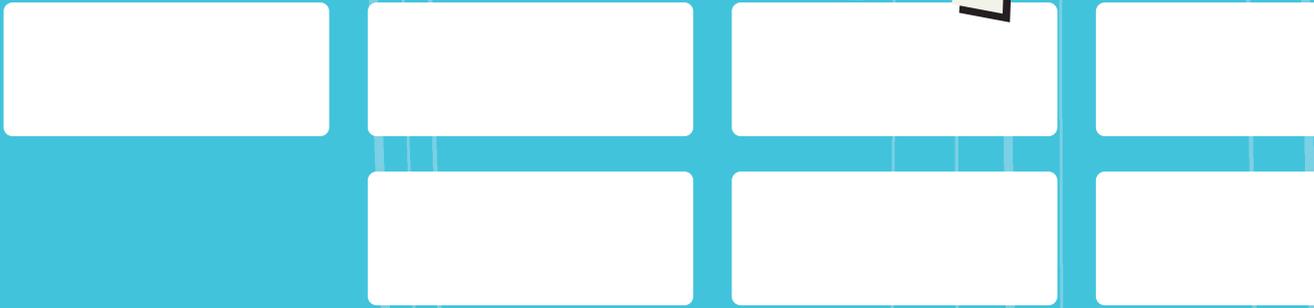


# EVENT SOLUTIONS®

Solutions for Successful Events

# 2004 media Kit



Winning Solutions for Successful Event Companies

**In Print, Online, In Person**

We've Doubled our Circulation  
to 50,000 subscribers!!!

# EVENT SOLUTIONS®

The Complete Marketing Tool for All Event Companies  
In Print, Online, In Person

**W**elcome to *Event Solutions*, the most powerful and complete marketing vehicle available for companies interested in increasing their business in the world of events. Through our extensive family of products, *Event Solutions* magazine, *Event Solutions* Expo and *Event Solutions Online*, we provide the level of content and the targeted audience you need to make your marketing dollars pay off.

Our circulation of 50,000 event professionals is unsurpassed in the event business. Combined with our high quality content developed exclusively for *Event Solutions*, you can expect your clients to be fully engaged with our products, so your message is sure to be heard. We have developed a reputation for being the number one resource for ideas, trends, and suppliers within the event business.

Our publishing team includes seasoned event professionals that are available to be your personal marketing partner. We are accustomed to developing custom marketing programs tailored specifically to your needs and budget. We'll give you the time and personal attention you need to develop a highly specific marketing program designed to accomplish highly specific goals.

So call *Event Solutions* today. We're ready to help you make a greater impact in the exciting world of events.

[www.event-solutions.com](http://www.event-solutions.com)

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intro



## Powerful Marketing for Event Companies In Print, Online, In Person

No other publication for the event industry has the reach, the content and the customer service you need to make the impact that *Event Solutions* has. Your sole objective for marketing should be to get more business. At *Event Solutions*, we deliver exactly that. We share the responsibility with you to ensure your marketing campaign brings measurable results. Regardless of your company size, age or objectives, we've got marketing solutions we can tailor to meet your needs or budget.

## Who Should Advertise?

*Event Solutions* delivers measurable results to any of the following product/service groups. This list is alphabetical and in no particular order of importance.

Attractions	Multi Media Support
Audio Visual	Party Supplies
Catering Supplies & Equipment	Power & Cooling
Communications	Promotional Products
Convention Centers	Pyrotechnics
Decor & Scenery	Rental Equipment
Destination Management	Set Design & Build
Destinations	Signs & Banners
Entertainment	Software
Event Planning	Speakers/Agencies
Event Production	Special Effects
Event Related Web Sites	Staffing
Event Sites	Staging
Exhibits/Displays	Supplies & Equipment
Fabrics	Tables & Chairs
Flooring & Fencing	Tabletop Decor
Games & Amusements	Technical Support
Hotels & Resorts	Tents & Structures
Lighting & Sound	Ticketing/ID Systems
Linens	Tour Management
Marketing Companies	Video Production
Meeting Planning	...and more!

