



VIRTUAL BOOTH PACKAGES

Increase your exposure with your own web page posted on the Firehouse World 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 program name followed by a 50 word 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 description included on the "**New Products**" page of the website.
- New product description, picture and company logo printed on the "**New Products**" page in the Show Guide.



New product information must be entered online by January 7, 2011 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*

Add video to either option for only \$250.

If interested in purchasing a Virtual Booth or Featured Virtual Booth,
 contact Neil (A-K) 952.808.3329 or Neil@FirehouseEvents.com
 or Steve (L-Z) 918.712.1884 or Steve@FirehouseEvents.com

Complete this form and fax to 952.894.8252.

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 _____
For Internal Office Use Only <input type="checkbox"/>	
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



ONLINE ADVERTISING OPPORTUNITIES

Website Banner - \$500

<u>Ad Unit</u>	<u>Page Location</u>	<u>Dimensions</u>
Tile	Left-Hand Side	210w x 60h

A basic banner ad provides placement on the page of your choice. 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 banner.

Corner Peel-Away Ad - \$2,000

This is an exclusive ad placed ONLY on the top right corner of the Home Page! 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 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 35,000 by including all perspective attendees as well.

E-minders will be developed by Firehouse World website designers to insure increased deliverability. High resolution images and company logo will need to be sent to Marcia@FirehouseEvents.com two weeks prior to the scheduled date. If they are too large to email, please send via FTP:

Go to <http://webftp.cygnuspub.com>
 Enter the name Marcia Schnaidt then click "Continue".
 Instructions are provided to successfully transfer the files.

You will approve the eblast prior to it being sent.

If interested in any of these advertising opportunities,
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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: _____
	Name On Card _____
	Billing Address _____
	Signature _____
	Fax Credit Card Payments to: 952.894.8252
	Mail Checks to: Cygnus Expositions - MN • Box 684080, Milwaukee, WI 53268-4080
For Internal Office Use Only	
Check # _____ Amount _____	
Invoice # _____ Payment Date _____	
Accepted by: Cygnus Expositions Date Accepted _____	
Acceptance Signature _____	