



Advertising and Sponsorship Marketing Opportunities for IPC APEX EXPO™ 2012

Company Name _____

Contact Name: _____

Phone: _____ E-mail: _____

On-site Advertising—Show Directory and Pocket Guide

- Half-Page, Run of Book:** \$700 IPC Member, \$900 Standard
- Full-Page, Run of Book:** \$1,200 IPC Member, \$1,400 Standard
- Two-Page Spread, Run of Book:** \$1,600 IPC Member, \$1,900 Standard
- Inside Front Cover:** \$2,000 IPC Member, \$2,400 Standard
- Inside Back Cover:** \$2,000 IPC Member, \$2,400 Standard
- Pocket Guide Advertising (1/3 of front of Pocket Guide):** \$5,000 IPC Member, \$6,000 Standard
- Mobile Show Guide:** \$5,000 IPC Member, \$6,000 Standard

Signage Advertising

- Meter Board Messages:** \$1,000 IPC Member, \$1,500 Standard
- New Products Zone:** \$500 IPC Member, \$700 Standard

Digital Advertising—Prospective Attendee E-mail Banner

- E-mail Jan. 4:** \$600 IPC Member, \$700 Standard
- E-mail Jan. 18:** \$700 IPC Member, \$800 Standard
- E-mail Feb. 1:** \$800 IPC Member, \$900 Standard
- E-mail Feb. 15:** \$900 IPC Member; \$1,000 Standard

Sponsorships

- Pens:** \$2,200 IPC Member, \$2,400 Standard
Indicate pen color preference:
 Black Silver Red Green Blue
- Notepads:** \$3,200 IPC Member, \$3,500 Standard
- Attendee Lanyards:** \$8,000 IPC Member, \$8,800 Standard
- Conference Bags:** \$10,000 IPC Member, \$11,000 Standard
- Phone Charging Station:** \$1,000 IPC Member, \$1,500 Standard
- Show Bags (exhibitor provided):** \$1,500 IPC Member, \$2,000 Standard
- 1G USB Flash Drive for Conference Attendees (exhibitor provided):** \$1,000 IPC Member, \$1,500 Standard
- Conference Coffee Breaks** (please specify below)
 - Tuesday, February 28 (morning and afternoon breaks included):** \$5,000 IPC Member, \$6,000 Standard
 - Wednesday, February 29 (morning and afternoon breaks included):** \$5,000 IPC Member, \$6,000 Standard
 - Thursday, March 1 (morning break only):** \$2,500 IPC Member, \$3,000 Standard

Total investment, authorized to charge on card listed below: \$ _____

I have read, understood and accept the stated terms and conditions and authorize IPC to execute this order accordingly.

Authorized Signature _____ Date: _____

Type of Payment: CHECK MASTERCARD VISA AMERICAN EXPRESS DINERS CLUB

Card Number: _____ Expiration Date: _____

Card Holder Name: _____ Card Holder Signature: _____

Return this form to: Mary MacKinnon, fax: +1 847-597-2888



TERMS AND CONDITIONS

1. Advertisements and sponsorships are only available to exhibitors at IPC APEX EXPO™ 2012, and may not be resold, shared, or sublet.
2. All ads and sponsorships are non-commissionable.
3. Advertisements and sponsorships are fulfilled on a first come, first served basis.
4. All applications must be accompanied by payment in full.
5. No refunds will be granted for cancellation of an advertisement or sponsorship.
6. IPC reserves the right to refuse or cancel any advertising for any reason at any time.
7. Advertisements and sponsorships are subject to all terms and conditions set forth in this document. It is the responsibility of every client and agency intending to advertise to acquire and read these terms and conditions and abide by all the regulations listed herein. For that purpose, copies of this document are available and may be obtained free of charge.
8. All advertising copy and artwork is subject to the approval of IPC. All advertisements are accepted and published upon the representation that exhibitor and agencies are authorized to publish the entire contents of any subject matter thereof. In consideration of IPC's acceptance of contents of such advertisements for publication and production, both exhibitors and their agencies will indemnify, defend and hold IPC harmless from and against loss or expense arising from publication of such advertisements including, but not limited to, those resulting from claims of suits for libel, violation of rights or privacy, plagiarism, and copyright infringement.
9. IPC is not liable for delays in delivery and/or nondelivery in the event of an act of God, action by any governing entity, fire, flood, insurrections, terrorism, riots, explosion, embargo, strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any other conditions beyond the control of IPC affecting production or delivery in any matter.
10. IPC is not responsible for errors in any typesetting or other service performed by IPC or its duly appointed vendors.
11. IPC's liability for any error will not exceed the cost of the opportunity paid by the advertiser.
12. In the event of nonpayment, IPC reserves the right to hold the exhibitor and/or the advertising agency liable for such monies as are due and payable to IPC.
13. No conditions, printed or otherwise, appearing on insertion orders, contracts, insertion instructions, or any other form of correspondence that conflict with these policies will be binding on IPC.
14. Advertising: Requests for specific position are given consideration, but advertiser agrees to accept any position.
15. IPC assumes no liability if, for any reason, it becomes necessary to omit an advertisement or cancel.
16. Cancellation of orders may not be made by the exhibitor or its agency once the application is received. Should an exhibitor cancel its booth space, its advertisement will not be included, and/or sponsorship will not be utilized at the event. There will not be a refund of any deposit or payment made.
17. Exhibitors are responsible for preparing and submitting appropriate design files by the indicated deadlines.
18. It is the responsibility of the sponsor or advertiser to ensure required artwork in the required format is received in a timely manner. Materials received in any other form than required by supplier shall be considered incomplete and IPC reserves the right to reject such materials or to assess sponsor any costs necessary to correct materials. Exhibitor waives all proofing opportunities of corrected materials.
19. IPC assumes no liability if, for any reason, it becomes necessary to reject any application.
20. IPC reserves the right to impose fees for additional services including, but not limited to, rush order fees and artwork manipulation.
21. If any exhibitor fails to perform any material term or condition, IPC reserves the right to terminate this application immediately.
22. Show Directory Advertising: Exhibitors may purchase multiple ads; however, only one ad is eligible for a premium position.
23. Sponsorships: Tax, production and shipping costs are included in the sponsorship costs, with the exception of the exhibitor-provided show bags and flash drives, unless otherwise noted.
24. Sponsorships: Sponsor agrees to allow IPC to select the appropriate production vendors and products. No substitutions are allowed.
25. Conference Coffee Break: Sponsor is responsible for gaining approval of materials from IPC Show Management by December 20, 2011. Sponsor is responsible for shipment and delivery of printed materials to designated area by the deadline indicated. Any items not approved by show management will not be placed at the break station.

Artwork specifications and additional details will be available in the online Exhibitor Marketing Guide, www.IPCAPEXEXPO.org/marketing.