

12 U.S. SPORT AVIATION EXPO | JANUARY 19-22, 2012



EXPO Program Advertising

A valuable reference guide and showpiece to promote your products to decision makers in your target market.

Exhibitors

Reserve your space and pay by before December 1 to save \$50. See layout on page 4.

HTML eMail

A vehicle to connect your firm with like-minded buyers.

128 Authority Lane
Sebring, FL 33870
863-655-6444
Fax: 863-655-6447
Expo@sebring-airport.com
www.sport-aviation-expo.com

EXPO MEDIA KIT



EXPO eNEWSLETTERS

Get weekly updates and information from US Sport Aviation EXPO with our ALL NEW EXPO BUSINESS eNewsletter.

eNews focuses on:

- LSA Events
- Exhibitor News
- Sebring LSA EXPO
- New Sponsors
- News from our sponsors

Looking for other marketing opportunities?

Become a Sponsor of EXPO

All cash sponsors receive:

Logo on all advertisements*,

Logo with link to your web site

on sponsor page of Expo web

site, Banner at Expo, Logo and

75 words in Expo Program.

Complimentary admission to

Expo for two.

*This does not include print ads too small to accommodate logo placement.

PROGRAM AD RATES

| Program Size | Black & White Rate | 4 Color Rate |
|--------------------|--------------------|--------------|
| Double spread | NA | \$1,600 |
| Full page | \$700 | \$900 |
| 1/2 vertical | \$500 | \$700 |
| 1/2 horizontal | \$500 | \$700 |
| 1/4 | \$300 | \$500 |
| 1/8 | \$200 | \$400 |
| Outside back cover | NA | \$1,800 |
| Inside covers | NA | \$1,300 |
| Page 3 | NA | \$1,300 |

We will create your ad for an additional fee of \$50 regardless of the size. * Fee includes 2 rounds of edits. After which you will be billed at our hourly rate of \$100.

FREE COPIES will be handed out at the gate and inserted into Highlands Today, Sunday January 15, 2012.

ADVERTISERS REQUESTING AN ADVANCE COPY: If you wish to receive an advance program copy, let us know and we will mail one to you.

ADVERTISERS NOT IN ATTENDANCE: A program will be mailed to you.

RESERVE YOUR AD: Fill out the form below and fax to 863-386-5862 or email dcollins@highlandstoday.com

Ad size and placement request: _____

Payment method: Check Credit card

Credit card number: _____

Expiration date: _____

Name as it appears on card: _____

Billing address: _____

Email address: _____

Phone/Fax: _____

Deadline for material and ad reservations

Space reservations are due by December 19. Camera-ready advertising art (PDF) is due by December 23.

If you would like us to make your ad, copy and images must be provided by November 23.

Terms & Conditions

Payment is due 30 days from invoice date. We are not responsible for either the content or the opinions expressed within paid advertisements, or for any errors they may contain. Publisher reserves the right to reject any advertisement deemed unsuitable for publication.

Special Position

To guarantee a special position, add 15% to the space rate.

Cancellation Policy

Changes and cancellations must be made in writing, email is fine. No cancellations permitted after 12/1/11.

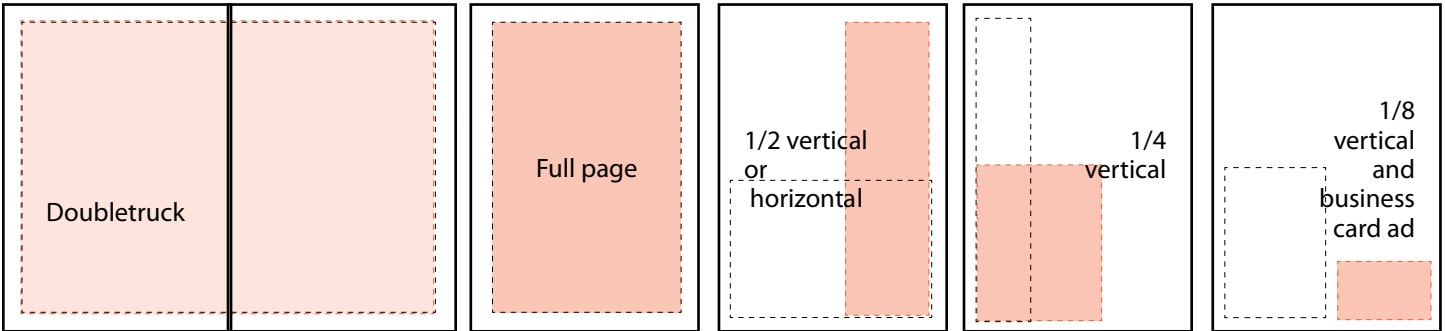
Mechanical Specifications

Our preference for ad material submission is a high-resolution press quality PDF in CMYK or Black and White. Please include crop marks for ads. Note: Microsoft word documents are **NOT** acceptable for printing.

