



INSERTION ORDER FORM — PRIORITY Print & Web Advertising

North America's Largest Metal Forming, Fabricating, Welding and Finishing Event
November 12-14, 2012 | Las Vegas Convention Center | Las Vegas, NV USA

Exhibitor Information

PO# _____ Booth # _____

Contact Name _____

Company Name _____

Address 1 _____

Address 2 _____

City _____ State _____ Postal Code _____

Country (if other than U.S.) _____

Telephone _____ Fax _____

Contact Email _____

Bill To Agency (if different from exhibitor)

PO# _____

Contact Name _____

Company Name _____

Address 1 _____

Address 2 _____

City _____ State _____ Postal Code _____

Country (if other than U.S.) _____

Telephone _____ Fax _____

Contact Email _____

Place your 2012 Advertising order by 03/02/2012 to receive priority package discount.

- Platinum Advertising Package** – Purchase five (5) advertising products and receive 25% off net rates.
- Gold Advertising Package** – Purchase four (4) advertising products and receive 20% off net rates.

- Silver Advertising Package** – Purchase three (3) advertising products and receive 17% off net rates.
- Bronze Advertising Package** – Purchase two (2) advertising products and receive 10% off net rates.

Directory Ad (Order & Material Deadline: 9/28/12)

Size: _____ OR Premium Position: (indicate below)

Base cost (B/W) \$ _____

+ Color: 2 color 4 color \$ _____

Premium Positions (Color Only) \$ _____

Inside Front Cover Back Cover Page 3

Inside Back Cover Tab Dividers (8 available)

-15% Agency Commission or in-house agency discount \$ _____

Total \$ _____

Education Program Brochure Ad (Order & Material Deadline: 7/06/12)

Size: _____

Base cost (B/W) \$ _____

+ Color: 2 color 4 color \$ _____

-15% Agency Commission or in-house agency discount \$ _____

Total \$ _____

Trade Show Map (Order & Material Deadline: 8/24/12) ... **Total \$** _____

Show Daily Ad (Order & Material Deadline: 9/28/12)

Size: _____ OR Premium Position: (indicate below) \$ _____

Premium Positions \$ _____

Front Cover Bottom Back Cover Inside Back Cover

Inside Front Cover Page 3

-15% Agency Commission or in-house agency discount \$ _____

Total \$ _____

Floor Logos, two (2) (Order & Material Deadline: 9/28/12) ... **Total \$** _____

Enhanced Listing in Print Directory & Web... **Total \$** _____ (Order & Material Deadline: 9/28/12) Classic Premium Ultra

Web Banner Ads (Order & Material Deadline: 9/28/12) ... **Total \$** _____ Home Page Floor Plan Registration Page Hotel Page

Other **Total \$** _____

RETURN COMPLETED FORM TO SALES

*See reverse side for details of ad sizes, enhanced listing levels, and rates. Refer to enclosed guidelines for submitting artwork.

TOTAL NET COST \$ _____

Less Priority Package Discount (if applicable) \$ _____

FINAL COST \$ _____

SALES CONTACTS:

Forming, Fabricating, Tube Exhibitors (A-L)
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(800) 432-2832 ext. 271
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Welding Exhibitors
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Metalform Exhibitors (A-L)
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Metalform Exhibitors (M-Z)
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Fax: (216) 901-9190

Finishing Exhibitors
Andy Goyer
andy@goyergmt.com
(941) 373-1830
Fax: (941)-373-1828

Authorization

Name (please print) _____

Title/Position _____

Signature: (required) _____ Date _____

Co-Sponsors





INSERTION ORDER FORM — PRIORITY Print & Web Advertising Rates

North America's Largest Metal Forming, Fabricating, Welding and Finishing Event
November 12-14, 2012 | Las Vegas Convention Center | Las Vegas, NV USA