## What our readers say...

*"I thought I would seize the opportunity to tell you how much I enjoy receiving *Event Solutions*. I look forward to receiving it each month. The topics are relevant and timely—good information and good balance. Simply outstanding! Please note this compliment comes from a 20-year industry veteran who has found it challenging to continue my education in recent years. Thank you so much for breathing new life into my continuing education and event career."*

—Jacqueline Woodring

*Two years ago I found myself at the Final Night's Dinner alongside a prospective client I had wanted to meet for years. We had the entire night to get to know each other. Nothing can replace a face-to-face meeting with clients and vendors; *Event Solutions Expo* is well organized and provides ample opportunities for friendly and invaluable opportunities for business as well as socializing. I have found many new products, brought to my company many new and cutting edge ideas and applications, and in the process, made new friends that will last a lifetime. I encourage my staff as well as my clients to come to this event to learn, to meet, to learn some more.*

 —Andrea Michaels  
Extraordinary Events  
Gala and Paragon Award Winner

## Multiple Marketing Options

Never before have you been able to reach this many customers at these prices. Our circulation is the largest and most qualified the event industry has ever seen, and we have an amazing range of options for you to consider. Plus, our sales reps are event experienced and can customize a marketing plan for your target audience and budget. Here's a list of options we have to offer:

**Display Advertising** – The most bang for your buck.  
**Online Advertising** – Exclusive product specific banners available.  
**Supplements** – Perfect for local and regional companies.  
**Expo Exhibits** – Meet your customers face to face.  
**List Rentals** – Qualified lists for your direct mail campaigns.  
**Expo Sponsorships** – The road to become a major industry player.  
**Expo Participation** – Exhibiting inside an event.  
**Reprints** – Turn your editorial coverage into a marketing tool.  
**Product Plaza** – Our partners get extra exposure for free!  
**Guerilla Marketing** – Get creative. Our attitude is "can do."  
**Classified Advertising** – Consistent advertising at reasonable rates.

## The Case for Trade Advertising

A consistent trade advertising program builds brand awareness and brand preference in the minds of your customers. Buyers count on trade advertising as an objective and useful source of information that influences their buying decisions. For time-pressed buyers whose responsibility it is to make smart purchasing decisions for their companies, trade advertising is not seen as a nuisance. It's a valuable and preferred way to help them make decisions.

- Fifty-one percent of buyers are looking at trade magazine advertising more or much more frequently than they did five years ago
- Eighty-six percent of reader service card requests are made early in the buying process (identifying needs and searching for prospective vendors)
- Dominant advertising (larger, more colorful, more frequent) has grown in its ability to enhance perceptions of vendor resources, leadership, experience and support/service capabilities
- Buyers' tendency to request information from trade magazine advertisers continues to grow

– American Business Press Media Source Book

# in print

*Event Solutions* magazine is the cornerstone of the *Event Solutions* family of products. With 13 issues a year distributed to 50,000 readers a month, *Event Solutions* is the leading magazine for all professionals charged with planning, managing, producing, coordinating, supplying or sponsoring events.

## Editorial

Our hard-hitting editorial covers all aspects of the event industry and is a primary tool for all event professionals. Readers expect and get a wide range of articles that are educational, timely, expertly-written, and trend-setting in nature that help our readers do their jobs better. From corporate theatre and public concerts to association trade shows and black tie galas, (plus everything in between) *Event Solutions* is the magazine of choice for gaining unique insight into the world of events.

## Fast Facts About *Event Solutions* magazine

- Launched in 1996
- Based in Tempe, AZ
- Publisher John Baragona was the original founder and is the current owner
- A trained and experienced staff of 12 professionals
- Largest circulation of any event magazine
- BPA audit applied for in July 2003
- Producer of *Event Solutions* Expo
- Publisher of the award winning Fact Book
- Publisher of the Annual Source Book

## Press Releases

*Event Solutions* welcomes all press releases. Any topic related to events is appropriate. Please send press releases to:

Maria Erspamer  
Editor-in-chief  
5400 S. Lakeshore Drive, Suite 101  
Tempe, AZ 85283  
maria@event-solutions.com  
480-831-5100, ext. 17  
480-777-2300 fax

## The Black Book

### The Fact Book and Source Book Combined into One Powerful Resource

The *Event Solutions* Fact Book and the *Event Solutions* Source Book have historically been special issues published by *Event Solutions* that our readers look forward to receiving each year.

The Fact Book is our annual statistical study of the event industry that is unsurpassed in its scope, depth and success. Most would agree The Fact Book is the most comprehensive statistical analysis ever done for the event industry and gives our readers specific data that they can't get anywhere else. Now in its third year, historical data is available in The Fact Book.

The Source Book is our directory of event industry suppliers. Published annually since 1997, the 2003 Source Book contains listings for nearly 3,000 suppliers in the event industry. Complete with contact information, company descriptions and web addresses, it is the most comprehensive directory published in this industry, and it is a staple on the desk of every event professional.

