

Value Added Opportunities for Exhibitors

Exhibitors attending the 7th Annual Canadian Neuroscience Meeting have access to value added advertising opportunities designed to provide exhibitors with increased exposure with conference delegates

Benefits include:

- Differentiate yourself from your competitors
- Increase visibility with buyers
- Position your products
- Introduce new products
- Provide "takeaway"
- Tie-in with promotional campaign

Value added advertising opportunities include:

Promotional Item in Registration Package

Guarantee your promotional material goes home with the show visitor by including one (1) promotional item in the registration kit. Include a new product announcement, a corporate profile or gadget of your choice – you decide what you want the show visitor to get to remind them about your company.

Minimum number of items required: 800

Price: **\$500.00**

Conference Program Opportunities

The conference program is the delegate's main reference point. This high value publication, distributed to all delegates includes profiles of all Trade Show exhibitors and valuable information on the Canadian Association of Neuroscience. Increase your visibility in this show guide through the purchase of:

Enhanced Profile Listing

Stand out on the page with a high visibility banner, logo insert and box around your profile.

Price: **\$250.00**

Display Advertising Chose from a variety of sizes from business card to full page, including inside covers. See attached Advertising Submission Guidelines Sheet for full details and prices.

All valued added opportunities must be booked and paid for by **May 1 2013**. All materials (ie. logo files, promotional inserts, display ads) must be received at the offices of the Trade Show Manager (see below) no later than **May 1 2013**.

Canadian Association for Neuroscience - Association Canadienne des Neurosciences

Secretariat - De Armond Management Ltd.

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Value Added Opportunities for Exhibitors

Conference Program Opportunities

Display Advertising Submission Guidelines

The conference program is a high quality publication, designed provide information to delegates about the conference, and to hi-light the companies exhibiting at the event. Choose from full pages or an assortment of ad sizes for placement on the inside pages of the directory.

Cover ads

Inside front or inside back are available.

Sizes: Page size 8.5" x 10.5"
 Bleeds: Allow ¼" bleed where needed
 Colour: Files must be CMYK colour 200-ppi resolution
 File formats: PDF or JPEG - Fonts must be embedded in PDF files, resolution 200-ppi
 JPEGs should be CMYK colour at 200-ppi resolution, low compression

Inside pages

Assortment of sizes available (see following pages for format & sizes)

Available sizes: Business Card, ¼ page, ½ page, full page
 File formats: PDF or JPEG
 Fonts must be embedded in PDF files, resolution 200-ppi
 JPEGs should be greyscale at 200-ppi resolution, low compression

Rates & Sizes

Inside Pages (full colour)

Full page only	\$2000	7.5" x 10.5"
½ page	\$1200	7.5" x 4.85"
¼ page	\$800	3.6" x 4.85"
Business Card	\$500	3.6" x 2.25"

Inside Pages (black)

Full page	\$1500	7.5" x 10.5"
½ page	\$900	7.5" x 4.85"
¼ page	\$600	3.6" x 4.85"
Business Card	\$400	3.6" x 2.25"

Distribution

A minimum of 800 programs will be printed. All show visitors will receive a copy. Copies also to be provided to exhibitors (1 per booth).

Deadlines

All print advertising orders must be made no later than **April 13 2013**
 Ad copy must be received no later than **April 13 2013**.

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Full Page

7.5" x 10.5"

Half Page

7.5" x 4.85"

Business Card

3.6" x 2.25"

Quarter Page

3.6" x 4.85"

Business Card

3.6" x 2.25"