

Exhibit Hall TRAFFIC BUILDERS

There's nothing worse than watching other exhibitors connect with attendees while your booth is passed by. After you've redone your panels, selected the carpet, found the perfect giveaways ... what's next? Traffic Builders — that's what. Take a look at our Exhibit Hall Traffic Builders and pick the one that's right for you. Our Passport Program debuted last year to rousing accolades, but that's not all we offer. Sometimes a personalized email is the best reminder for our busy supply chain professionals. We also offer banner advertising and tote bag inserts to gain more traffic. Don't miss out. After all, nearly 70 percent of our attendees are considering doing business with organizations they've visited in the Exhibit Hall.



Passport Program (Limited Availability) — US\$2,000

Purchase a block on our Exhibitor Passport that directs attendees to your booth. Once the attendees have the participating sponsors and exhibitors stamp their card, they can submit their card to enter a drawing for great prizes. Prizes are awarded on Monday and Tuesday during the trade show.

Pre- or Post-Conference Email Blast (Limited Availability) — US\$2,500

Have ISM send meeting attendees a personalized email with your company message directing them to your booth (does not include opt-out attendees) or follow up the Conference with a personal email blast. ISM reserves the right to approve or request edits prior to distribution.

Conference Page Website Banner — US\$2,000 per month

Website banner advertising is now available on ISM's Conference page and subsequent pages. These pages are visited by thousands of prospective attendees. **Available during January, February, March and April 2013.**

Tote Bag Insert — US\$1,500 (Limited Availability)

Don't miss this opportunity to be included in the Conference tote bag. Include one literature piece or novelty item in the Conference bag that every attendee receives at registration. Item must be approved by ISM and received at ISM no later than March 22, 2013.

Program Guide & Navigator — A complete guide to the supply management event of the year! Roadmap to exhibits, educational sessions and social events. This guide is distributed to all Conference attendees.

The *Program Guide & Navigator* is also produced in an interactive digital edition that is identical to the printed version.

The 2013 *Program Guide & Navigator* is an easy-to-use, easy-to-carry show guide that continues to capture your prospect's attention when you place a full-page ad, half-page ad or company profile!

Advertising opportunities allow you to tell attendees about:

- Products and services you are showcasing
- Where to find your booth
- Special incentives or booth giveaways
- How to schedule an appointment



PROGRAM GUIDE & NAVIGATOR AD SIZE	POSITION	EXHIBITOR RATE (NET)
Full-Page — Premium Positions	IFC or Tab Section Divider	US\$4,540
Dust Cover ½-Page — Premium Position	Front Cover	US\$3,800
Full-Page	ROP	US\$3,540
½-Page (Horizontal Only)	ROP	US\$1,985
½-Page — Company Profile (125 to 150-word company description with logo)	Alpha	US\$795

Advertising rates above are net, noncommissionable.

