

## Marketing Services

# Get Close to Show Buyers Through Advertising in the Pre-Show VIP Promotional Card Deck

Top buyers enjoy the VIP Promotional Card Deck, giving them exclusive opportunities to participate in fun, added-value promotions.

### VIP Promotional Card Deck

A powerful, cost-effective pre-show co-op marketing opportunity containing special offers from exhibitors, enabling you to drive more traffic to your booth. Mailed in advance to 5,000 top buyers (based on their budgets) registered to attend the show, it's a highly cost-efficient, effective, and turnkey promotion. The mailing comes from the show, assuring it gets opened! A proven success at last year's show—driving hundreds of buyers to each advertiser's booth.

Cost: \$3,000 per card; add \$500 for creation of artwork.

### Specifications

Up to 16 cards on perforated sheet

Trim size for each card is 4 5/8" x 3 1/2"

Image area should not exceed 4 3/8" x 3 1/4" (no bleed)

### Mechanical Requirements

Quark document with all art placed as high-resolution (300dpi or greater) and CMYK and tiff, also include all fonts (fonts must be Postscript). Or EPS file with all art embedded as high-resolution (300dpi or greater) and CMYK and all fonts converted to outlines.

Color proof required. No film will be accepted.

### Shipping Instructions

Send all artwork to:

Jaime Jurgensen

5 Big Horn Drive

Palm Coast, FL 31137

P: 386-597-6899

jjurgensen@sellingcommunications.com

### Materials Deadline

July 24, 2007

Learn more about what we can do for your organization. Contact Jim Kilmetis at [jkilmetis@motivationshow.com](mailto:jkilmetis@motivationshow.com), or call him at 914-591-7600, ext. 229

