



Exhibitor Marketing Solutions

You have already made the investment to be an exhibitor at the 2012 International Home + Housewares Show. Take advantage of marketing and sponsorship opportunities to increase sales, booth traffic and create brand awareness. These unique services provided by American Exhibition Services are very cost-effective methods of reaching your target buyers.

Exhibitor Preview™ Literature Carousel

Showcase your company's promotional literature in one of the show's most high traffic locations, the Grand Concourse Lobby, with the Exhibitor Preview. This rotating literature distribution system helps you increase booth traffic by getting your literature into attendees' hands before they ever step on the show floor! The kiosk will feature literature pockets, back-lit marquee panels an exclusive Preview Wrap, and new this year, a QR Code reference. *\$295 per literature pocket includes labeling, shipping, stocked throughout show. \$2,500 per back-lit marquee sign, includes production.*



Convention News Network™



The AES Convention News Network allows attendees to keep up with the latest National and International news without leaving McCormick Place. Pre-produced exhibitor commercials and in-booth Power Interviews are prominently featured along with Show Information on 12 of AES' specially designed Convention News Network kiosks and on the official show shuttles. A second LCD screen on each unit keeps attendees informed of the latest news with a closed- captioned showing of CNN *Headline News*®. AES will work with you to create an eye-catching commercial from your current printed material. This multi-media vehicle is an opportunity for companies to pre-sell prospects on their products and services.

*Commercials: \$1500-\$2500, including production
Packages: \$5900, including production.*

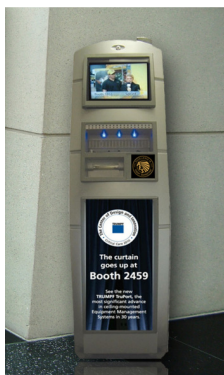
Hand Sanitizer Stations

Showcase your company's logo and images in one of the show's 3 restaurant cafés with the Hand Sanitizer Stations. 2 Hand Sanitizers will be placed in each building's restaurant cafés, where buyers obtain their discounted lunch. There are 7 panels across three sides of the unit allowing you to display multiple images!!

Pricing as low as \$2500 – Call today to reserve your sponsorship in the building you are exhibiting!!!



EventCharging Stations



Brand your company and inform buyers of new products while they charge their phone and laptops!! AES is offering these unique rapid charging stations for attendee use and exhibitor promotion. Each unit is equipped with 16 tips accommodating the most popular phones and laptops easily! Each station features one exclusive sponsoring exhibitor's commercials, show information and signage opportunities!!

Pricing as low as \$3,500 – Call today to reserve your sponsorship!

*Please contact Tom Winters for additional information or to participate in any of the opportunities outlined above:
+1-205-314-7320 or twinters@aesmarketing.com*



EXHIBITOR INFORMATION (PLEASE PRINT)

Company Name

Booth #

Contact Name

E-Mail Address

Mailing Address

City

State

Zip

Phone

Fax

X

Authorized Signature

Date

Payments/Materials Deadline: February 10, 2012

	DESCRIPTION	RATE	Total
Convention News Network Interview Sponsorship Package	<ul style="list-style-type: none"> ■ In-Booth Interview ■ Sponsor Appreciation Segment ■ DVD Copy Included 	Two Minute Package \$5,900 One Minute Package \$4,900	\$ _____
Convention News Network Commercial Sponsorship Package	<ul style="list-style-type: none"> ■ 30-Second Commercial ■ Sponsor Appreciation Segment ■ 1 Back-lit Panel 	\$3,500	\$ _____
Convention News Network Commercial	15 or 30 Seconds *Production Available * 15 sec \$400 / * 30 sec \$500	15 seconds - \$1,500 30 seconds - \$2,500 (Plus production-if required)	\$ _____
Convention News Network Back-Lit Panel	34" x 46" <i>Back-Lit</i> Panel (Only 2 available on each Convention News Network kiosk)	\$2,500 per panel	\$ _____
Exhibitor Preview Literature Pocket	Multiple pocket sizes available, including labeling, shipping and stocking the lit throughout the show	\$295 per space	\$ _____
Exhibitor Preview Back-Lit Marquee	39" x 13" <i>Back Lit</i> Panel (Only 8 available on each Exhibitor Preview)	\$2,500 per panel	\$ _____
Hand Sanitizer Sponsorship	8 sides of graphics – 4 color production	\$2,500 per panel	\$ _____
EventCharging Stations	30-second commercial and backlit signage	\$3,500 per unit	\$ _____
		TOTAL:	\$ _____

Method of Payment: Check American Express MasterCard Visa Discover

Card Number: _____ Verification Code: _____ Exp. Date: _____

Cardholder: _____ Signature: _____

TERMS:

Signature on this contract for the company above warrants authority to bind the company. **Payment is due by February 10, 2012** to ensure inclusion on the "Preview." All International orders must be prepaid. Orders totaling \$1,000+ incur a cancellation fee of 25% of list price. All other orders will incur a \$95 cancellation fee. All cancellations must be submitted in writing 10 days prior to the show. Failure to send artwork does not constitute cancellation of service. For literature to be labeled before distribution at the show, it must be received in our office by the deadline date. There is a \$75 late fee for artwork received after the deadline date. Unused portions of literature will be made available to you at the "Preview" at the conclusion of the show. Any unclaimed literature will be discarded unless specifically directed otherwise in writing before the show. The location of the "Preview" is subject to change without prior notice.

American Exhibition Services
Attn: 12HOUSE
2700 Second Avenue South
Birmingham, AL 35233
Phone #: (800) 228-4819

**Please Fax This Form to:
+1-205-314-7345**