

# fime 2012

August 8 - 10, 2012 | Miami Beach Convention Center



## FIME 2012 MARKETING OPPORTUNITIES

- Spot Light Your Presence At FIME
- Drive Attendees To Your Booth
- Get The Most Out Of Your Participation At FIME

FIME Executive Offices  
3348 Seventeenth Street  
Sarasota, FL 34235  
Tel: 941-366-2554  
Fax: 941-366-9861  
Email: [info@fimeshow.com](mailto:info@fimeshow.com)  
Web site: [www.fimeshow.com](http://www.fimeshow.com)

# Print Advertising



## PreShow Planner Magazine

*Generate Sales Before The Show*

With a circulation of over 50,000, the PreShow Planner is the complete guide to attending FIME 2012 featuring: the educational conferences, schedule of events, exhibitor & attendee profiles, floor plan, registration form, exhibitor list, hotel and travel discounts, networking events and destination information.

Full Page Color Ad	Full Page B/W AD	1/2 Page Color AD
<b>\$4,000</b>	<b>\$3,000</b>	<b>\$2,000</b>

1/2 Page B/W AD	1/4 Page Color AD	1/4 Page B/W AD
<b>\$1,800</b>	<b>\$1,400</b>	<b>\$1,025</b>



## Show Guide

*Make A Lasting Impression And Extend The Life Of Your Exhibit.*

The Official Show Guide is the all-inclusive on-site reference to FIME featuring the daily activities, exhibitor listings, product reference index and the expo floor plan that attendees use to locate individual exhibitors.

Full Page Color Ad	Full Page B/W AD	1/2 Page Color AD
<b>\$2,750</b>	<b>\$1,950</b>	<b>\$1,250</b>

1/2 Page B/W AD	1/4 Page Color AD	1/4 Page B/W AD
<b>\$950</b>	<b>\$750</b>	<b>\$450</b>



## The Ultimate Package

- Stay Connected With FIME Attendees before, during, and after the show.
- Advertise In Both & Save As Much As \$1850

Full Page Color Ad	Full Page B/W AD	1/2 Page Color AD
<b>\$4,900</b>	<b>\$3,450</b>	<b>\$2,550</b>

1/2 Page B/W AD	1/4 Page Color AD	1/4 Page B/W AD
<b>\$2,100</b>	<b>\$1,650</b>	<b>\$1,200</b>

## AD SIZES FOR SHOW GUIDE AND PRESHOW PLANNER

*All ad sizes are listed width by height (WxH), and are measured in inches.*

### FULL

Page  
Horizontal  
7.0 x 9.75

### 1/2

Page  
Vertical  
3.375  
x  
9.75

### 1/4

Page  
Vertical  
3.375  
x  
4.75

### 1/2

Page  
Horizontal  
7.0 x 4.75

To View Technical Requirements  
For Submitting Artwork Please Visit:

[www.fimeshow.com/fimeprint.pdf](http://www.fimeshow.com/fimeprint.pdf)

A FREE Hyperlink from the FIME website to your company's home page is included with your purchase of any ad.

# Electronic Media

## FIME 2012 Email Blast Opportunities

The only way to reach all FIME attendees by email before the Expo is in these 3 official attendee updates.

Email Description	Pricing Rates
Email Blast - Travel Information for Conference	\$500.00
Email Blast - FIME Educational Seminar Information	\$500.00
Email Blast - FIME Networking Events Information	\$500.00



## FIMESHOW Website Ad Opportunities

Get exposure on every page of the FIME show website.

Description	Position	Dimensions	Pricing Rates*
1. ½ Square	Right of Page	105 x 205	\$2,000.00
2. Square	Right of Page	205 x 205	\$3,000.00
3. Skyscraper	Right of Page	450 x 205	\$5,000.00

\*Rates are NET per month and represent a minimum 3-month commitment. 15-day advance notice is required on cancellations. Cannot accommodate 3rd party tagging.



## Twitter Feeds

Go live at FIME. A Twitter feed is created for your company and promoted in all FIME emails to attendees in the twitter section with a link to your profile on Twitter. Use your followers to organize instant meetings, and direct people to your booth. Show everyone how your company is on the latest edge of promotional marketing.

Description	Pricing Rates
FIME 2012 Twitter Feeds	\$350.00



To View Technical Requirements For Submitting Artwork  
Please Visit: [www.fimeshow.com/fimeprint.pdf](http://www.fimeshow.com/fimeprint.pdf)

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# Banners & Sponsorships

## SHOW ENTRANCE SIGN

Catch everyone's attention as they enter the FIME Exhibition Hall area and direct them to your booth.

**\$600**

## EXHIBIT FLOOR AISLE BANNERS

Highlight your presence at FIME and stand out. Your aisle banner will point attendees directly to your booth.

**\$950**



## BANNERS

Create awareness and draw attention to your presence at FIME. With giant banners starting at only \$750. Price includes fabrication and installation of banner from your artwork. The banner is yours to keep after the show.

### *BANNER SIZES*

Registration Banner: **\$750**

(12ft. x 3ft.)

2nd Floor Banner: **\$1,150**

(28ft. x 2ft.10in.)

Exhibit Hall Entrance Banner: **\$1,450**

(27ft. x 4ft.)

2nd Floor Large Banner: **\$2,250**

(28ft. x 7ft.)

