

Conference & Expo

October 20-23, 2008 ✦ Las Vegas Convention Center

"Where the Business & Technology of Managing Records & Information Converge"

ARMA 2008 Banner Signage Locations

Secure the most visible position for your company through hanging signage located in the convention center lobby, registration area and hallway leading to the expo show floor. Attendees view your message during registration, while passing between sessions, on their way to the expo hall. Make your presence known, build brand awareness and drive traffic to your booth.



Ci01b (35'wide x 5' high) – Visible from session rooms, convention center entrance and snack bar. Located in the registration lobby walkway.



Ci4b1 (35'wide x 5' high) – Visible from the registration lobby, escalator leading to registration/session rooms, expo hall exit and convention center exit this large banner has plenty of room to make an impact.

Two locations to choose from!

\$6,000 each



Ci05a (34' wide x 8' high)

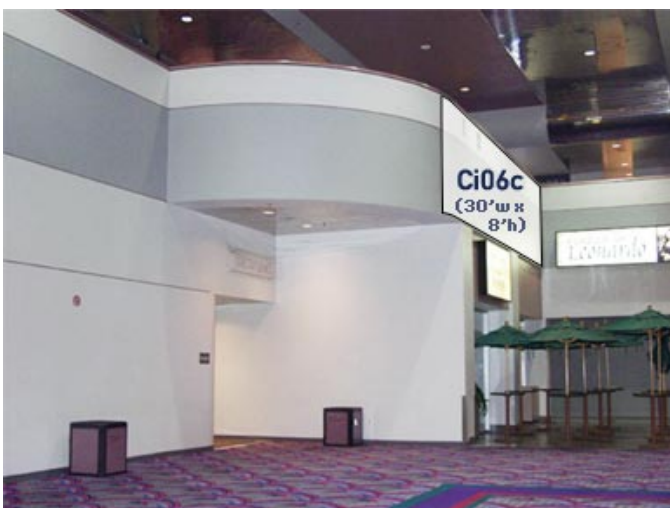
Ci05b (45' wide x 8' high)

Both are premium locations!

Visible from the registration lobby, escalator and line-of-travel to snack bar. These signs are among the best in the house.



\$8,000 each



Ci06c (30' wide x 8' high)

Hung directly above a secondary snack bar and in the walkway to the lobby restrooms, this banner has great exposure as attendees walk to and from the Expo.

\$7,000

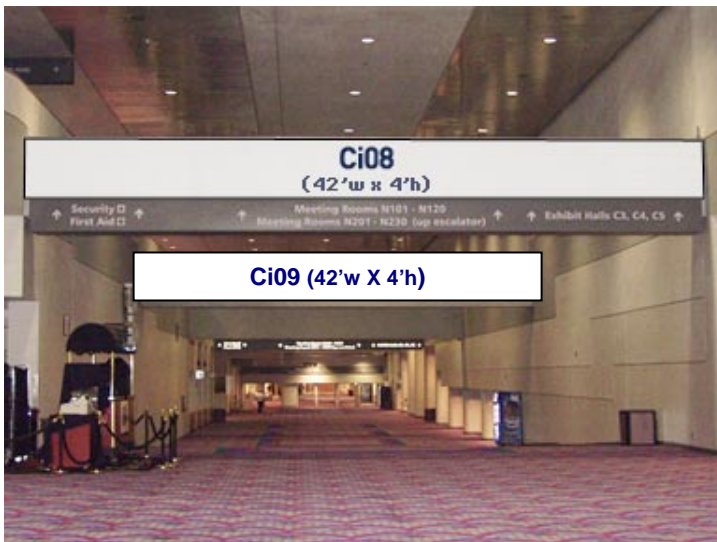


Ci06a (22' wide x 8' high)

Ci06c (22' wide x 8' high)

Seen from the registration lobby, walkway to the expo and restrooms, these banners are the right size at the right price.

\$5,000 each



Ci08 (42' wide x 4' high)

Ci09 (42' wide x 4' high)

Among the best locations in the house. The banners leading to the Expo show floor offer the largest space for your branded message.

\$8,000 each



Ci010 (42' wide x 5' high)

Located on the walkway to the Expo entrance, this banner offers is perfect for building name recognition and increasing traffic to your booth. Larger banner size, same price.

\$8,000

C11 (22' wide x 4' high)

Located directly above the entrance to the show floor (show floor is to the right, after this sign), this banner offers great visibility to all traffic going to the show.

\$8,000

ARMA 2008 Banner Signage Reservation

Secure the most visible ad position for your company during ARMA 2008. Purchase a banner sign to build brand awareness and showcase your company.

Reserve your Banner Signage early to receive the most-coveted locations!

Expo Banner Signage is sold on a first-come basis.

Fax your reservation to 913.341.6823

Attention: Elizabeth Zlitni, ph: 888-279-7378

| |
|---------------------------------------------------------|
| Company: _____ |
| Address: _____ |
| City/State or Province/Zip or MC: _____ |
| Contact Name: _____ |
| Contact Info - Phone: _____ Fax: _____ |
| E-mail: _____ |
| Selected banner(s) location (eg. Ci08): _____ |
| Quantity desired per location: _____ |
| Additional information regarding selected banner: _____ |
| _____ |
| _____ |

You may use an existing company banner if it meets the size and hanging requirements of the location you choose. If you have questions regarding these requirements or other general logistical questions, contact Kara Dao at kara@myactv.net.

| |
|----------------------------------------------------------------------|
| Billing address, if different from above: _____ _____ _____ |
|----------------------------------------------------------------------|

GENERAL CONDITIONS

Closing Dates and Space Reservation

1. Space reservations must arrive at ARMA International no later than August 22, 2008. Banner space is available on a first-come basis with limited positions available.
2. Exhibitor must supply camera-ready art to meet signage mechanical specifications. Any required alterations to design will be billed at a cost of \$200/hour, two-hour minimum. Or, you may use an existing company banner if it meets the size and hanging requirements of the location you choose. If you have questions regarding these requirements or other general logistical questions, contact Kara Dao at kara@myactv.net.
3. Subject matter, size, wording, illustration, and typography of all signage are subject to show director's approval. Advertisers and agencies assume liability for the content of their advertisements and assume responsibility for any claims therefore made against the association.
4. All banner verbiage is subject to acceptance by ARMA International and must conform to the policies that apply to the association for advertising. ARMA International reserves the right to refuse any signage space reservation.
5. ARMA International is not liable for any costs or damages (including incidental or consequential) if, for any reason, it fails to post any signage. ARMA International's liability for any error or omission in whole or part will not exceed the cost of the signage as quoted on the ARMA rate information card.

Cancellations

6. Cancellations must be received in writing. Cancellations received before July 25, 2008 incur a \$1,000 cancellation fee. Cancellations after July 25, 2008 receive a charge of 100% the banner price.

Payment

7. Payment-in-full is required by August 22, 2008.

Delinquent Accounts

8. Exhibitors with account balances that are outstanding for 60 days or more with ARMA International will be restricted from reserving banner signage until payment is received.