1. Official Directory Advertising (Order & Material Deadline: 9/28/12)

Indicate Ad Size	Ad Rate	Mechanical Specifications	Color Charges
Standard B/W	\$3,625	Trim: 8 1/4" x 10 3/4", Live: 7 3/4 x 10 3/8, Bleed: 8 1/2" x 11"	4 color process \$945
2/3 B/W	\$2,890	4 5/8" x 10"	2 color process* \$420
1/2 Horizontal B/W	\$2,155	7" x 4 7/8"	* For 2-color ads, 2nd color will be 4-color process tint matched only.
1/2 Vertical B/W	\$2,155	4 5/8" x 7 1/4"	Black + 2nd color.
1/3 Horizontal B/W	\$1,880	4 5/8" x 4 7/8"	
1/3 Vertical B/W	\$1,880	2 3/16" x 10"	
1/4 B/W	\$1,040	3 3/8" x 4 7/8"	

Premium Positions (Color Only)

Inside Front Cover (standard); Back Cover (standard); Inside Back Cover (standard); Page 3 (standard); Tab Dividers (standard) (8 available) - each option \$5,120

2. Education Program Brochure Advertising (Order & Material Deadline: 7/6/12)

Indicate Ad Size	Ad Rate	Mechanical Specifications	Color Charges
Full Page	\$4,360	(Live: 5 1/2" x 9 1/2", Bleed: 6 1/4" x 10")	4-color process \$1,360
1/2 Page	\$2,180	(5 1/2" x 4 1/2")	2-color process* \$ 580

* For 2-color ads, 2nd color will be 4-color process tint matched only.

3. Trade Show Map Advertising (Order & Material Deadline: 8/24/12)

Size/location	Rate
Business card size ad (3.4" W x 1.5" H) with arrow pointing to location on floor plan. (Limited number available)	\$2,095
Exclusive back cover sponsor	\$5,245

4. Show Daily Advertising (Order & Material Deadline: 9/28/12)

Indicate Ad Size	Ad Rate	Mechanical Specifications
Tabloid, 4-color	\$3,000	10 1/2" x 13 5/8" (Bleed: 10 3/4" x 13 7/8")
Standard, 4-color	\$2,000	7 1/8" x 10 1/8" (Bleed: 7 7/8" x 10 7/8")
1/2 Vertical, 4-color	\$1,500	4 5/8" x 7 1/4"
1/2 Horizontal, 4-color	\$1,500	7" x 4 7/8"
1/4, 4-color	\$ 900	3 3/8" x 4 7/8"

Premium Positions (Color Only)

Front Cover Bottom (Live 9-1/2 x 2-1/4; Bleed 10-5/8 x 2-3/4) \$3,900; Page #3 (2/3 page) \$3,900; Inside Back Cover (tabloid) \$4,650
Inside Front Cover (tabloid) \$4,650; Back Cover (tabloid) \$4,900

5. Floor Logos (Order & Material Deadline: 9/28/12)

Size/location	Rate
Two (2) 3x6 carpet overlays, exact logo placement to be determined by Show Management.	\$2,100

6. Enhanced Listings (Order & Material Deadline: 9/28/12)

Classic: \$500 – Online: Basic company listing (company name, address, phone, fax, web address with link), last day show specials, company logo on Electronic Storefront (roll over on floor plan to view), company profile description, product categories, (1) product highlighted with photo and description, listing highlighted on floor plan and search lists as 'enhanced' with E-Star, access to attendees who add listing to personal itineraries.

Printed Show Directory: Basic company listing, company logo, and product categories highlighted in red under product listing section.

Premium: \$900 – The entire Classic listing as shown above with two (2) products highlighted with photos and descriptions, and company logo directly on floor plan (no roll over needed) booth must be 400 nsf or larger.

Ultra: Cost \$1,900 – The entire Classic listing as shown above with four (4) products highlighted with photos and descriptions, plus two (2) company and/or product videos.

7. Web Ads (Order & Material Deadline: 9/28/12)

Locations	Rate
Home Page: 120 w x 240 h pixel banner ad, rotating. Four (4) positions available. <i>Premium:</i> does not rotate with other ads.	\$1,575
Registration Page: 355 w x 90 h pixel banner ad, locked position. (top left or top right)	\$5,000
Hotel Page: 355 w x 90 h pixel banner ad, locked position. (top left or top right)	\$2,625
Floor Plan: 360 w x 45 h pixel banner ad, rotating. Two (2) positions available.	\$2,625
	\$3,150

Want to customize an advertising product or package to fit your company needs? Contact a sales representative to discuss.