

September 25-27, 2011 • Hyatt Regency • Dallas, TX

BOOTH / MARKETING PACKAGE PRICE SHEET

All Package Rates Include Booth Fee

EXHIBIT BOOTH ONLY		PACKAGE A	PACKAGE B	PACKAGE C	PACKAGE D	PACKAGE E
		Full Page B & W Ad in show guide Logo in Show Guide Logo in Pre-show issue of EBN Pre-show Mailing List	Full Page 4 Color Ad in show guide Logo in Show Guide Logo in Pre-show issue of EBN Pre-show Mailing List	½ Page BW Ad in show guide Logo in Show Guide Logo in Pre-show issue of EBN Pre-show Mailing List	½ Page, 4 Color Ad in show guide Logo in Show Guide Logo in Pre-show issue of EBN Pre show Mailing List	¼ Page BW Ad in show guide Logo in Show Guide Logo in Pre-show issue of EBN Pre show Mailing List
Single Booth 8' x 10'	\$3,900	\$5,795	<i>Great Value!</i> \$6,445	\$5,345	<i>Great Value!</i> \$5,745	\$5,095

Add a Door Drop or Bag Insert to any Package for \$1,000

<u>Individual Marketing Opportunities</u>	
▪ EBN Issue & Show Guide Logo	\$250
▪ Benefits Bingo	\$250
▪ Pre Conference Mailing List	\$495
▪ Bag Insert	\$1,700
▪ Door Drop Insert	\$1,700
▪ Meter Board Sign	\$2,000
▪ Aisle Signs (per aisle)	\$3,200

<u>Show Guide Advertisements</u>	
▪ Full Page Color Ad	\$2,800
▪ Full Page B&W Ad	\$2,300
▪ ½ Page Color Ad	\$2,000
▪ ½ Page B&W Ad	\$1,500
▪ ¼ Page B&W Ad	\$990

To order, please complete the Marketing Opportunities & Show Guide Ad Order Form available for download on the website.

For more information please contact
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