

is pleased to announce...

2010 product preview

available to **Hospitality Design
Exposition & Conference** exhibitors!

concept

Hospitality Design's Product Preview is a resource guide targeting attendees before the HD 2010 event—**when they're planning their show itinerary**; and will also serve as a **post show reference guide**. Our format gives you the opportunity to showcase your company in your words, with your design graphics—or insert an invite to your booth—or run a display ad. We offer an easy to navigate template for customizing your company message and product display.

reach over 9,000 pre-registered attendees

HD 2010 Product Preview will be mailed to over 9,000 pre-registered attendees (hospitality design professionals) who are seeking the latest in product design and information.

exhibitor benefit

Each exhibitor is entitled to the following free listing:

100-599 square feet	index listing
600-999 square feet	1/2 page listing
1000+ square feet	full page listing

opportunity make a statement! upgrade your free listing

- Increase booth traffic
- Showcase new product offering/information
- Take dominate position as leader in the industry
- Invite attendees to a cocktail reception, product demonstration, or "coffee and banter"
- Announce company give-aways, and raffles, etc
- Save on mailing and attendee list fees for your promotion

product preview

DEADLINES

reservations close . . . March 1, 2010
 materials due March 8, 2010
 mail date April 5, 2010

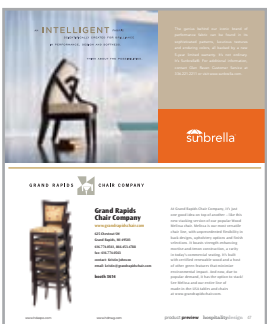
Index Listing



1/2 Page Listing

live area:
 7.75" w x 4.875" h
 bleed:
 9.25" w x 5.375" h

sample top half:
 image submitted by exhibitor
 sample bottom half:
 our template using info from
 PDF form, logo and image



Full Page Listing

live area:
 7.75" w x 10" h
 bleed:
 9.25" w x 11.125" h

trimmed page size:
 9" w x 10.875" h



Spread Listing

live area: 17" w x 10" h
 bleed: 18.5" w x 11.125" h



advertising opportunities

Upgrade your listing...
 and increase booth traffic!

Advertising Opportunities (Gross)

Premium Cover Positions \$ 3,500
 Index Listing Complimentary

Upgrade...

100-599 square feet:
 from Index Listing to 1/2 page \$ 1,500
 from Index Listing to full page 3,000
 from Index Listing to spread 5,000
 600-999 square feet:
 from 1/2 page to full page 1,500
 from 1/2 page to spread 4,500
 1000+ square feet:
 from Full page to spread 2,500

Copy Recommendations

- Half page, 50-100 words
- Full page, 100-200 words
- Spread, 200+ words

Add an invite to booth presentation, event, etc.
Make sure to: Include company contact information.

Additional Information

- Use our convenient form and we'll create the page for you, or provide your own art
- Display ads, gatefolds and inserts accepted. Call for details.

Contact your Advantage Media Sales Representative for Information.

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