

SHOWBIZEXPO®

NEW YORK – WEDNESDAY OCTOBER 5, 2011

ShowBiz Expo Office:

1515 Broadway, 11th Floor
New York, NY 10036
212.404.2345
212.253.4123 FAX
ShowBizExpo.com
Info@ShowBizExpo.com

Expo Location:

Penn Plaza Pavilion
(across from Madison Square Garden)
401 Seventh Avenue (at 33rd Street)
New York, NY 10001

Schedule:

Exhibitor Load-In: Tuesday October 4, 2011 from 1 PM – 5 PM
Wednesday October 5, 2011 from 7 AM – 9 AM
Expo Hours: Wednesday October 5, 2011 from 9 AM – 5 PM
Exhibitor Load-Out: Wednesday October 5, 2011 from 5 PM – 8 PM

Important Deadlines:

ShowGuide Advertisement Artwork Deadline – September 1, 2011
Discounted Hotel Reservation through ShowBiz Expo Room Block – September 5, 2011
Lead Retrieval Barcode Scanner Requests** - September 28, 2011
Electrical/Internet Access Requests* - September 28, 2011
Table/Chair Orders* - September 28, 2011
Register booth staff – October 2, 2011
Gift Bag Inserts* – Delivered to ShowBiz Expo office by October 2nd, or you can bring them to the Penn Plaza Pavilion on October 4th between 9 AM – 1 PM.

*Requests after this date may incur a late fee.

**Scanners will be available for rent the day-of for an additional fee.

Online Banner/ShowBiz Expo Logo Advertisements:

If you would like to promote ShowBiz Expo to your clients via email blasts or on your website, you can download pre-approved banners and email content to use here:

<http://www.theshowbizexpo.com/banners.html>.

Electrical:

If you purchased Electrical Access with your Exhibitor Package, you will be provided a 500 Watt power drop prior to your arrival. If you did not purchase electrical access and wish to purchase this service, please contact us at 212.404.2345.

Internet Connectivity:

If you purchased Wireless Internet Access with your Exhibitor Package, you will be provided with a wireless internet access code upon arrival. If you did not purchase internet access and wish to purchase this service, please contact us at 212.404.2345. Please note that if you require additional telecommunication needs (i.e., T1, analog phone lines, etc), please call us at 212.404.2345.

If you ordered an internet card from us, please be sure to download the software to your PC and/or laptop prior to arriving at the Expo (each computer will require this software to operate the wireless card):

Windows: http://www6.sprint.com/downloads/sprint_smartview/executables/SSV_Windows2.24.0028.exe

Macs: http://www6.sprint.com/downloads/sprint_smartview/executables/SSV_Mac2.22.0010.mpkg.zip

Wireless Handheld Lead Retrieval Barcode Scanners:

If you purchased a Wireless Handheld Lead Retrieval Barcode Scanner for use during the Expo, you may pick it up when you check-in at Exhibitor Check-in. You are responsible for the barcode scanner until the end of the Expo when you safely return the scanner back to us at Exhibitor Check-Out. When you check-out and return the scanner back to us, you will receive your digital file of all leads you scanned during the Expo. If you would like to rent a lead retrieval scanner, you may call us at 212.404.2345. Please note that you will be required to provide a credit card with a \$250 security deposit (authorization only) to pick up your scanner. Please note that if you use a Debit Card, your bank will hold these funds for approximately 5-7 business days.

Advanced Shipments:

You may ship your materials to ShowBiz Expo prior to the event for an additional fee.

Address to ship your materials to in advance:

ShowBiz Expo
Attn: SHOW MANAGEMENT for [Insert your Company/Booth #]
C/O CSI Worldwide
210 Clifton Blvd
Clifton, NJ 07011

ShowGuide Advertising:

If you purchased a ShowGuide Advertisement with your package, please see the Ad Specifications and submission guidelines on the following page. ShowGuides are glossy magazines provided to each attendee upon entering the Expo. If you did not purchase an Ad and would still like to purchase one, please call us at 212.404.2345.

Late submissions will NOT be accepted.

