

Sponsorship & Advertising Opportunities



HPBExpo 2010 | Orange County Convention Center | Orlando, Florida
Exposition: March 11 – 13 | Education: March 10 – 13
Innovations & Ideas for Indoor-Outdoor Living

www.hpexpo.com

2010



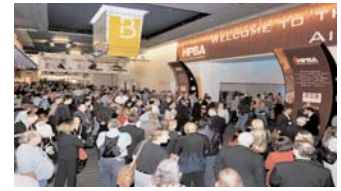
Expo.

Bring buyers to your booth...

Banners

\$2,500

Exhibit company can promote their booth by hanging a banner in an indoor (Registration Area) or Outdoor Burn Area location. All banners will be standard size and are being made by Freeman. Exhibit company must supply artwork.



Personalized Bottled Water

\$2,500

Complimentary bottled water is distributed to attendees at the indoor and outdoor entrance exhibit areas. Your logo and booth message is included on the bottle label. Exhibit company must supply artwork in label-ready format. Limited to 2 exhibit companies.

Bus Route Promotion

\$2,000 per bus

The bus route for 2010 will consist of 8 buses running between three routes during peak Expo hours. The buses run to and from designated hotels in the HPBA housing block and the Center. Each company graphic is placed under the windows and above wheels on the entrance side (2' x 34' sign).



Cyber Café

\$5,000

Internet station prominently located on the show floor provides attendees the ability to check their email and to access the Internet. One exhibit company can provide mouse pad, paper, screen saver, etc. for the email station. Exhibitor must supply HPBA with company logo and web site address. Each station monitor will highlight company website and homepage. Sponsorship sign will be provided by HPBA.

Indoor Exhibit Hall Aisle Signs

\$4,500

Limited to 5 exhibit companies. Your company name and booth number will be alternated on front and back aisle signs (5' x 12' vertical; doubled-sided) in the indoor exhibit hall. Each exhibit company must supply company logo in eps format.



Outdoor Exhibit Aisle Signs

\$4,500

Limited to 3 exhibit companies. Your company name and booth number will be alternated on front and back aisle signs (8'h x 38 1/8"w; double-sided) in the outdoor burn area. Each exhibit company must supply company logo in eps format.



Opportunities for exposure...

Hotel Room Keys **\$4,500**

Limited to one exhibitor, hotel keys with company logo will be distributed to attendees at the HPBA Headquarters Hotel, the Rosen Centre. Please supply HPBA with artwork (limited to 4-color image).

HPBExpo Pocket Guide **\$10,000**

The pocket guide is distributed to all show attendees in the registration area. One exhibit company will receive a full-page ad inside the front and back covers and exhibit company name on certain pages throughout the guide. See Preferred Materials section for ad and logo requirements.

Lanyards **\$500 per 1,000 lanyards**

Limited to 5 exhibit companies. Company lanyards are distributed in the registration area for attendee badges. Each exhibit company will supply 1,000 of the **No-Twist Double Bulldog Clip style**. **No other style will be accepted**. See picture on right for sample.



Outdoor Walkway Stand **\$800**

Exhibit company can display their show message and booth number on a free standing structure (40 1/4" w x 50 1/2" h; double-sided) along the carpeted walkway leading to the outdoor burn exhibit area. Company must supply artwork.



Product Literature Bags **\$500 per 1,000 bags**

Limited to 5 exhibit companies. Each exhibitor must supply 1,000 bags with company name and logo. The exhibitor may include product literature in bags. Bags are placed on racks throughout the registration area and main entrance to Indoor Exhibit Hall.

Pocket Hand Sanitizer Spray **\$1,500**

New this year. Limited to 2 exhibit companies. Market your company's logo and booth number on 1,000 (per company) antibacterial pocket size hand sanitizer in a high traffic location. Includes full color process decal.

Show Program & Exhibit Guide Advertising **see Rate Sheet**

Advertise in the *HPBExpo Show Program & Exhibit Guide*, the official publication of HPBExpo 2010. Your message will be seen by all attendees and will be used not just at the show, but year-round. Advertising rates and ad specifications are listed on the Show Program & Exhibit Guide Advertising Rates page.

VIP Retailer Lounge **\$8,000**

The VIP Retailer Lounge is an invitation-only lounge for those attendees that continue to attend the HPBExpo year after year and show their support to the association and industry. Includes a meeting bag with logo and booth number (may supply literature or items to insert), chair massage station, email/internet station (company website as home page), morning and afternoon beverage breaks, and signage. Company sponsor also noted in the Show Program & Exhibit Guide. Sponsorship in this lounge is an excellent opportunity to put your company's name and products in front of retailers and/or your customers.



Sponsorship Opportunities Order Form

Company: _____

Contact: _____

Address: _____

City/State/Postal Code _____

Phone: _____ Fax: _____ Email: _____

Signature: _____

Sponsorship Opportunities

Banners : Registration Area	___ \$2,500	Lanyards	___ \$500 per 1,000
Outdoor Burn Area	___ \$2,500	Outdoor Walkway Stand	___ \$800
Personalized Bottled Water	___ \$2,500	Product Literature Bags	___ \$500 per 1,000
Bus Route Promotion	___ \$2,000 per bus	Pocket Hand Sanitizer Spray	___ \$1,500
Cyber Café	___ \$5,000	VIP Retailer Lounge	___ \$8,000
Indoor Exhibit Hall Aisle Signs	___ \$4,500		
Outdoor Exhibit Aisle Signs	___ \$4,500		
Hotel Room Keys	___ \$4,500		
HPBExpo Pocket Guide	___ \$10,000		

