

# Print Ad Packages = Exposure + Savings

**BUNDLE & SAVE!** Get more bang for your buck with package deals!

## Blackjack Ad Package

**\$2000**

*Purchase:*

- ✓ Full Page Color Ad In Product Preview Guide
- ✓ Full Page Color Ad In Show Directory

*Receive:*

**Free** Image Inclusion In Product Preview Guide - ***that's a \$300 value!***

## Poker Package

**\$1650**

*Purchase:*

- ✓ Half Page Color Ad In Product Preview Guide
- ✓ Half Page Color Ad In Show Directory

*Receive:*

Image Inclusion In Product Preview Guide for only \$200 - ***that's a \$100 savings!***

## Roulette Package

*See next page for ad options/pricing*

*Purchase:*

- ✓ Any Size Color Ad In Product Preview Guide ***OR*** Show Directory

*Receive:*

Image Inclusion In Product Preview Guide for \$250 - ***that's a \$50 savings!***

**Best Value!**

**SEE NEXT PAGE FOR A' LA CARTE PRINT AD OPTIONS**

***\*Premium Page Placement Not Offered For These Packages***



# Print Advertising - A LA CARTE OPTIONS

PRODUCT PREVIEW  
GUIDE (PPG)

SHOW  
DIRECTORY

DEADLINE

Full Page Color Ad	\$1,500	\$1,000	PPG- May 24 Directory- July 19
Premium Full Page Color Ad- <i>Inside Front Cover</i>	\$2,000	\$1,500	PPG- May 24 Directory- July 19
Premium Full Page Color Ad- <i>Inside Back Cover</i>	\$2,000	\$1,500	PPG- May 24 Directory- July 19
Premium Full Page Color Ad- <i>Back Cover</i>	N/A	\$1,500	PPG- May 24 Directory- July 19
Half Page Color Ad	\$1,250	\$650	PPG- May 24 Directory- July 19
Quarter Page Color Ad	\$900	N/A	PPG- May 24 Directory- July 19
Full Page Black/White Ad	N/A	\$500	PPG- May 24 Directory- July 19
Half Page Black/White Ad	N/A	\$400	PPG- May 24 Directory- July 19
Product Image Inclusion in Product Preview Guide	\$300	N/A	<i>Souvenirs, Gifts &amp; Novelties</i> Inclusion: April 6 Full Show Preview Guide Inclusion: May 24

## Additional Print Advertising Option:

**Exclusive Directory Addendum Sponsor \$500** - Company logo and information prominently displayed on the official show directory addendum inert. Deadline: August 28, 2019

# INSERTION ORDER

Las Vegas Convention Center  
October 2-5, 2019

### PRODUCT PREVIEW GUIDE

- Souvenirs, Gifts & Novelties Magazine Inclusion\* \$300  
*\*Automatically included in our Full Show Product Preview Guide (at no additional cost).*
- Full Show Product Preview Guide \$300

### PRINT AD PACKAGES

- Blackjack Ad Package \$2000
- Poker Ad Package \$1650
- Roulette Ad Package \$650-\$1500

### PRINT ADVERTISING ----> PRODUCT PREVIEW GUIDE

- Inside Front Cover \$2000
- Inside Back Cover \$2000
- Full Page Color \$1500
- Half Page Color \$1250
- Quarter Page Color \$900

### PRINT ADVERTISING ----> SHOW DIRECTORY

- Inside Front Cover \$1500
- Inside Back Cover \$1500
- Back Cover \$1500
- Full Page Color \$1000
- Half Page Color \$650
- Full Page B&W \$500
- Half Page B&W \$400
- EXCLUSIVE Directory Addendum Sponsorship \$500

### PROMOTIONAL PACKAGES

- New Exhibitor Package \$150
- Silver Package \$350
- Gold Package \$600

### REGISTRATION

- EXCLUSIVE Registration Sponsorship \$3000
- Sample Hand Out At Registration \$750
- Directory Insert/Booth Marker \$750

### EMAIL SPONSORSHIP

- Product Spotlight | Show Daily Eblast \$300
- Company Spotlight Eblast \$500

### SIGNAGE

- Banner or Column Wrap\* \$1,000-\$3000
- Stand Alone Board\* \$650
- Window Decals\* \$650
- Floor Decals\* \$650
- Escalator Cling\* \$1000

*\*does not include production cost*

### ON-SITE SPONSORSHIPS

- EXCLUSIVE Show Bag \$750
- Product Preview Area *(See attached form)* \$100-\$150
- EXCLUSIVE Restroom Reuvenation \$500
- Café Table Sponsorship \$300
- Shuttle Bus Sponsor \$1000
- Goody Bag Sponsor \$750
- Rent The Runway *(See attached form)* \$300

### SOCIAL & NETWORKING SPONSORSHIPS

- Water Cooler \$1000
- Popcorn Social \$500 (per day)
- Cookie Break \$500
- Happy Hour \$1500

### For more information contact:

April Holinek at [aholinek@urban-expo.com](mailto:aholinek@urban-expo.com)  
David Gilfoyle at [dgilfoyle@urban-expo.com](mailto:dgilfoyle@urban-expo.com)  
Worrell Thomas at [wthomas@urban-expo.com](mailto:wthomas@urban-expo.com)

### Return form and payment to Urban Expositions:

**Fax:** 678.831.4582  
**Email:** [aholinek@urban-expo.com](mailto:aholinek@urban-expo.com)

Exhibiting Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_ Web: \_\_\_\_\_

> **Selected sponsorships must be paid in full prior to publishing.**

> **All Artwork must be approved by show management.**