Gift Bag Inserts:

If you purchased a gift bag insert with your package please have all of your inserts delivered to the address below. You may also deliver the inserts directly to the show the day of between 9 AM -1 PM. If inserts are delivered after this time, we cannot guarantee that your inserts will be stuffed into the gift bags. You may provide as many inserts as you'd like (500, 1,000, or all 3,000, etc.). We provide gift bags to the first 3,000 attendees. Gift Bag Inserts can be postcards, fliers, pens with company logo, key chains, or any similar type of give-away that can be pre-stuffed into our bags. One insert per company (unless additional ones are purchased).

LABEL EACH BOX WITH YOUR COMPANY NAME!

SHIP YOUR INSERTS TO US AHEAD OF TIME BY OCTOBER 2nd:

ShowBiz Expo
[Your Company Name]
GIFT BAG INSERTS
1515 Broadway, 11th Floor
New York, NY 10036

GIFT BAG INSERT DROP OFF (OCTOBER 4th from 9 AM – 1 PM):

ShowBiz Expo
[Your Company Name]
GIFT BAG INSERTS
Penn Plaza Pavilion
401 Seventh Avenue
New York, NY 10001

If your company would like to provide the Gift Bags, please call us at 212.404.2345.

Exhibitor Booth Staff Registration:

Each person working at your exhibitor booth is required to wear an exhibitor solicitation badge. These badges are a different color than the other attendees so that our security knows you are an exhibitor at the show and are allowed to solicit attendees. This badge also gives you access to the show as well as other areas in the show such as workshops & seminars. Depending on the size of your booth determines how many complimentary exhibitor badges you receive:

8x8 & 10x10 = 4 Complimentary Exhibitor Badges
8x16 & 10x20 = 8 Complimentary Exhibitor Badges
20x20 & More = 16 Complimentary Exhibitor Badges

Additional badges may be purchased for \$20 each.

By now you should have received an email with your log in details to register your booth staff. If you haven't, please visit <https://secure.theregsite.com/exhibitor> and fill out the "forgotten password" form and your user information will be sent to you. If this doesn't work, you can also call us at 212.404.2345.

SHOWBIZEXPO®

MARKETING & SPONSORSHIP OPPORTUNITIES

To take advantage of any of these opportunities, call us at (212) 404-2345

HOST THE NETWORKING AFTER PARTY (1 Available in each market) - **\$9,999**

Be the official host of the networking after party directly after ShowBiz Expo. Held at a local nightclub/restaurant/bar, this is the perfect place to brand your company in front of the VIP's in the Entertainment Industry.

SHOWBIZ EXPO REGISTRANT LIST - **\$999** for Exhibitors, **\$1,399** for Non-Exhibitors

This list contains every person who registered to attend ShowBiz Expo along with their contact information.

LOGO ON EXHIBITOR MAP - **\$999** (5 Available in each market)

Every attendee gets a map when they enter the show. Your company logo and booth # will be listed on this map.

GIFT BAGS - **\$1,499** (1 Available in each market)

Every attendee gets a bag when he/she arrives at the show. Your logo (and only your logo!) and tag line will be prominently displayed on the center of the bag. This fee includes a one color imprint.

EXHIBITOR HALL NAMING RIGHTS (1 Available in each market) **\$1,999**

Your company's logo, tagline & booth # will be highlighted on the entrance to the ShowBiz Expo Exhibitor Hall.

DEMONSTRATION STAGE NAMING RIGHTS (1 Available in each market) **\$1,999**

Be at the center of ShowBiz Expo! This demonstration stage is the home where awesome new products are showcased for the industry.

60-MINUTE WORKSHOP (Limited Availability) - **\$2,999**

This package guarantees your company a 60-minute workshop as part of the ShowBiz Expo Workshop Series. This package includes 10x10 Exhibitor Package in the Exhibitor Hall.

CYBER LOUNGE **\$1,999** (1 Available in each market)

Be the official host of the Cyber Lounge where attendees can check email and relax. Your company Pamphlets and information may be left for attendees to take.

FILM FESTIVAL SCREENING ROOM NAMING RIGHTS - **\$1,999** (1 Avail. in each market)

Be the official presenter of the ShowBiz Expo Film Festival where short films selected by the ShowBiz Expo screening committee are screened for the Industry.

WORKSHOP ROOM(S) - **\$999** Each or **\$2,499** FOR ALL 3 ROOMS

Target the attendees who are attending workshops throughout the Expo. Your company banner may be hung inside each room as well as your company fliers on each chair before each workshop starts.