For more information on digital ad submission email Mitch Collins, dcollins@highlandstoday.com.

PROGRAM AD SIZES

Finished Folded Size 8 1/2 W x 11 H



| | Double Spread | Full page | 1/2 page | 1/4 page | 1/8 page |
|----------------|------------------------|------------------------|---|-----------|-------------|
| Size in inches | 20.44 x 10 no bleed | 9.889 x 10 no bleed | 9.889 x 5 horizontal 4.889 x 10 vertical | 4.889 x 5 | 4.889 x 2.5 |

Bleeds are not permitted.

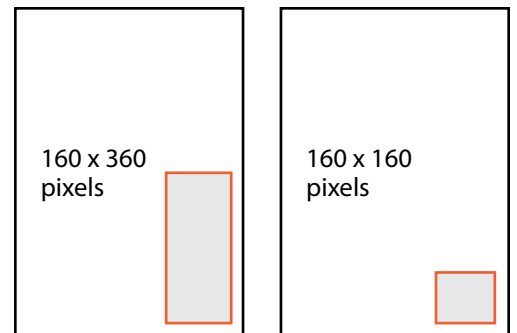
Camera ready art specifications: Please supply all ads as hi-res PDF files with crop marks or bleed and crop marks for full page ads. If you are supplying native files all fonts and support art must be included. Discs: CDs or High Res PDF's • All pdf's must have fonts embedded in them • All document folders must include ALL art and graphic elements. • Allow for a 25% dot gain in midtone regions • Printing inks setup in Photoshop must be set as "SWOP coated". (This is found in "Files, Preferences, Printing Ink Setup.) • Maximum color saturation is 270% * Do not submit prescreened art work. • Line art resolution must be 800 dpi. • Photo resolution must not be less than 200 dpi. • Photos must be saved in TIFF format. • All spot and/or PMS colors must be converted and saved for Process CMYK output. (Note: "Process Separation" box must be checked on all custom colors)

EXPO Program Distribution Numbers: 25,000 programs are inserted into The Highlands Today. Additional program booklets will be printed and handed out during the four day

event. PDFs will be emailed via our online HTML emails before the actual event and a PDF will be available for downloading via our web site before the actual EXPO event.

HTML AD SIZES AND RATES

| Frequency | 160 x 360 pixels | 160 x 160 pixels |
|---------------------------------|------------------|------------------|
| cost per insertion 1 time | \$175 | \$100 |
| cost per insertion 2 - 5 times | \$150 | \$70 |
| cost per insertion 6 - 10 times | \$100 | \$50 |