In 2004, The Fact Book and The Source Book will be combined into one information-packed issue, which we are calling **The Black Book**. Plus, advertisers get the same great distribution of 50,000. This issue should be included in every advertising schedule.



## Local Supplements

*Event Solutions* is expanding its local and regional products in 2004 with our Local Supplements. Designed to focus on a different area each month, these supplements are perfect for companies who want to focus their marketing on a specific area. The Local Supplements will be distributed to 30,000 planners each month with a special discounted rate card.



## The 2004 Entertainment CD

For the first time, *Event Solutions* is introducing the Event Entertainment CD. Entertainment companies have the opportunity to include a 3-minute video of their company or entertainment that we will compile onto a CD and distribute to our full circulation. The price for inclusion is just \$3000.

# online

[www.event-solutions.com](http://www.event-solutions.com)

*Event Solutions Online* is a complete resource unto itself. Used by hundreds of thousands of event professionals as a resource where they can get quality information in seconds, no other web site in the event industry has more information and more traffic than *Event Solutions*. It is the perfect online component for any event industry supplier's marketing plan.

## What's Online at [event-solutions.com](http://www.event-solutions.com):

- **Current Issue of the Magazine**
- **Archives of Past Articles**
- **National Source Book** – All 3,000 Listings
- **Local Directories** – From Around the Country
- **The Fact Book** – A Statistical Industry Analysis
- **The Spotlight Awards** – Winners and Judging
- **Event Solutions Expo** – Past and Present
- **The Book Store** – Hundreds of Event-Related Books
- **The National Source Book and Local Directories**
- **Event Solutions Institute**

Every supplier to the event industry should be listed online in either the National Source Book, one of our Local Directories or both. Listings are 100% free of charge and include complete contact information and a hyperlink to your web site. National Listings will also be included in the annual printed version of The Black Book.

Go to [www.event-solutions.com](http://www.event-solutions.com) and follow the instructions.

## Banner Ads

*Event Solutions Online* offers a wide range of options for purchasing banner ads on the web site. These range from home page banners to exclusive product category banners. For more information on advertising online, contact:

**Sam Freedman**  
Online Advertising Director  
480-515-0791  
[sam@event-solutions.com](mailto:sam@event-solutions.com)

## Rates

Banner ads can be purchased on any area of the *Event Solutions* web site. We have available a wide range of payment terms, payment options and frequency terms. The following rates are monthly with some discounts available for prepayment and long frequency runs.

<b>Home Page*</b>	
Top Banner (Large) . . . . .	\$400/mo
Top Banner (Small) . . . . .	\$300/mo
Bottom Banner (Large) . . . . .	\$200/mo
Bottom Banner (Small) . . . . .	\$150/mo

<b>Level 2 Home Pages*</b>	
Includes: Current Issue, Archives, Source Book, Expo, Spotlight Awards	
Top Banner (Large) . . . . .	\$250/mo
Top Banner (Small) . . . . .	\$175/mo
Bottom Banner (Large) . . . . .	\$150/mo
Bottom Banner (Small) . . . . .	\$125/mo

<b>National Source Book and Local Directories**</b>	
Exclusive Category Banner . . . . .	\$150/mo

<b>Local Directory Home Pages (Exclusive)</b>	
Top Banner Large . . . . .	\$150/mo
Top Banner Small . . . . .	\$125/mo
Bottom Banner . . . . .	\$100/mo

<b>Specs</b>	
Large Banner . . . . .	468 x 60 pixels - 13K max.
Small Banner . . . . .	120 x 60 pixels - 13K max.

\*Ads may rotate with no more than one other ad in these positions.  
\*\* Only large banner ads accepted in the exclusive positions.

## Event Solutions Online Traffic

	Weekly Average	Weekly High
Total Hits	112,000	149,978
Total Page Views	21,345	24,548
Unique Visitors	5,389	6,190

	Monthly Average	Monthly High
Total Hits	510,988	542,464
Total Page Views	63,456	66,748
Unique Visitors	21,025	24,998

	Annual Average*	Annual High
Total Hits	4.2 Million	5.5 Million
Total Page Views	692,000	835,408
Unique Visitors	174,300	220,974

\*Includes only years 2001 and 2002.

online rates

**EVENT SOLUTIONS®**  
Solutions for Successful Events

"We met many qualified vendor partners, including some for the first time at the Event Solutions Expo that enabled us to WIN many industry awards."

