BEA Show Directory & Event Map Insertion Order 2013



Order early to ensure exposure to 20,000+ attendees on-site and then throughout the year when the BEA Show Directory is continued to be used as the premier industry reference tool.

May 29, 2013: CIROBE Remainders & Sidelines Pavilions Open Early, BEA Conference & Special Events

May 30 - June 1, 2013: All BEA Exhibits Open, Conference & Special Events

Javits Center, New York City

By advertising in the Offical BEA Show Directory, you ensure that your ad will be in the hands of potential clients who hold onto this publication and use it as a reference book for the entire year.

The Facts:

- 68% of attendees retained the show directory
- Attendees referred to the directory an average of 5.7 times while attending the show

56% of attendees will refer to t56% of attendees will use the of	-		
Magazine size (8.125"w x 10.75"h) Deadlines: Listing- April 9/Ad Materials- March 26 RUN-OF-BOOK POSITIONS – ALL 4C		EVENT MAP (Exhibit Hall I	Map & Exhibitor List)
		Deadlines: Listing- April 17/ Ad Materials- April 3	
		Front Cover	□ \$ 3,000
Full Page Half Page Two Page Spread	□ \$ 3,700 □ \$ 2,200 □ \$ 5,000	Back Cover Business Card Ad Logo Highlight on Exhibitor List	□ \$ 2,500 □ \$ 950 □ \$ 500 □ \$ 265
SPECIAL POSITIONS – ALL 4C			
1/4 Page Front Cover Cover 2 (Inside Front) Cover 3 (Inside Back) Cover 4 (Back Cover) Page Facing Cover 2 Page Facing Cover 3 Page Facing TOC Bookmark Post-it (on cover) Spine	□ \$ 10,000 □ \$ 5,500 □ \$ 5,500 □ \$ 8,500 □ \$ 3,950 □ \$ 3,950 □ \$ 4,200 □ \$ 8,000 □ \$ 8,500 □ \$ 5,200	N P P	BEA 2012 AU.RUSSIA
Page Facing Exhibitor List Page Belly Band Premium Position	□ \$ 4,200 □ \$ 7,000 □ \$ 4,000		
ENHANCED EXHIBITOR LISTING			Word May
Additional Company Listing (Includes logo) ☐ \$ 950 Logo ☐ \$ 300 Shaded ☐ \$ 400			

For more information, contact Matt Nicoll, at 203-840-5594.

Fax completed form to Matt Nicoll at 203-840-9594. Yes, I am interested in the media/sponsorships checked above. Please accept this as my insertion order form. Company: Contact: Phone: Booth #: 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. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. 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. Ads with coupons will not be accepted. Mail to: Reed Exhibitions / BEA 13 Advertising / 383 Main Ave., Norwalk, CT 06851