Lobby Banner: **\$4,900**

(30ft. x 14ft.)

## FIME 2012 GOLF CLASSIC

Your title sponsorship includes special signage and placement in advertising materials.

**\$1,500**



## MANGO'S

This is the most popular social event at one of the hottest locations on Miami Beach. A FIME tradition for over 11 years. Special signs and placement in advertising materials are included.

**\$3,500**



## BADGE LANYARDS

Make your company unforgettable with logo placement on all badge lanyards given to attendees.

**\$8,500**

## COFFEE STANDS

Become the most appreciated company at FIME by sponsoring coffee breaks. Special signs and placement in advertising materials are included.

**\$4,500**

## EDUCATIONAL CONFERENCE

Your title sponsorship includes special signs and placement in advertising materials.

**\$8,000**

## INTERNET HOTSPOT

Get everyone connected at FIME. Your company signage is displayed while attendees are using their laptops to connect to the web. Special signs and placement in advertising materials are included.

**\$6,500**

To View Technical Requirements For Submitting Artwork Please  
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# Order Form

Name \_\_\_\_\_ Email \_\_\_\_\_

Company Name \_\_\_\_\_

Booth # \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

## ORDER OPTIONS

Please Select Your Advertising Or Sponsorship(s) Below. Sponsorships Are Awarded On A First-Come, First-Served Basis.

### PreShow Planner Advertising

**Deadline May 1, 2012**

- |                                  |                    |                                  |                  |
|----------------------------------|--------------------|----------------------------------|------------------|
| <input type="checkbox"/> \$4,000 | Full Page Color Ad | <input type="checkbox"/> \$3,000 | Full Page B/W Ad |
| <input type="checkbox"/> \$2,000 | ½ Page Color Ad    | <input type="checkbox"/> \$1,800 | ½ Page B/W Ad    |
| <input type="checkbox"/> \$1,400 | ¼ Page Color Ad    | <input type="checkbox"/> \$1,025 | ¼ Page B/W Ad    |

### Show Directory Advertising

**Deadline July 1, 2012**

- |                                  |                    |                                  |                  |
|----------------------------------|--------------------|----------------------------------|------------------|
| <input type="checkbox"/> \$2,750 | Full Page Color Ad | <input type="checkbox"/> \$1,950 | Full Page B/W Ad |
| <input type="checkbox"/> \$1,250 | ½ Page Color Ad    | <input type="checkbox"/> \$950   | ½ Page B/W Ad    |
| <input type="checkbox"/> \$750   | ¼ Page Color Ad    | <input type="checkbox"/> \$450   | ¼ Page B/W Ad    |

### Ultimate Package Advertising (Place Your Ad In Both The PreShow Planner And Show Directory)

- |                                  |                    |                                  |                  |
|----------------------------------|--------------------|----------------------------------|------------------|
| <input type="checkbox"/> \$4,900 | Full Page Color Ad | <input type="checkbox"/> \$3,450 | Full Page B/W Ad |
| <input type="checkbox"/> \$2,550 | ½ Page Color Ad    | <input type="checkbox"/> \$2,100 | ½ Page B/W Ad    |
| <input type="checkbox"/> \$1,650 | ¼ Page Color Ad    | <input type="checkbox"/> \$1,200 | ¼ Page B/W Ad    |

**Ultimate Package  
Deadline: May 1**

### Sponsorships

- |                                  |                          |                                  |                         |
|----------------------------------|--------------------------|----------------------------------|-------------------------|
| <input type="checkbox"/> \$8,500 | Badge Lanyards           | <input type="checkbox"/> \$6,500 | Internet Hot Spot       |
| <input type="checkbox"/> \$3,500 | FIME Fiesta              | <input type="checkbox"/> \$1,500 | Golf Classic Tournament |
| <input type="checkbox"/> \$950   | Aisle Sponsorship Banner | <input type="checkbox"/> \$8,000 | Educational Conference  |
|                                  |                          | <input type="checkbox"/> \$4,500 | Coffee Stands Station   |

### Banners/ Signs

- |                                  |                              |                                  |                             |
|----------------------------------|------------------------------|----------------------------------|-----------------------------|
| <input type="checkbox"/> \$750   | Registration Banner (12'x3') | <input type="checkbox"/> \$1,150 | Entrance Banner (28'x2'10") |
| <input type="checkbox"/> \$600   | Show Entrance Sign           | <input type="checkbox"/> \$4,900 | Lobby Banner (30'x14')      |
| <input type="checkbox"/> \$1,450 | Entrance Banner (27'x4')     | <input type="checkbox"/> \$2,250 | Entrance Banner (28'x7')    |

### Electronic Media

- |                                  |                              |                                  |                          |
|----------------------------------|------------------------------|----------------------------------|--------------------------|
| <input type="checkbox"/> \$500   | Blast Email Travel           | <input type="checkbox"/> \$2,000 | ½ Square FIME Website Ad |
| <input type="checkbox"/> \$500   | Blast Email Education        | <input type="checkbox"/> \$3,000 | Square FIME Website Ad   |
| <input type="checkbox"/> \$500   | Blast Email Networking Event | <input type="checkbox"/> \$350   | FIME Twitter Feeds       |
| <input type="checkbox"/> \$5,000 | Skyscraper FIME Website Ad   |                                  |                          |

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