—Harith Wickrema, Harith Productions  
Gala, Crystal and Spotlight Award Winner

# in person

**Event Solutions Expo 2004**  
**Washington, D.C. August 28-31, 2004**

## Who You'll Meet

Corporate Event Planners  
Corporate Meeting Planners  
Marketing Executives  
Association Meeting Planners  
Association Convention Managers  
Trade Show and Exhibit Managers  
Event Planners  
Event Producers  
Event Managers & Directors  
Rental Companies  
Event Site Managers  
Entertainment Directors  
Creative Directors  
Lighting, Sound, A/V Professionals  
Lighting Designers  
Show Managers  
Tour Directors  
Technical Directors  
Caterers  
Hotel Professionals  
Non-Profit Planners  
Government Planners  
University Event Planners  
And many more!!

Event Solutions Expo is where you get to meet your customers face-to-face in a relaxed, yet exciting and stimulating atmosphere. The Expo is a marketer's dream with a wide variety of opportunities to promote your company's products or services. With 2,000 attendees from around the world, you can create instant buzz among the industry's top clients and position your company as a major player in the event industry.

*ASI Production Services has realized that building a relationship with Event Solutions Expo has yielded ASI an increase in show sales and rentals along with great exposure. ASI Production Services can attribute some of its sales and rental growth to the great turnout of qualified buyers at the show. ASI Production Services plans on being involved in the Event Solutions Expo for many years to come.*

—Dennis K. Smith  
Owner  
ASI Production Services

## Ways to Promote Your Company at the Expo

- Platinum Sponsor
- Gold Sponsor
- Exhibit Booth
- Event Sponsor
- Participating Sponsor
- Trade Show Bag Literature Distribution
- Spotlight Award Finalist
- SEARCH Silent Auction Donation
- The Showcase Event
- Promotional Brochure Advertisement
- Post Show Direct Mail to Attendees
- Golf Tournament Hole Sponsor

Limited only by your imagination!

## Exhibiting at Event Solutions Expo

10x10 Booth Price \$1,650

### Includes:

- Pipe and Drape
- Sign with Company Name
- Online Listing with Hyperlink
- Listing in Onsite Show Guide
- Post Show Attendee List on Disk
- Two (2) Complimentary Activity Badges
- Option to Purchase Two (2) Additional Activity Badges for \$100
- 100 Complimentary Exhibit Floor Passes (Value \$25 each)
- Free Subscription to Event Solutions

## Who Should Exhibit?

Attractions  
Audio Visual Companies  
Catering Supplies & Equipment  
Communications Suppliers  
Convention Centers  
Decor & Scenery Companies  
Destination Management Companies  
Destinations  
Entertainment  
Event Planning Companies  
Event Producers  
Event Related Web Sites  
Event Sites  
Exhibit/Display Suppliers  
Fabric Providers  
Flooring & Fencing Manufacturers  
Games & Amusements Suppliers  
Hotels & Resorts  
Lighting and Sound Companies  
Linen Rental Companies  
Marketing & Ad Agencies  
Meeting Planning Companies  
Multi Media Support  
Party Supplies  
Power & Cooling Suppliers  
Promotional Products  
Pyrotechnic Companies  
Rental Equipment Manufacturers  
Set Designers & Builders  
Signs, Banners, Graphics Companies  
Software Suppliers  
Speakers/Agencies  
Special Effects Providers  
Staffing Companies  
Staging Companies  
Supplies & Equipment  
Table & Chair Manufacturers  
Tabletop Decor Companies  
Technical Support Companies  
Tent & Structure Renters and Manufacturers  
Ticketing/ID Systems  
Tour Management Agencies  
Video Production Companies

"Year after year, the Event Solutions Expo continues to put me in front of new buyers and allows me to engage with my current customers as well as create business alliances with other professionals in the industry."

—Walter Clyne  
American Turf and Carpet

# Sponsorships at Event Solutions Expo

Purchase of an *Event Solutions* Expo Sponsorship Package is one of the best ways to make your company stand out above the crowd. A variety of sponsorship packages are available that can be tailored to your company's specific needs. We believe in being creative, so if you can dream it up, we can probably do it. Here are some of the following sponsorships available and some of the benefits for each:

