

# PRINT ADVERTISING

## EVENT PREVIEW ADVERTISING

The 26 page Event Preview is posted out to all the pre-registered attendees with their badges and reaches 3,000 targeted buyers worldwide.

The Preview includes the full conference, seminar and workshop programme schedule and the essential floor plan layout plus all the exhibitor product launches, demos and listings.

There is a maximum of **6 full page advertisements available**, including cover advertisements allocated on a first come first serve basis.

A 10% volume booking discount will be provided to those advertising in both the Show Guide and Event Preview. Book your advertisements today!

<b>Message on Preview Attendee Badge Carrier</b> Promotional message on the attendee badge carrier which is poly-wrapped with the Preview magazine. This 1/4 page strip advertisement along the bottom of the attendee badge carrier is your chance to promote a demo, a competition or even an event you're holding on your stand. This is ideal for a Call to Action for the attendees.	£2058
<b>Outside Back Cover</b>	£2058
<b>Inside Front Cover</b> Opposite Welcome message and Contents listing	SOLD
<b>Inside Back Cover</b>	£1596
<b>Full Page (run of editorial)</b> Right-hand pages - opposite education or product information	£1483
<b>Half Page (run of editorial)</b>	£1029
<b>Loose insert</b> (subject to weight) - max. 2 available	£1483

NB: All prices subject to VAT at 20%

## SHOW GUIDE ADVERTISING

The 90 page Show Guide is **the visitor's bible** to the event and will include the conference, seminar and workshop programme schedule and the essential floor-plan layout plus all the exhibitor product launches, demos and listings.

The Show Guide is distributed to up to 5,000 attendees and delegates and has a long shelf life beyond the event as it is used a reference guide throughout the year to source key information about exhibitors, product information, and educational content.

A 10% volume booking discount will be provided to those advertising in both the Show Guide and Event Preview. Book your advertisements today!

<b>Bold colour logo entry</b> Appears alongside your profile in the exhibitor profiles section	£250
<b>Front Cover post it note</b> (production not included) Post it note size pull off card on front top right corner with your branding and messaging	SOLD
<b>Outside Back Cover</b> Most prime and visible slot	£2574
<b>Inside Front Cover</b> Opposite Welcome message and Contents listing	SOLD
<b>Inside Back Cover</b>	£2189
<b>Full Page</b> Alongside featured editorial	£1956
<b>Half Page</b> Appears near your profile in the exhibitor profiles section	£1082
<b>Quarter Page</b> Appears near your profile in the exhibitor profiles section	£670

NB: All prices subject to VAT at 20%

For more information on the above opportunities, please contact:

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