



MARKETING PACKAGE

Structured to achieve maximum results!

Reach your target audience and drive traffic to your booth with:

- **(2) Aisle Banners** (valued at \$1800)
Own your aisle or get exposure across the show floor by displaying your company logo below the aisle sign.
- **(2) 4'x3' Floor Graphics** (valued at \$800)
Put your company name anywhere on the exhibit floor to reinforce your marketing message.
- **(1) Half Page Color Ad in the Official Show Guide** (valued at \$500)
Distributed to over 7,000 qualified fire, rescue and EMS professionals, advertising in the show guide enhances and compliments your company's marketing campaign. An added benefit - it is often brought back to the departments where it reaches even more firefighters.
- **(1) Attendee Badge Ad** (valued at \$250)
Capture the attendees' attention when they get their badge. Your company logo and booth number will be printed in color on the same sheet as the badge.
- **(1) Virtual Booth** (valued at \$250)
Have a designated place on the Firehouse World website where you can post your company logo, information, new product picture with description, and search categories. An added bonus -- your new product description and picture, along with company logo, will also be printed on the New Product page in the show guide.

Total Package Cost: \$1500

If interested, contact your Account Manager TODAY!

Offer expires December 22, 2010.

Neil (A-K) 952.808.3329 (Neil@FirehouseEvents.com)
or Steve (L-Z) 918.712.1884 (Steve@FirehouseEvents.com)

Applicant Information	Payment Method										
(Please Print or Type All Information) 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 _____										
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #333; color: white;"> <th colspan="2" style="text-align: left; padding: 5px;">For Internal Office Use Only</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">Check # _____</td> <td style="padding: 5px;">Amount _____</td> </tr> <tr> <td style="padding: 5px;">Invoice # _____</td> <td style="padding: 5px;">Payment Date _____</td> </tr> <tr> <td style="padding: 5px;">Accepted by: Cygnus Expositions _____</td> <td style="padding: 5px;">Date Accepted _____</td> </tr> <tr> <td colspan="2" style="padding: 5px;">Acceptance Signature _____</td> </tr> </tbody> </table>	For Internal Office Use Only		Check # _____	Amount _____	Invoice # _____	Payment Date _____	Accepted by: Cygnus Expositions _____	Date Accepted _____	Acceptance Signature _____		Fax Credit Card Payments to: 952.894.8252 Mail Checks to: Cygnus Expositions - MN • Box 684080, Milwaukee, WI 53268-4080
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