## Platinum Sponsorship (Limited to Six)

- First choice of available booth locations.
- Complimentary exhibit space (100 sq. ft.).
- Highlighted booth on floor plan in Show Guide.
- Full page, 4-color ad in the official *Event Solutions* Expo Show Guide.
- Distribution of promotional literature from registration area and in attendee bags.
- Mail to top 100 customers / Invite letter from Publisher of *Event Solutions*.
- Two (2) complimentary Activity Badges.
- Website link from *Event Solutions* Expo website.
- Company logo on sponsor signage at all events.
- Individual company identification signage at entrance unit to Expo floor and all events.
- Company logo in the Spotlight Awards program.
- Verbal thank you at Spotlight Awards Event.
- Inclusion in on-screen slide presentation at the Spotlight Awards Event.
- Company logo prominently displayed in pre-show magazine advertisement (from point of sale until show issue).
- Post-show attendee mailing list on disk.
- Discounted Guerilla Marketing opportunities.
- Inclusion in December 2004 Post-Show "Wrap" Issue of *Event Solutions*.
- Exclusive use of *Event Solutions* Expo 2004 logo for printed promotional purposes for one year from date of purchase. Logo to read "*Event Solutions* Expo 2004 Platinum Sponsor".
- Platinum Sponsor sign to be displayed on booth.

Fee: \$8,000 per sponsorship.

## Gold Sponsorship

- \$250 discount on exhibit space (first 100 sq. ft.).
- Two (2) complimentary activity badges.
- Company logo on *Event Solutions* Expo website.
- Company logo on sponsor signage.
- Half page, 4-color ad in the official *Event Solutions* Expo Show Guide.
- Company logo in the Spotlight Awards program and verbal thank you at Spotlight Awards Event.
- Inclusion in on-screen slide presentation at the Spotlight Awards event.
- Post-show attendee mailing list on disk.
- Company logo in pre-show magazine advertisement (from point of sale until show issue).
- Inclusion in December 2004 Post-Show "Wrap" Issue of *Event Solutions*.
- Exclusive use of *Event Solutions* Expo 2004 logo for printed promotional purposes for one year from date of purchase. Logo to read "*Event Solutions* Expo 2004 Gold Sponsor".
- Gold Sponsor to be displayed on booth.

Fee: \$5,000 per sponsorship.

## Attendee Bag Sponsorship

This sponsorship offers your company name and logo recognition throughout the Expo as attendees carry their bags at the show and then home with them. All attendees receive a canvas tote bag on the Expo Hall floor with your logo on both sides of the bag. Your company's promotional material may also be inserted into the bag prior to the attendees receiving them.

Fee: \$4,000 per sponsorship.  
Only TWO sponsorships available!

## Event Sponsorships

In addition to the standard list of sponsorships, special event sponsorships are available to companies for the various events held at *Event Solutions* Expo. These sponsorships are typically exclusive.

**Spotlight Awards Dinner & Reception**  
**Hall of Fame Induction Ceremony**  
**The Showcase Event**  
**Sneak Preview Party on the Expo Floor**  
**Kickoff Reception**  
**Town Hall Meeting**

## Other Sponsorships

**Other available sponsorships include:** Literature Distribution, Ice Cream Breaks, Lanyards, Spotlight Award Trophies, and Shuttle Buses. *Event Solutions'* philosophy is that there is a place for everyone to market themselves at the *Event Solutions* Expo. If you want to be involved, we will work with you to create that opportunity. Please contact us if you do not see the exposure that you are looking for in these sponsorship packages.

All Exhibit and Sponsorship inquiries should be directed to:

**Meredith Link**

National Advertising Director and Expo Sales Director

360-293-6831

360-299-6791 fax

[meredith@event-solutions.com](mailto:meredith@event-solutions.com)

# EVENT SOLUTIONS<sup>®</sup> rate card

Number 9 • effective August 1, 2003

## Magazine Display Advertising Rates

All rates are 4/C – rates are net per insertion

	1X	3X	6X	12X
2-Page Spread	\$7,500	\$7,200	\$6,900	\$6,600
Full Page	\$4,100	\$3,900	\$3,700	\$3,500
2/3 Page	\$3,500	\$3,300	\$3,100	\$2,900
1/2 Page Island	\$3,100	\$2,900	\$2,700	\$2,500
1/2 Page Horizontal	\$3,000	\$2,800	\$2,600	\$2,400
1/2 Page Vertical	\$3,000	\$2,800	\$2,600	\$2,400
1/3 Page	\$2,600	\$2,400	\$2,200	\$2,000
1/4 Page	\$2,200	\$2,000	\$1,850	\$1,650

Rates are based on an average monthly circulation of 50,000.

### Premium Position

Add 15% for Back Cover or Center Spread  
Add 10% for all other covers, TOC, Pub Letter, and other premium positions.

