

# 2017 RATE CARD



INSULATION EXPO USA

Create an integrated media campaign that influences our buyers on screen, in print and at our event.

September 12-13, 2017

[www.iexusa.com](http://www.iexusa.com)

George R. Brown Convention Center,  
Houston, TX

## E-REGISTRATION

- Registration Sponsor..... \$2,750

## SHOW PLANNER

- Featured Exhibitor..... \$500
- Featured Homepage Exhibitor..... \$1,500

## WEB BANNER

- Run of Site Banner - Red Banner..... \$500
- Run of Site Banner - Yellow Banner..... \$500

## E-MAIL

- Exhibitor Spotlight.....\$350
- Countdown to the Show Email  
Red Banner (3 Issues).....\$400
- Countdown to the Show Email  
Yellow Banner (3 Issues).....\$350
- Countdown to the Show Email  
Green Banner (3 Issues).....\$300
- Countdown to the Show Email  
Blue Banner (3 Issues).....\$250
- Countdown to the Show Email Text  
Announcement - First Position (3 Issues).....\$175
- Countdown to the Show Email Text  
Announcement - Second Position (3 Issues).....\$125
- Welcome Email.....\$1,900

## E-SPONSORSHIPS

- Welcome Ad..... \$3,000
- Sponsored Tweet..... \$400
- Sponsored Facebook Post..... \$400

## ONSITE SPONSORSHIPS

- Badge Sponsorship..... \$2,750
- Lanyards (*Must produce 2,500 lanyards*)..... \$2,000\*
- Show Bags (*Must produce 2,000 bags*)..... \$3,000\*
- Floor Decals..... \$2,000\*
- Lounge Sponsorship.....Call for Pricing
- Literature placed at Registration.....\$750\*
- Product Showcase 2'L x 2"W tabletop.....\$250
- Product Showcase 3'L x 3"W floor .....\$350
- The Learning Theater ..... \$800
- Live Demo Area ..... \$500

## RECEPTION

- Reception for Attendees @ Exhibitors..... Call for Pricing\*
- Happy Hour Drink Ticket Book.....\$500

## SIGNAGE

- Meter Board (Double Sided)..... \$2,000
- Banners.....Call for Pricing\*



\* Indicates production, design, shipping/freight, and/or labor costs not included

TERMS: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement For Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form. Ads with coupons will not be accepted.

## Sales Contact

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Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_