

THE PPAI EXPO 2011 BOOTH PRICING



MEMBER [X]HIBIT SPACE PRICING

Pay In Full Option

Booth \$1,795 ^{†,††}
Booth fees increase to \$1,945 after June 1, 2010

Deposit Plan Option (option available until October 1, 2010)

Booth \$1,845 ^{†,††}
Booth fees increase to \$1,995 after June 1, 2010



MEMBER [X]HIBIT SPACE PRICING

Pay In Full Option

Booth \$1,995 ^{†,††}
Booth fees increase to \$2,145 after June 1, 2010

Deposit Plan Option (option available until October 1, 2010)

Booth \$2,045 ^{†,††}
Booth fees increase to \$2,195 after June 1, 2010

NONMEMBER [X]HIBIT SPACE PRICING

Booth \$2,495 ^{†,††}

NONMEMBER [X]HIBIT SPACE PRICING

Booth \$2,695 ^{†,††}



[X]HIBIT SPACE PRICING

Booth \$2,095 ^{†,††}
Booth fees increase to \$2,295 after June 1, 2010

BOOTH SPACE AND SPECIAL CONFIGURATION

† Booth Cost Calculations

Fees are based on your total square footage. Exhibit space is sold in 100 sq. ft. increments, except as noted on floorplan. Special booth configurations are charged a fee in addition to the standard exhibit space fee.

†† Special Booth Configuration

- Preferred Space**-5% of total booth fee (as noted on floorplan)
- Corner**-10% of total booth fee (*corner booth is defined as a booth exposed to an aisle on two sides.*)
- Island**-15% of total booth fee (400 sq ft min.)
- Peninsula**-10% of total booth fee (400 sq ft min.)
- Aisle Carpet Span**-10% of total booth fee (600 sq ft min.)
- Elevated Aisle Span**-10% of total booth fee (600 sq ft min.)
- Extended Height**-10% of total booth fee
- Hanging Sign**-10% of total booth fee (Only if booth is an Island, Peninsula, or Aisle Span)

PROMOTIONAL OPPORTUNITIES

SHOW SPONSORSHIP PRICING

Earn Bonus Priority Points!

Exhibitor Guide Front Adhesive	\$8,000
Exclusive Expo PlanIt Sponsor	\$8,000
Product Pavilion Sneak Peek Sponsor	\$5,500
ONE	please call for options
Wednesday Night Special Event	please call for options
Show Opening General Session	\$5,500
Package Mail/Valet Service.	\$5,500
PPAI Awards Presentation & Dinner.	please call for options
Education Schedule	\$5,500
Floorplan Sponsor	\$5,500
Education Day Luncheon	\$2,500
General Show Sponsor.	\$1,000
Freestanding Graphic Panel	\$1,000 each
Carpet Graphic.	\$1,000 each

Product Sponsorships - please call for options.

Exclusive Sponsorship	\$5,500
Co-sponsorship	\$3,000
Education Exclusive Sponsor	\$5,500
Education Co-Sponsor	\$3,000

Show Sponsorship Pricing available to PPAI members only.

[X]HIBITOR GUIDE ADVERTISING PRICING

Premium (full page, four-color):

Back Cover	\$10,000
Cover 2 (inside front cover)	\$3,500
Cover 3 (inside back cover).	\$3,000
Full Page Four Color.	\$1,750
Half Page Four Color (Horizontal)	\$1,000
Exhibitor Upgraded Listing	\$150

ONLINE ADVERTISING PRICING

Website Ad (Expo and Expo PlanIt sites).	\$1,250
Featured Exhibitor (Expo and Expo PlanIt)	\$500
<i>(must have an upgrade listing)</i>	
Keywords (10) (Expo PlanIt)	\$100
Featured Product (Expo PlanIt)	\$250
<i>(must have a product pavilion entry)</i>	

PRODUCT PAVILIONS PRICING

New Product Pavilion (10 entry limit).	\$350/item*
Green Products (10 entry limit)	\$350/item*
Made In The USA (10 entry limit).	\$350/item*
brand. Gallery (10 entry limit)	\$350/item*
Spotlight Showcases (Lobby)	\$195/item
Sequel (Post Show Product Catalog)	\$200/item

***After June 1, 2010, Pavilion entries are \$395 per item.**