

2018 NFPA EXPO GUIDE

More than 4,500 NFPA professionals come to the NFPA Conference & Expo looking for ways to do a better job, solve a problem, save money, make more money, update their knowledge, keep up with the competition...and more. Whatever their reasons for attending, they will never be more receptive to new ideas. And that's why your Expo Guide advertisement is a "must buy" that will reach thousands of interested fire and life safety professionals — including architects, consultants, facilities managers, and municipal officials. Reserve your 4-color ad space today and put the spotlight on your company!

Ad reservation deadline: April 6, 2018

Ad materials deadline: April 13, 2018

Expo Guide Rates

- Full page ad: \$1,000
- Half Page Ad: \$600

Premium positions:

- Inside front cover: Add \$250
- Inside back cover: Add \$250
- Outside back cover: Add \$350
- We would like to include our company logo with our C&E 2018 Expo Guide listing: \$150

*Total Cost: _____

*Cancellation of contracted ad space and/or logo insertion will result in a cancellation fee of 100% of the monies paid. This policy also includes exhibit space cancellations.

Mechanical Specifications

PUBLICATION TRIM SIZE: 5.5" w x 8.375" h. Standard 1/8-inch bleed. For 2/3- and 1/2-page bleed ads, bleed is figured on sides and bottom only (not top). Crop marks should be included for bleed ads only.

Full Page - Bleed: 5.5" w x 8.375" h

Full Page - Non-Bleed: 4.75" w x 7.625" h

Half Page - Bleed: 5.5" w x 4.125" h

Half Page - Non-Bleed: 4.75" w x 3.75" h

Digital Materials Requirements

Document should be created to the trim size (plus bleeds) or live area. Adobe PDF/X-1a (high resolution) format is preferred. Images must be 300 pixels per inch (ppi) and in CMYK color mode. A color printout or digital proof of the ad is REQUIRED. High resolution (300ppi) TIFF and JPG formats are also acceptable. Save the file at 300 ppi at 100% of use size and in CMYK color mode.

Send files to marketing@rocexhibitions.com

Payment Terms

50% due at time of insertion. Final payment due March 12, 2018

Full payment is required for insertions received after March 12, 2018.

Advertising Questions

Please contact: Laura Koski
P: 630-271-8226
F: 630-271-8234
E: lkoski@rocexhibitions.com

Company Name: _____ Exhibit Space #: _____

Address: _____ Address 2: _____

City: _____ State: _____ Zip Code: _____

Contact Name: _____

Telephone: _____ Fax: _____

E-mail: _____ Web Site: _____

Authorized Signature: _____ **Date:** _____

(Please indicate your preferred method of payment.)

Check enclosed for \$ _____ *(please make check payable to: ROC-NFPA, LLC)*

Please charge my credit card \$ _____ VISA MasterCard American Express

Exhibitor authorizes ROC Exhibitions, Inc. to charge this credit card for the balance due on March 12, 2018.

Without an initial and date the payment will NOT be processed.

Initial & Date

Credit Card # _____ CCV Code _____ Expiration date _____

Name of cardholder *(please print)* _____

Credit Card Authorization Signature: _____

Credit card billing address: Same as above *(If different, fill in below.)*

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

ROC-NFPA, LLC Signature: _____ **Date:** _____

Mail contract and deposit to ROC-NFPA, LLC
1963 University Lane | Lisle, IL 60532 | Phone: 630-271-8210 | Fax: 630-271-8234



**CONFERENCE
& EXPO**