



## Virtual Booth Packages

Increase your exposure by having your own web page posted on the Firehouse Central website.

### Basic Virtual Booth \$250

- **BOLDED** company name & booth number listed in the Exhibitor List with a **MORE INFO** button linking to your web page that features:
  - Your company **LOGO**
  - Your company description
  - Your company booth number
  - An expanded description
  - New product/service announcement with photo
  - A link to **your company website**
  - A list of 5 "Search Categories"
  - List of up to 5 manufacturers you wish to promote
  - Contact info that includes address, phone fax and email
- **ITINERARY** button that allows attendees to add your company to their event itinerary list
- Posting of your **PRESS RELEASES**
- New product info added to a special "New Products" page

**Purchase a Basic Virtual Booth package & the new product/service announcement on your virtual booth will also be included in the on-site show guide.**

*New product information must be entered online by August 13, 2010 to appear in the show guide.*

### Featured Virtual Booth \$1000

- All the above Virtual Booth elements *plus*
  - Top billing on the Exhibitor List and Search Results page
  - **BIGGER & BOLDER** company listing
  - A list of 10 "Search Categories"
  - A 160 x 120 pixel banner ad for standard rotation
  - *Limited to only 4 featured booths per event*



Virtual Booth sample

Add video to either option for only \$250.

**If interested in any of these advertising opportunities contact:**  
 Neil (exhibitors A-K) 952-808-3329 (Neil@FirehouseEvents.com)  
 or Steve (exhibitors L-Z) 918-712-1884 (Steve@FirehouseEvents.com)

**Complete this form and fax to 952-894-8252**

Applicant Information	Payment Method
<p style="text-align: center; font-size: small;">(Please Print or Type All Information)</p> Company _____ Contact _____ Date _____ Phone _____ Ext. _____ Authorized Signature _____	<input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> Check ( Payable to: Cygnus Expositions) <input type="checkbox"/> Invoice Credit Card # _____ Exp Date: _____ Name On Card _____ Billing Address _____ Signature _____ <b>Fax Credit Card Payments to: 952.894.8252</b> <b>Mail Checks to: Cygnus Expositions - MN • Box 684080, Milwaukee, WI 53268-4080</b>
For Internal Office Use Only	
<input type="checkbox"/> <input type="checkbox"/> Check # _____ Amount _____ Invoice # _____ Payment Date _____ Accepted by: Cygnus Expositions      Date Accepted _____ Acceptance Signature _____	



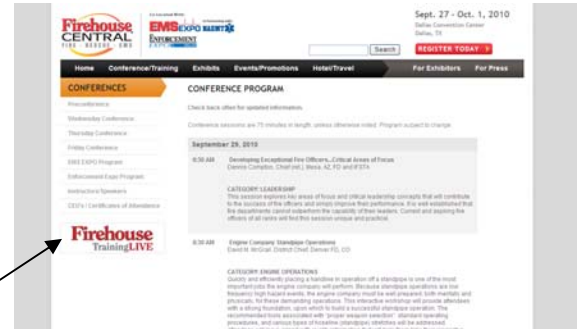
## Online Banner Ads

### Website Banner - \$500

Ad Unit	Page Location	Dimensions
Tile	Left-Hand Side	210w x 60h

A basic banner ad provides placement on pages throughout the site, rotating with other customer ads. Included in your price is design service of a “Basic” banner ad consisting of your logo and a short tag line. You may, however, submit your own ad.

Web banner placement on website



### Corner Peel-Away Ad - \$2,000

This is an exclusive ad placed only on the top right corner of the homepage. You supply the artwork and we’ll create the ad. Only ONE peel-away ad is available for each event. Contact your account manager for details.

### Attendee E-minder – starting at \$1,500

Have your company message emailed prior to the show to direct attendees to your booth.

### Post-show Attendee E-minder – starting at \$1,500

If you missed connecting with them at the show, or want to send out a post-show offer, this is the perfect opportunity to present your message.

*With all e-minders you have a choice of reaching registered attendees only or increasing your reach to over 50,000 by including all perspective attendees as well.*

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Applicant Information	Payment Method
(Please Print or Type All Information)	
Company _____	<input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX
Contact _____ Date _____	<input type="checkbox"/> Check ( Payable to: Cygnus Expositions)
Phone _____ Ext. _____	<input type="checkbox"/> Invoice
Authorized Signature _____	Credit Card # _____ Exp Date: _____
<b>For Internal Office Use Only</b> <input type="checkbox"/>	
Check # _____ Amount _____	Name On Card _____
Invoice # _____ Payment Date _____	Billing Address _____
Accepted by: Cygnus Expositions _____ Date Accepted _____	Signature _____
Acceptance Signature _____	<b>Fax Credit Card Payments to: 952.894.8252</b>
	<b>Mail Checks to: Cygnus Expositions - MN • Box 684080, Milwaukee, WI 53268-4080</b>