

Promotional Opportunities

WJTA-IMCA Expo Sponsorship

Sponsorship of an Expo activity is an excellent way for your company to receive recognition for supporting the WJTA-IMCA. Your sponsorship entitles you to the following benefits:

- **FREE** advertisement in the *Expo Program* (size dependent upon level of sponsorship)
- Prominent signage & banners
- Recognition in the *Expo Program*
- Recognition in the *Jet News*
- **FREE** Expo passes for your customers
- Recognition on the WJTA-IMCA website - company logo and hyperlink to company website.

The following levels of support are available

- **Platinum Level:** \$10,000 or more in contributions.
Receive two **FREE** full-page, four color advertisements in the *Expo Program*, one **FREE** full-page, four-color advertisement in the August 2014 *Jet News* and 20 **FREE** Expo passes for your customers.
- **Gold Level:** \$5,000 or more in contributions.
Receive one **FREE** full-page, four color advertisement in the *Expo Program* and ten **FREE** Expo passes for your customers.
- **Silver Level:** \$2,500 or more in contributions.
Receive one **FREE** half-page, four color advertisement in the *Expo Program* or \$279 off a larger advertisement and five **FREE** Expo passes for your customers.
- **Bronze Level:** \$500 or more in contributions.
Receive one **FREE** quarter-page, four color advertisement in the *Expo Program* or \$160 off a larger advertisement.

Official Expo Program Advertising

Advertising in the official *Expo Program* is another way for your company to receive recognition.

1. Space.

Dimensions for a full-page ad: 7.5" w x 10" h
Dimensions for a 1/2 page ad: 7.5" w x 5" h,
horizontal or vertical
Dimensions for a 1/4-page ad: 3.5" w x 4.5" h
vertical only

2. Specifications.

Colors: Black ink included in base rate. Additional colors per page or fraction are \$225.00 each. Four color process - additional \$600.00.

Mechanical Requirements. All digital files must be a least 300 dpi, i.e., placed photos, logos. A high resolution PDF is preferred. Digital files prepared in Macintosh platform preferred, although some PC-based files can be accepted. Programs include: QuarkXPress, Adobe Photoshop, Adobe Illustrator, PageMaker, InDesign and Freehand.

Four-color images should be in CMYK format. Bleeds available. Trim size is 8.5" x11". Add a quarter inch beyond trim size for all sides that bleed.

Email your high resolution PDF to wjta-imca@wjta.org or submit your files on disk along with a proof. Include any fonts and links that were used in creating the advertisement.

- Advertising Copy.** All advertising copy shall be furnished camera-ready by the Advertiser and is subject to approval of the WJTA-IMCA. All copy should be sent to the WJTA-IMCA, 906 Olive Street, Suite 1200, Saint Louis, Missouri 63101-1448, wjta-imca@wjta.org. If advertising copy does not conform to WJTA-IMCA's stated dimensions, WJTA-IMCA reserves the right to alter or revise layout.
All camera-ready copy must be delivered to WJTA-IMCA **no later than Monday, September 1, 2014.**
- Liability.** Advertiser or Agency warrants that it is authorized and entitled to advertise the business, application or product represented in the advertising copy furnished and agrees to indemnify WJTA-IMCA against all claims, damages, demands, or liability whatsoever arising out of or in any way caused by or connected with the printing or publication of the advertising copy furnished by Advertiser or Agency.
- Cancellations** must be made in writing. No cancellation will be accepted after August 1, 2014. Orders for cover positions are non-cancellable.
- Payments** for advertising space are due **no later than September 12, 2014.** Payment can be made by check payable to the WJTA-IMCA Expo (U.S. Dollars ONLY) or by credit card: VISA, MasterCard, American Express, or Discover.

Text Pages

Full Page	\$415.00
1/2 Page	\$279.00
1/4 Page	\$160.00

Covers

Inside Front, Full Page	\$682.00
Inside Back, Full Page	\$577.00
Outside Back, Full Page	\$829.00

2014 Expo Advertising/Sponsorship Contract

Company _____
 Contact Name _____
 Address _____
 City _____
 State/Province _____
 Country _____ Postal Code _____
 Telephone _____
 Fax _____
 Email _____

Payment Method:

- Check, payable to **WJTA-IMCA Expo** (U.S. DOLLARS ONLY).
 Please charge my MasterCard VISA AMEX Discover

Credit Card # _____

Expiration Date _____ CVC _____

Card Verification Code

Print name as it appears on card

Cardholder's signature

IMPORTANT: *I understand and agree to the conditions that are stated under Promotional Opportunities.*

Authorized Signature _____

Please return completed contract to: WJTA-IMCA, 906 Olive Street, Suite 1200, Saint Louis, MO 63101-1448, telephone: (314)241-1445, fax: (314)241-1449, email: wjta-imca@wjta.org

Sponsorship Opportunities

- Platinum Level:** \$10,000 or more in contributions.....\$ _____
 Gold Level: \$5,000 or more in contributions.....\$ _____
 Silver Level: \$2,500 or more in contributions.....\$ _____
 Bronze Level: \$500 or more in contributions.....\$ _____

Expo Program Advertising

Space/Insert Rate

- Full Page - \$415.....\$ _____
 1/2 Page - \$279.....\$ _____
 1/4 Page - \$160.....\$ _____
 Inside Front, Full Page - \$682.....\$ _____
 Inside Back, Full Page - \$577\$ _____
 Outside Back, Full Page - \$829\$ _____
 Color: \$225 per each additional color, \$600 for four-color process per advertisement\$ _____

TOTAL ENCLOSED \$ _____

As an Exhibitor at the 2014 WJTA-IMCA Expo, You

- will meet and network with leaders and decision-makers representing a variety of industries and areas of research and development.
- will receive FREE admission to the Industry Appreciation Reception on Tuesday, October 14.
- may view live demonstrations and listen to WJTA-IMCA Boot Camp presentations.
- receive 24-hour security in the exhibit hall.
- will receive an attendee list after the Expo.
- receive a link from WJTA-IMCA's web site to your company's web site.
- receive a company listing in the program book and *Jet News*.
- receive a description of your company's equipment, supplies and services in the program book.