### Insert

Contact your advertising rep for rates and specifications

## Local Supplement Advertising Rates

Rates are 4/C – rates are net per insertion

	1X	3X	6X	12X
2-Page Spread	\$6,500	\$6,200	\$5,900	\$5,600
Full Page	\$3,400	\$3,200	\$3,000	\$2,800
2/3 Page	\$2,900	\$2,700	\$2,500	\$2,300
1/2 Page Island	\$2,500	\$2,300	\$2,100	\$2,000
1/2 Page Horizontal	\$2,300	\$2,100	\$1,900	\$1,800
1/2 Page Vertical	\$2,300	\$2,100	\$1,900	\$1,800
1/3 Page	\$2,000	\$1,800	\$1,600	\$1,500
1/4 Page	\$1,800	\$1,600	\$1,400	\$1,300

Supplement rates are based on an average monthly circulation of 30,000.

### Premium Position

Add 15% for back cover and center spread.  
Add 10% for all other premium positions.

## Classified Advertising Rates

Rates are for black and white – rates are net per insertion

Width	Height	1X	6X	12X
1"	2-1/4" x 1"	\$200	\$175	\$150
2"	2-1/4" x 2"	\$350	\$275	\$230
3"	2-1/4" x 3"	\$450	\$375	\$325
1/8 Page	2-1/4" x 3-3/4"	\$500	\$425	\$375

### Color Rates (per insertion)

- 1 Color Add \$50
- 2 Color Add \$100
- 4 Color Add \$150

# Advertising Specifications and Conditions

## Display Requirements

Printing: Web Offset      **Trim Size: 8-1/8" x 10-7/8"**  
 Binding: Saddle Stitch      Columns: 3 per page

## Ad Dimensions

	Width	Height
Full Page (With Bleed)	8-3/8" x	11-1/8"
Full Page (Without Bleed)	7-1/8" x	10"
2/3 Page (Vertical)	4-5/8" x	10"
1/2 Page (Vertical Island)	4-5/8" x	7-3/8"
1/2 Page (Vertical)	3-5/8" x	10"
1/2 Page (Horizontal)	7-1/8" x	4-7/8"
1/3 Page (Vertical)	2-1/4" x	10"
1/3 Page (Square)	4-5/8" x	4-7/8"
1/4 Page (Vertical)	3-5/8" x	4-7/8"

Keep all live material at least 3/8" from trim.

## Materials

**Digital File/Ad Specifications:** Color press-proof required. Must be in Quark, Photoshop, or Illustrator for Macintosh. All ads must be CMYK (process color); Pantone colors are not accepted unless previously arranged. Please include all fonts, images, and any other digital files needed for output. Please contact art director if other programs being used are not compatible with programs mentioned here. Instructions, additional specifications and support files are available on our website or by fax. Please call for more information.

**Film Requirements:** Digital files are preferred. For an additional charge we will accept film. All supplied film will be CopyDot scanned. Price per page for CopyDot scanning is \$120.

**Ad Production:** Ads may be produced by *Event Solutions* magazine, per the advertiser's request.

Contact the art director for production assistance, or your advertising representative for production charges. Materials should include text and photos. Materials should arrive at least seven days prior to *Event Solutions'* materials deadline date.

**Closing:** Digital files must be received by *Event Solutions'* materials deadline date. Copy to be typeset or designed by *Event Solutions* must be received by *Event Solutions* 45 days prior to cover date. If copy or negatives for contracted insertions have not been received by *Event Solutions* prior to press time, *Event Solutions* may elect to submit available materials and previously-run advertisements in their place. Cancellations for contracted insertions not accepted unless received at least 60 days prior to cover date in writing. Cover date is 1st of the month stated on the issue and in the advertising agreement unless otherwise specified. Cancelled insertions are subject to short-rate charges.

**Frequency:** *Event Solutions* is published 13 times per year.

**Terms:** All payment terms must be in writing and are subject

to management approval. All invoices are net 10 days, unless otherwise specified. Account balances with invoices past terms may be subject to a late fee.

**Commissions:** A 15% commission will be allowed to recognized agencies, provided invoices are paid within terms.

**Collection:** Should advertiser and/or agency default on any of its payments of advertising bills, advertiser and/or agency becomes responsible for all costs of collection, including, but not limited to collection fees, attorney fees, travel expenses and all court costs.

**Subscriptions:** \$65 per year for US. \$85 per year in Canada. \$125 per year foreign. All subscriptions payable in US funds only, non-refundable.