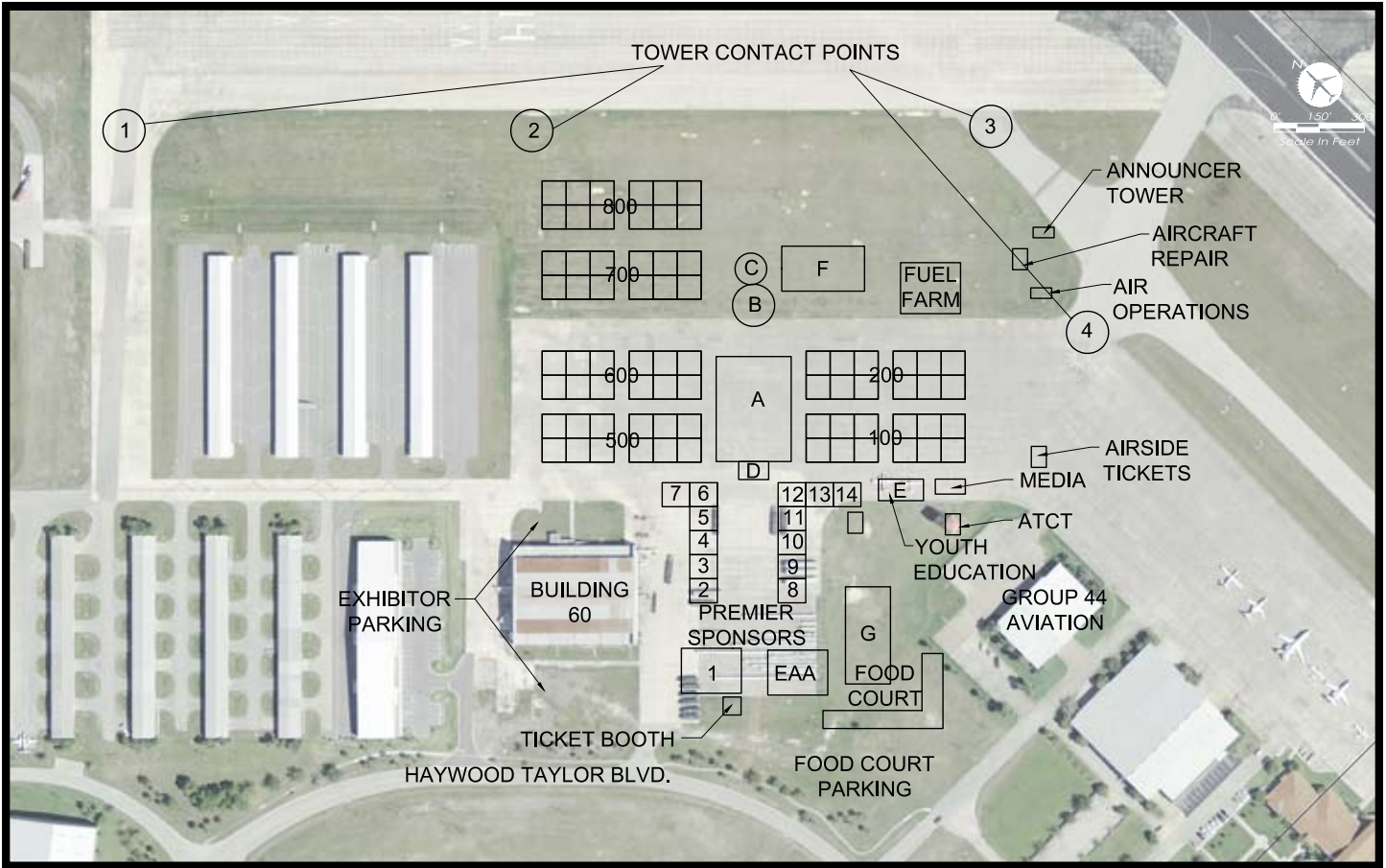


We can tailor our emails to fit a specific advertising need.

For longer running HTML ads or for special ad sizes and rates contact our media specialist: Diana at 770-772-0796 or email diana@dianariesdesigns.com.

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EXHIBITOR SPACES



40' X 40' display space on concrete (Spaces numbered 100, 200, 500 & 600) \$600 -\$700

40' X 40' display space on grass (Spaces numbered 700 & 800) \$500

40' X 40' Main entry-way display space (Spaces 1-7, 8-14) **reserved for sponsors**

Note: Each block of a hundred is numbered as shown to the right. For example, the space marked with an "X" would be number 203 if located in the 200 block section or number 303 if located in the 300 section. The aisle between spaces 3 and 4, and spaces 9 and 10 is 25 feet wide.

| | | |
|----|----|-----|
| 12 | 11 | 10 |
| 1 | 2 | 3 X |

| | | |
|----|----|----|
| 12 | 11 | 10 |
| 1 | 2 | 3 |

Exhibitor Contact: 863-863-655-6444 ext. 117 | expo@sebring-airport.com

863-655-6447 fax | 863-583-5199 efax

The Expo is an activity operating under control of the U.S. Sport Aviation Expo Advisory Board. This Advisory Board is an organization operating under the legal auspices of the U.S. Sport Aviation Expo, Inc. Neither is an entity of the Sebring Regional Airport and Industrial Park nor of the Sebring Airport Authority or CRA.

EXHIBITOR APPLICATION

Return copies to: Exhibitor Booth
U.S. Sport Aviation Expo
128 Authority Lane, Sebring, FL 33870
Fax: 863-655-6447



Please Print or Type

Company Name: _____ Email: _____

(As it will appear on checks)

D/B/A _____

(Print or type company name, as it will appear in the program book and on correspondence)

Company Contact _____ Title _____

Company address _____ Telephone _____

City _____ State _____ Zip _____

Signature _____ Fax _____

I HAVE READ THIS AGREEMENT AND I AGREE TO THE TERMS _____ **(Initial here)**

Sponsor Space _____

Indoor Space (\$450 per space) _____ \$ _____

Grass Space (\$500 per space) _____ \$ _____

Outdoor Concrete Space (\$600-\$700 per space) _____ \$ _____

Other Charges (extra tables, etc.) _____ \$ _____

Additional table: \$15, additional chair: \$5, additional event pass: \$10

Please provide one of the following pieces of information below (MINIMUM ONE)

Federal ID# _____ S.S.# _____ FL Sales Tax # _____

After December 1 the booth prices above go up by \$50

Form of payment: (Check, money order, etc.) _____

Credit Card _____ Credit Card # _____

Card Holder _____ Expiration Date _____

(Print Name) _____

PAYMENT TERMS: Full payment must accompany this contract. **Please make checks payable to Sebring Airport Authority.** No refunds of deposits will be made after November 1, 2011. Any space not claimed by noon on January 19, 2012 may be reassigned without refund.

PRODUCT / SERVICE LISTING – See “Restrictions” attached.

Exhibitor shall conform to the attached Terms and Conditions.

The above application is accepted by U.S. Sport Aviation Expo and below is the assigned space:

Indoor Space No. (s) _____

Outdoor Grass Space No. (s) _____

Outdoor Concrete Space No. (s) _____



Become a sponsor of the Expo now and reap the rewards. Your sponsorship will put you in front of the LSA targeted audience you want to reach throughout the year.

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