

ARMA 2010

Signage Opportunities

Floor Decals

L1FG02 and L1FG01

Located on lobby floor, attendees step off and on the escalator and your ad is facing them right at their feet! You can also choose a spot in almost any tiled section of the lobby area or even create a series to convey a message!

48"x48"

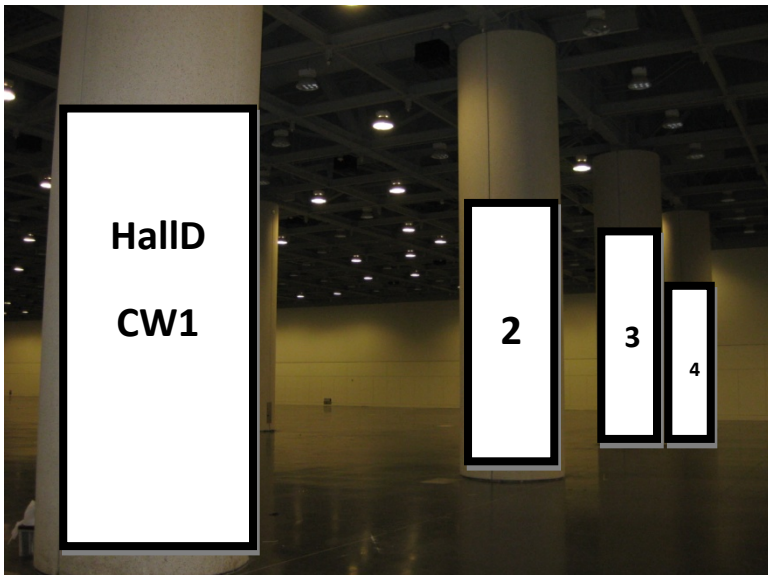
\$1,100 ea.

12 positions

2 SOLD



**L1FG01
other
side**



Column Wraps – Inside Entrance!

HDCW1-HDCW4

Located directly inside the exhibit floor and just before the exhibit booths begin, these column ads are sure to capture everyone's attention as they enter the expo. Made from banner material and stretched to fit taunt around the 20' circumference of the column.

6' column wrap - \$3,000 ea.

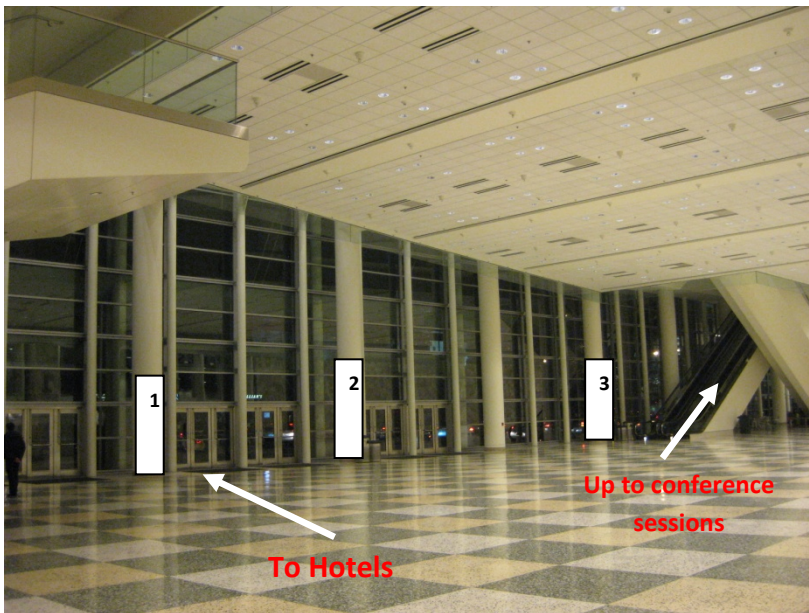
Position 4 SOLD

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25' wide x 10' high

\$5,000 ea;
\$9500 both



Lobby Column Wraps

L1CW01-L1CW03

Your 6' high message is wrapped around a registration and show entrance lobby column.

6' high column wrap

\$2,500 ea.

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Inside Lobby Windows

D127-D132

Your message faces attendees coming and going from conference sessions and the expo floor.