Distribution Fee _____ \$500 *(fee charged to company for HPBA to distribute any promotional items that are not listed as options, such as key chains, pens, etc.)*

Total Due \$ _____

****Note: Payment in full must be made by March 5, 2010.****

___ Enclosed is my payment for \$ _____ Check made payable to HPBA (US funds/US Bank only)

___ Visa ___ MasterCard ___ American Express

Credit Card Number: _____ Expiration Date: _____

Name Appearing on Card: _____

Signature: _____ Today's Date: _____

Billing Address & Postal Code: _____

**Contact Betteanne Leahy for Payment and Order Information:
- phone: (800) 404-5461 - email: leahy@hpba.org**

Advertising Rate Sheet

Publication Date: March 2010 Space Reservation Date: January 18, 2010 Material Deadline: January 25, 2010

Premium Positions

Inside front cover	\$6,200
Inside back cover	\$6,000
Back cover	\$6,500

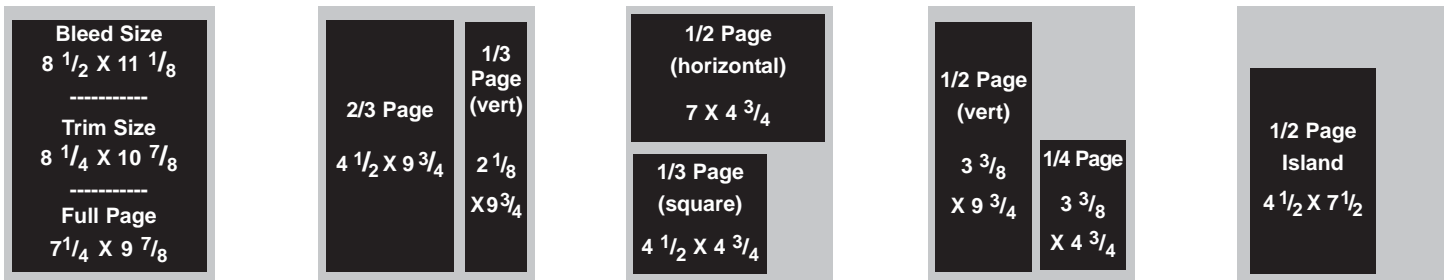
Non-Premium Positions

Size	Four Color	Black & White
Full page	\$3,500	\$3,000
2/3 page	\$3,000	\$2,500
1/2 page	\$2,500	\$2,000
1/3 page	\$2,000	\$1,500
1/4 page	\$500	\$500

Logo Listings

Logo by company listing	\$500	\$300
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Dimensions



Advertising Preferred Materials

Inserts: Samples of inserts should be submitted to HPBA before printing to ensure proper specifications.

Digital Files: The Show Program Guide is printed CTP (computer to plate). Macintosh digital QuarkXpress files are preferred. Advertising received in a non-digital format will incur an additional charge to convert the film to a digital file.

Rates: Rates are based on complete digital files, i.e., document, images, graphics, and fonts. Digital files must be accompanied by a high quality color proof that can be used on press to exactly match color of ad. If the proof does not match the color of the ad, HPBA is not responsible for shifts in color during printing.

Fonts: Postscript fonts are preferred and should include both the screen font (the suitcase) and the printer font (necessary for quality font output).

Photoshop Files: All images must be in tif or eps format, 266 ppi preferred, 300 ppi accepted. Images saved as halftone files cannot be used.

Freehand or Illustrator Files (vector): For Illustrator files convert to outline or paths. Export Freehand files to an eps file.

Matching Colors: Any PMS color used will be converted to process color. This conversion will change the color of the original PMS color. It is recommended to convert the PMS color to CMYK, to ensure that the color you will be using is correct.

QuarkXpress Colors: Should be set to CMYK, not spot colors.

Metallic Colors: Contact HPBA for rates.

Film: 133-line screen preferred, 150-line screen accepted. Film negatives (CMYK) right-reading emulsion side down. A matchprint or equivalent high quality proof must be submitted with color film. A laser printout should be submitted with black and white film.

Maximum Density: 280%

Production Charges: Any work required by HPBA to produce printable material specified in the above, will be charged to the customer. HPBA is not responsible for errors due to improper file preparation (digital or film), and additional charges may apply to prepare the ad for print production.

For information contact Betteanne Leahy:

Call: (800) 404-5461
Email: leahy@hpba.org



Show Program & Exhibit Guide Advertising Order Form

Company: _____

Contact: _____

Address: _____

City/State/Postal Code _____

Phone: _____ Fax: _____ Email: _____

Signature: _____

Premium Positions

Inside front cover ___ \$6,200
 Inside back cover ___ \$6,000
 Back cover ___ \$6,500

Non-Premium Positions	Four Color	Black & White
Size:		
Full page	___ \$3,500	___ \$3,000
2/3 page	___ \$3,000	___ \$2,500
1/2 page	___ \$2,500	___ \$2,000
1/3 page	___ \$2,000	___ \$1,500
1/4 page	___ \$500	___ \$500

Logo by Company Listing	Four Color	Black & White
	___ \$500	___ \$300

Special Placement: _____ **Total Due:** _____

___ Enclosed is my payment for \$ _____ **Check made payable to HPBA (US funds/US Bank only)**

___ Visa ___ MasterCard ___ American Express

Credit Card Number: _____ **Expiration Date:** _____

Name Appearing on Card: _____

Signature: _____ **Today's Date:** _____

Billing Address & Postal Code: _____

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