotions	$2,500

DIRECTORY SPECIAL POSITIONS 4/C ONLY

☐ Bookmark **	$4,2000FR
☐ Spine / Bellyband	$9,710FR
☐ Front Cover	$8,660
☐ Tab Pages (2 sided)	$7,880
☐ Inside Front Cover Gatefold	$7,500 FR
☐ Inside Back Cover	$5,510
☐ ~~Back Cover~~	$Sold
☐ Page Facing Cover 2	$5,510
☐ Page Facing Cover 3	$5,250
☐ Page Facing Table of Contents	$5,040FR
☐ Page Facing Event Hours (Front Matter)	$5,040FR
☐ Floor Plan (3 Full Page Ads and Call-out)	$9,190
☐ Directory Insert **	$4,200

RUN-OF-BOOK	4/C	B/W	OTHER
Full Spread	☐ $5,250	☐ $2,540	
Full Page	☐ $4,200	☐ $2,540	
Half Page	☐ $2,625	☐ $1,575	
Logo Listing	☐ $1,050	☐ $790	
Logo Product Section	☐ $1,050	☐ $790	
Highlighted Listing			☐ $650
Additional Listing			☐ $650

FLOOR PLAN CITY GUIDE HANDOUT

☐ Front Cover Sponsorship	$4,990
☐ Back Cover Sponsorship	$4,990
☐ Enhanced Call-Out	$1,575
☐ Standard Call-Out	$1,050
☐ Full Panel Ad	$790

SPONSORSHIP

☐ Lobby Handout**	$4,990
☐ ~~Lanyards~~**SOLD**	Sold
☐ Registration Handout**	$1,840/per day
☐ Show Bags**	$10,500 FR
☐ Registration Kick Panels**	$6,090 FR
☐ Interphex Connects Table Sponsorship	$3,150
☐ Door Decals** **SOLD**	$7,350FR
☐ ~~Floor Decals~~** **SOLD**	$6,825
☐ ~~Stair Decals~~** **SOLD**	$6,825
☐ Cyber Café	$13,335FR
☐ ~~Badge Holder Insert~~** **SOLD**	Sold
☐ Welcome Reception Title Sponsor	$11,025
☐ Welcome Reception Co-Sponsor	$5,775
☐ Coat Check Sponsorship	$4,620

CONFERENCE SPONSORSHIPS

☐ Webinars: Pre/Post Show	Call for Pricing
☐ Conference Bags**	$5,000
☐ Conference Lap Pads/Pens**	$2,705
☐ Conference Coffee Break	$5,000/per day
☐ Conference Luncheon	$15,000 each
☐ Conference Session	$2,625

BANNER & SIGNAGE

☐ Aisle Signs**	$13,356
☐ Banners**-to view availability: http://www.plantour.com/custom/interphex/index.htm	
☐ Registration Banner 80' x 10'**	$9,450
☐ Lobby Sign 1-sided 8' x 3'**	$1,840
☐ Lobby Sign 2-sided 8' x 3'**	$2,625
☐ Co-Op Banner	$1,050
☐ Outdoor Columns**	$8,660

MEETING ROOMS / SPECIAL EVENTS

☐ Full Day	$2,520
☐ Half Day	$1,310
☐ VIP Lounge Sponsor	$5,250

PLEASE NOTE: ** Indicates production, design, shipping/freight, and/or labor costs not included

Fax order to Michele Oppenhimer @ 203-840-9454
Questions? 203-840-5445 or moppenhimer@reedexpo.com

Company: _____ Contact: _____ Booth_____

Phone: _____ Fax:_____ Email: _____

Authorized Signature: _____ Date: _____

ADVERTISING TERMS: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for Exhibition Participation. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form.