**Reader Service:** Advertisers are mailed a computer printout of all readers requesting information on their products or services. These printouts will be mailed bi-weekly, beginning the second week of the month after the cover date. If advertiser has invoices past due or outstanding, all reader service card responses will be retained by *Event Solutions* until the invoices are paid in full.

## Conditions

- Event Solutions* reserves the right, using its sole discretion, to accept, reject or edit an advertisement not within *Event Solutions'* publishing standards.
- Advertiser and/or agency assumes responsibility for the content of all advertising printed by *Event Solutions* and will indemnify and hold *Event Solutions* harmless from any claims rising against, including, but not limited to, claims for defamation, invasion of privacy and trademark or copyright infringement.
- Event Solutions* will charge the advertiser the prevailing rates for typesetting, layout or designing of advertisements.
- Advertiser and/or agency will be billed or have deducted from prepaid amounts any frequency discounts given by *Event Solutions*, which will become inapplicable due to schedule cancellation over the terms of the agreement. Advertiser and/or agency will be billed at the current one-time rate when multiple insertion orders are not on file with *Event Solutions*. Advertiser and/or agency has the option to revise a contract to increase or decrease the frequency rate. Decreases in frequency must meet *Event Solutions'* cancellation policy. In the event of a contract revision, advertiser and/or agency will either be short-rated or credited, depending on the actual earned space used or not used.
- Notice will be given before rate changes. Any contract made before rate changes will be billed at the previously agreed upon rate and not subject to increases without notice.
- Advertising rates are based on average paid and non-paid circulation of 50,000. Exact circulation of publication may vary from issue to issue.
- Any advertiser/agency based in a foreign country must pre-pay for each advertising insertion prior to advertisement being published, unless approved by the publisher.

# the audience

*Event Solutions* has the largest circulation of any event magazine at over 50,000. Our circulation focuses primarily on decision makers with the authority to purchase products or services for their events or event-related companies. Here is the breakdown of our readers by business class and title. BPA International Business Publication Audit Membership Applied for August 2003.

## Number of Readers by Business Class

Corporate Planner	10,420
Independent Planner/Producer	10,100
Association Planner	8,100
Event Rental Company	4,230
Marketing/PR Firm	4,120
Special Event Site	3,120
Hotels/Resorts	2,950
Govt/Univ/Non-Profit Planner	2,100
A/V, Lighting, Effects	2,010
Supplier	1,550
Caterer	1,020
Decor/Scenery	710
Entertainment	450
<b>Total</b>	<b>50,880</b>

## Number of Readers by Title

President/Owner/CEO	12,300
Marketing Executive	5,600
Operations/Management	5,100
Event Director/Manager	4,850
Meeting Planner/Manager	4,700
Conference/Show Manager	4,600
Event Planner/Coordinator	4,100
Sales Executive	2,100
Catering Director	1,500
Conference Services	750
Public Relations	700
Other	4,100

## Event Solutions Expo Attendees by Year

2003	2,000	San Diego
2002	1,700	Miami Beach
2001	1,200	St. Louis
2000	1,400	Atlanta
1999	1,100	Chicago
1998	900	San Diego
1997	650	Baltimore

## Percent of Readers by Business Class

Independent Planner/Producer	21%
Corporate Planner	19%
Event Rental Company	10%
Association Planner	7%
Govt/Univ/Non-Profit Planner	7%
Marketing/PR Firm	6%
Hotels/Resorts	6%
Special Event Site	5%
Caterer	5%
A/V, Lighting, Effects	4%
Entertainment	3%
Decor/Scenery	2%
Supplier	5%

