



EXHIBITS DIRECTORY ADVERTISING RATE SHEET

Don't miss the chance to enhance your exhibit participation by advertising in the Exhibits Directory. Attendees reference the Exhibits Directory during the conference, and it also serves as a valuable reference tool for these industry experts long after the show has ended. The directory is distributed to all attendees in the registration area.

Here are a few statistics from the SC2004 Attendee Survey:

- 87% of SC attendees received the Exhibits Directory that was distributed on-site and 33% referred to the Directory between 3-5 times during SC2004.
- 43% of the attendees who received the Exhibits Directory plan to use it to contact exhibitors after the Conference.
- 37% indicated that an advertisement in the Exhibits Directory made them more likely to visit that exhibitor's booth at the show.

Don't miss out on reaching this valuable audience! Advertising in the Exhibits Directory and increase traffic to your exhibit.

Make check payable to: ACM/IEEE SC2005. Payments must be submitted immediately to secure advertising placement. Mail checks to: ACM/IEEE SC|05, P.O. Box 809245, Chicago, IL 60680-9245.

Note: Payments must be submitted immediately to secure advertising placement.

Final Space Ad Reservation Deadline: September 9, 2005

Art Files Due: September 16, 2005

Exhibits Directory - Circulation

The SC|05 Exhibits Directory is distributed to all registrants. Anticipated circulation is 8,000.

Display Advertising

All display advertising is arranged in advance through the SC|05 Sales Office (Hall-Erickson.) All advertising copy submitted is subject to the approval of SC|05, as the publisher of the *SC/05 Exhibits Directory*. SC|05 reserves the right to reject any advertising. Advertisers who do not supply artwork by September 16, 2005 forfeit their space and will not receive a refund.

Ordering Instructions

Complete form on back or send an insertion letter to:
Sandra Foster, Hall-Erickson, Inc.
98 E. Naperville Rd., Ste. 201
Westmont, IL 60559
630-434-7779, fax: 630-434-1216
sc@helexpo.com

Closing Dates

The closing date for space reservations is September 9, 2005. Artwork is due September 16, 2005.

Advertisers who do not supply artwork by September 16, 2005 forfeit their space and will not receive a refund.

Advertisement Size

Page size: 5 1/2" x 8 1/2" Live Area: 4 3/4" x 7 3/4"

PMS Color

PMS 647 C Blue

Investment:

4-color Inside front cover:	\$3,200
4-color Inside back cover:	\$3,200
Full Page Inside, Black & White:	\$1,500
Full Page Inside, Black + PMS 647 C Blue:	\$1,950

Bleeds:

Bleeds are available at no extra charge.

Special Position Request

additional 25%

SC | 05 EXHIBITS DIRECTORY

AD SPACE RESERVATION FORM

Note: Payments must be submitted immediately to secure advertising placement.

Final Space Ad Reservation Deadline: September 9, 2005

Artwork Due: September 16, 2005

Exhibiting Company Name: _____

Contact Person: _____

Phone: _____

Fax: _____

Email: _____

Address: _____

City: _____

State: _____ Zip: _____

Advertiser:

of ads Ad size & rate

_____ 4-color inside front cover _____

_____ 4-color inside back cover _____

_____ full-page inside, B&W _____

_____ full-page inside, Black + PMS 647C Blue _____

_____ Special position - \$ _____

Total \$: _____

Cancellations

Cancellations of space reservations are not accepted after the closing date of September 9, 2005 for the SC | 05 Exhibits Directory.

Inside cover positions may not be cancelled.

Make check payable to: ACM/IEEE SC2005

Mail checks to:

ACM/IEEE SC | 05, P.O. Box 809245,
Chicago, IL 60680-9245

Mail ad space reservation form to:

SC | 05 Exhibition Management, Hall-Erickson, Inc.,
98 E. Naperville Road, Suite 201,
Westmont, IL 60559-1559 USA

Wire funds to: US Bank, 9575 W. Higgins Rd., Rosemont, IL

60018, ACM/IEEE SC | 05

Account # 199380005058

ABA # 071904779

Swift # USBKUS44 INT (for international wires only)

REPRODUCTION REQUIREMENTS

Proofs: One proof must accompany advertising material as well as the name of a contact person and phone number. Match prints or Cromalin required for color advertising. Furnished proofs are considered final unless otherwise indicated.

Digital Data: File formats (300 dpi); EPS; PDF; (fonts must be embedded or converted to outlines); TIFF

Page Layout: Quark Xpress 6.xx or earlier, please include a hard copy. Provide files created to the page size plus a minimum 1/8" bleed on all sides. Keep live matter 3/8" from trim edges. Crop marks and SWOP color bars must be included. Reverse type should be no less than 6 pt.

Preferred Materials: CD-ROM or Email, Mac or PC Format. Design software recommended is: Quark Xpress, Illustrator, Photoshop. Mac preferred but Windows files are also accepted. Ads created in word processing programs are NOT usable.

Files should be Service Bureau Ready. All images should be high resolution, including all fonts and graphics and using correct ink colors. PLEASE SUPPLY A COLOR PROOF WITH ALL ELECTRONIC ADVERTISING MATERIALS.

Please forward art files by September 16, 2005 to:

Karen Carter Neuharth, sc@heiexpo.com
Hall-Erickson, Inc.
98 E. Naperville Rd., Ste. 201
Westmont, IL 60559

Deadline for art files: September 16, 2005. **No ads will be accepted past September 16, 2005.**

Special Requests

Please Note: Special positioning requests will be noted but cannot be guaranteed without a 25% premium.

Copy Regulations

All advertising is subject to publisher's approval. Publisher reserves the right to reject advertising.

Questions?

Contact Sandra Foster,
Hall-Erickson, Inc.,
630-434-7779, Fax: 630-434-1216,
e-mail: sc@heiexpo.com.