



17<sup>TH</sup> Annual  
**DIGITAL  
PLANT™ 2011**  
• INCORPORATING DARATECHPLANT

# OFFICIAL SHOW GUIDE ADVERTISING RATE SHEET

## Information

Upon registering for the DIGITAL PLANT 2011 Training Event and Exhibition, each visitor receives a copy of the Official Show Guide. During their stay, this guide is used constantly as an important source of information, including:

- Details and locations of training sessions, presentations, and speakers
- Descriptions of the products and services on display in the exhibition
- Booth numbers and locations on the floorplan for each exhibitor
- Times of all business and social functions
- Details on bus services, telephone numbers, and all auxiliary services

## Participation

By advertising in the Official DIGITAL PLANT 2011 Show Guide exhibitors have the unique opportunity to reinforce their visibility to a well-defined, captive audience. Moreover, after the event, many visitors retain the catalog as a source of reference to the products and services they saw on display at the show. Therefore, your advertisement continues to work as a constant marketing tool long after the show is over. It is also used as an excellent medium to chronicle the many technical presentations during the training sessions. Historically, advertisers have used existing advertisements to eliminate the requirement of developing special advertising material. If you're seeking to maximize your company's exposure at this year's largest event for the industry, you should advertise in the DIGITAL PLANT 2011 Official Show Guide.

### Advertising Sizes (Net Rates, Four-Color Process)

Front Inside Cover (1 available) .....	\$3,998
Back Outside Cover (1 available) .....	\$3,998
Back Inside Cover (1 available) .....	\$2,498
Two-Page Spread (1 available) .....	\$1,598
Full Page (7 available) .....	\$798

### Printing and Production Specifications

Trim Size (inches)	Width	Height
Two-Page Spread .....	14	10
Full Page .....	7	10

*No Additional Charge for Bleed Advertisements.*

## CLOSING DATE FOR RESERVATIONS: NOVEMBER 7, 2011

For Advertising Information and to Reserve Space, Please Contact Your Representative Listed Below:

**Julian Dupont**

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