AUDITION STUDIO NAMING RIGHTS (1 Available in each market) - **\$999**

Target the actors who attend the ShowBiz Expo auditions! Your company banner will be hung in the audition studio and company fliers will be distributed to each actor who auditions. For an additional \$299, your company logo and booth number can be listed on the Audition Appointment Cards each actor receives.

FREE-STANDING PLASMA SCREEN W/ COMPANY COMMERCIAL & LOGO AT ENTRANCE/EXIT (2 Available in each market) - **\$1,799**

HEADSHOT LANE - **\$999** (1 Available in each market)

Headshot Lane is THE place where actors & models showcase their headshots/resumes for everyone in attendance at ShowBiz Expo. Your company logo and booth # will be highlighted as the official sponsor of HeadShot Lane!

REGISTRATION AREA - **\$1,999** (1 Available in each market)

Be the first thing everyone sees when attendees arrive at ShowBiz Expo! Your company banners will be hung in the Registration area. Company pamphlets and information may also be left for attendees to take.

BADGE LANYARDS - **\$2,999** (1 Available in each market)

Every attendee gets a badge, which means every attendee will be looking at these lanyards! This fee includes the cost of a one color, one logo imprint on our lanyards.

LOGO IMPRINT ON BADGES - **\$1,499** (1 Available in each market)

Every attendee gets a badge, which means every attendee will be looking at their badge! This fee includes the cost of a black & white, one logo imprint on our paper badges.

PENS - **\$2,799** (1 Available in each market)

Everyone needs a pen at ShowBiz Expo. Whether to take notes in the workshops or write contact info when they meet an important contact! These pens are distributed at the entrance to the show! Fee includes One color logo imprint on pens.

ATTENDEE CONFIRMATION EMAIL **\$999** (1 Available in each market)

90% of our attendees pre-register to attend. Your company logo, 50-word blurb and direct link to your website will appear at the bottom of each confirmation email once someone registers to attend.

WATER STATION - **\$599** (5 Available in NYC ONLY)

Everyone schmoozes around the water cooler! Your company information and logo will be placed at the water station!

BANNERS (Full Color)

Strategically placed throughout Expo. Limit 3 per sponsor.

3 x 4 - \$799

4 x 6 - \$899

4 x 8 - \$999

SHOW GUIDE ADVERTISING

PREMIUM ADVERTISING:

BACK COVER \$2,499

INSIDE FRONT COVER \$1,499

INSIDE BACK COVER \$1,499

2 PAGE CENTER SPREAD \$1,999

STANDARD ADS:

FULL PAGE

\$699 for Exhibitors; **\$899** for Non-Exhibitors

HALF PAGE

\$399 for Exhibitors; **\$599** for Non-Exhibitors

QUARTER PAGE

\$299 for Exhibitors; **\$499** for Non-Exhibitors

PRESENTING SPONSORSHIP

\$15,000 ONE MARKET /
\$25,000 BOTH MARKETS

Only 1 Available in each market.

- Above the title logo placement
- Everything listed in the Platinum Sponsorship
- Exhibitor Hall Naming Rights

PLATINUM SPONSORSHIP

\$10,000 ONE MARKET /
\$15,000 BOTH MARKETS

Only 3 Available in each market.

- Platinum Logo placement on nation-wide publicity. 50% larger than gold logo size
- Logo on ShowBiz Expo homepage
- 400 Sq Ft Premium Exhibitor Space
- Choice of: Workshop Series Naming Rights, Audition Studios Naming Rights, Film Festival, Screening Room Naming Rights, or Demonstration Stage Naming Rights.
- 2 Exclusive Email Blasts to attendee list
- Gift Bag Insert
- 1 Lead Retrieval Barcode Scanner
- Full Page Color Ad in ShowGuide (Premium Placement)

GOLD SPONSORSHIP

\$7,500 ONE MARKET /
\$12,000 BOTH MARKETS

Only 5 Available in each market.

- Gold Logo placement on nation-wide publicity
- Logo on ShowBiz Expo homepage
- 200 Sq Ft Premium Exhibitor Space
- 2 3'x4' Banners placed strategically throughout the Expo
- 1 Exclusive Email Blast to attendee list
- Gift Bag Insert
- 1 Lead Retrieval Barcode Scanner
- Full Page Color Ad in ShowGuide (Premium Placement)