# 2004 EVENT SOLUTIONS® editorial calendar

		Supplement	Bonus Distribution	Space Reservation By	Materials Due Date
<b>January</b>	<ul style="list-style-type: none"> <li>Corporate Events at Trade Shows</li> <li>Marketing Road Shows</li> <li>Hot Decor to Match Your Budget</li> <li>Tents as Event Sites</li> </ul>	Southern California	ARA	11/14/03	11/24/03
<b>February</b>	<ul style="list-style-type: none"> <li>Branding Through Events</li> <li>Entertainment that Sings Your Message</li> <li>How to Build an Event Production Team</li> <li>Revenue Expectations for Rental Equipment</li> </ul>	Florida	ARA	12/15/03	12/22/03
<b>March</b>	<ul style="list-style-type: none"> <li>The Benefits of Event Sponsorship</li> <li>Putting Themes to Your Association Meetings</li> <li>High Tech Tools for Events</li> <li>Lighting and Special Effects for Events</li> </ul>	Rocky Mountain	PLSN	1/15/04	1/23/04
<b>March Extra</b>	<ul style="list-style-type: none"> <li><b>The Black Book</b></li> <li>The 2004 Source Book and The 2004 Fact Book</li> <li>Combined into One Powerful Resource</li> <li>State of the Industry Report</li> </ul>		All Shows	1/15/04	1/23/04
<b>April</b>	<ul style="list-style-type: none"> <li>Measuring ROI on Events</li> <li>Hot Destinations and Sites with an Edge</li> <li>The Inside Rules of Fundraising</li> <li>Taking Your Event Outdoors</li> </ul>	New York/ New Jersey		2/13/04	2/23/04
<b>May</b>	<ul style="list-style-type: none"> <li>Exhibit Booths with Style</li> <li>Budgeting for Power, Security &amp; Other Event Services</li> <li>Creative Ways to "Entertain" Your Customers</li> <li>"Inside" Events for Employees or Members</li> </ul>	New England		3/15/04	3/23/04
<b>June</b>	<ul style="list-style-type: none"> <li>Outsourcing Event Management: The Pros &amp; Cons</li> <li>Extreme Events for Gen X &amp; Y</li> <li>Theme Decor that Delivers Your Message</li> <li>Adding Fun with Games &amp; Inflatables</li> </ul>	Chicago & Midwest	Info Comm	4/15/04	4/23/04
<b>July</b>	<ul style="list-style-type: none"> <li>Who's Who in Production Companies</li> <li>Marketing: Product Launch Events</li> <li>Building Attendance at Your Conference</li> <li>Pricing Your Rental Equipment</li> </ul>	Baltimore/ Washington		5/14/04	5/24/04
<b>August</b>	<ul style="list-style-type: none"> <li>Corporate Theatre Stage Design</li> <li>Is Your Event Site Event Friendly?</li> <li>Sporting Events: The True Brand Stamper</li> <li>Making a Statement with Linens</li> </ul>	Northern California	Event Solutions Expo	6/15/04	6/23/04
<b>September</b>	<ul style="list-style-type: none"> <li>Event Solutions Expo Show Issue</li> <li>Building a Flexible Event Budget</li> <li>Controlling Costs at Your Trade Show</li> <li>Lights, Camera, Action: The Role of Video</li> <li>Who's Managing Your Technical Elements?</li> <li>Exhibitor News</li> </ul>	Pacific NW	Event Solutions Expo Motivation Show	7/15/04	7/23/04
<b>October</b>	<ul style="list-style-type: none"> <li>Marketing: Big Booth or Big Party?</li> <li>Entertainment Choices: It Has to Be Right</li> <li>Creative and Production: Can We All Get Along?</li> <li>Inside the Numbers on Tents</li> </ul>	Entertainment CD		8/13/04	8/20/04
<b>November</b>	<ul style="list-style-type: none"> <li>Hotel/Site Contract Negotiations</li> <li>The Trade Show Exhibit: It's an Event</li> <li>New Rental Equipment Ideas</li> <li>10 New Themes You Never Thought Of</li> </ul>	Southwest	LDI	9/15/04	9/24/04
<b>December</b>	<ul style="list-style-type: none"> <li>Expo Review</li> <li>Building Morale with TeamBuilding Events</li> <li>Risk Management: Are You Protected?</li> <li>Signs &amp; Graphics: Exciting New Options</li> <li>Staging Equipment is the Foundation for Success</li> </ul>	Southeast		10/15/04	10/22/04

# guerilla marketing

## Innovative Marketing Techniques

Are you looking to dominate your market segment? Do you need additional opportunities to drive your message home? Are you wanting to separate yourself from the competition?

## EVENT SOLUTIONS®

Your True Marketing Partner

Take Your Advertising Message Above the Norm

### Premium Product Rate Card

Gatefold Cover	\$22,000
Cover Stickers (50,000 run)	\$12,500
Cover Stickers (Show Copies Only)	\$3,500
Bellyband (50,000 run)	\$13,500
CD in Polybag plus Bellyband (50,000 run)	\$18,500
CD in Polybag (50,000 run) (does not include CD production)	\$12,500
Bellyband (Expo Copies Only)	\$4,500
Magazine Inserts (standard size, 1-page, 8x10, 50,000 run)	\$9,500
Trade Show Bag Insert	\$1,200

Reprints	(contact sales exec)
List Rentals (additional sorts and fields extra)	\$150/thousand base price
Magazine Section Sponsor	\$1,000 per issue

Other sponsorships and special marketing opportunities are available on request. Please contact your account executive.

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