9.5' wide x 3.3' high – foam core single sided

\$1,700 ea



Lobby Banners

L1B12, 13, 14

There are a lot of choices for banner locations in the Moscone West building. These three are directly centered over the middle of the lobby facing the entrance and expo exit!

30' w x 10' h, double sided

\$7000 ea.

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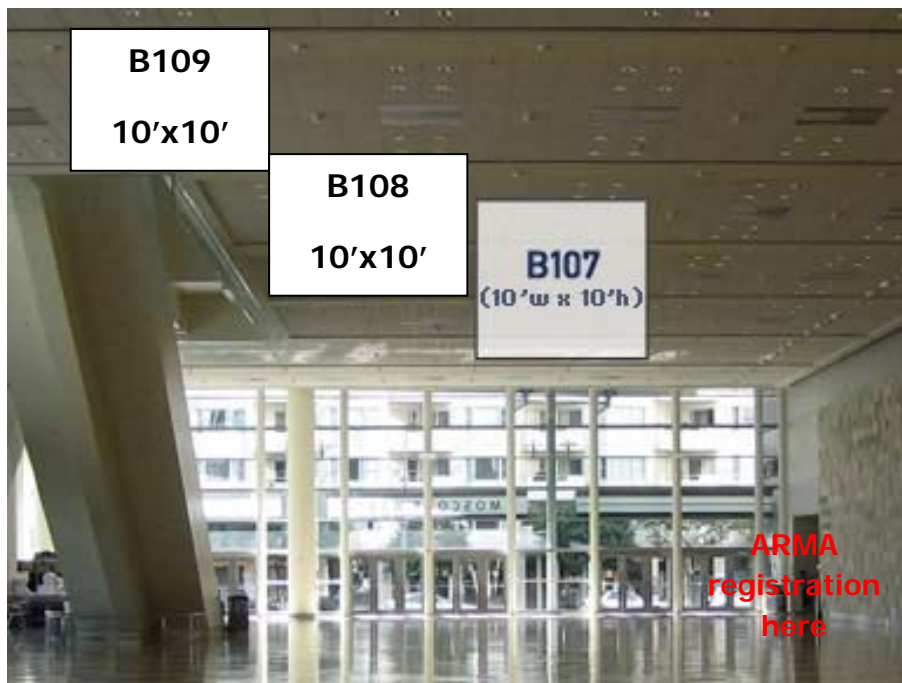
Lobby Banners

B107, B108 and B109

Put your message directly down the lobby hallway. These banners can be viewed from registration and the show entrance.

10' w x 10' h, double sided

\$2800 ea



Lobby Banner

L1B04

This banner faces ARMA's registration area and escalator to and from conference sessions. It is also visible from the expo entrance.

10'x10', double sided

\$2800 ea

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L1B10

L1B11 - SOLD

Have your message centered directly above the escalators leading to and from conference sessions on level 2. Your message will be seen on the way up and on the way down!

20' w x 10' h, double sided

\$5,000 ea



L1B10 hangs on reverse side



Conference Area Banners

Level Two

L2B10 and L2B11

The escalators pictured are the access point for all attendees traversing from the registration area, expo hall and conference sessions.

20'w x 10' h, double sided

\$5,000 ea

ARMA 2010 Banner Signage Reservation Form

Secure the most visible ad position for your company during ARMA 2010. Purchase a banner sign to build brand awareness and showcase your company.

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

Banner Signage is sold on a first-come basis.

Fax your reservation to 913.341.6823

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

or

email to elizabeth.zlitni@armaintl.com

Company: _____
Address: _____
City/State or Province/Zip or MC: _____
Contact Name: _____
Contact Info - Phone: _____ Fax: _____
E-mail: _____
Selected banner(s) location (eg. B112): _____
Additional information regarding selected banner: _____ _____
Banner Price: _____

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 karadao@verizon.net.

Billing address, if different from above: _____ _____ _____
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GENERAL CONDITIONS

Closing Dates and Space Reservation

1. Space reservations must arrive at ARMA International no later than September 30, 2010. 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 \$250/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 karadao@verizon.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 23, 2010 incurs a \$1,000 cancellation fee. Cancellations after July 23, 2010 receive a charge of 100% the banner price.

Payment

7. Payment-in-full is required by Sept. 15, 2010.

Delinquent Accounts

8. Companies 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.