



New Premier Media Showcase™

What is it?

- The *New Premier Media Showcase* provides an EXPOtaining™ central distribution point for exhibitors to display their literature.
- The premier media showcase has four different components making it a very affordable and versatile marketing tool. The four components are:
 - Showcase Presentation Pockets:** Various sized clear plexiglass pockets with company name and booth locator placards
 - The Skylight Theater:** Located at the top are 37" LCD monitors attracting attention with brilliant full color animation. (10 second and 30 second spots available) high visibility
 - 360 Degree Wrap:** Just under the jumbo marquees and the skylight panels, the full wrap is a static image with constant face time.
 - The Eye-Level Spotlight Cinema:** Prominent 15" LCD screens "spotlighted" at Center Stage on the Showcase. Each screen features one (1) exclusive sponsor.
 - Jumbo Backlit Marquee:** Located at the top of the showcase these Marquee Panel afford high visibility.
- The Showcase is staffed by a full-time attendant that helps attendees retrieve information and directs qualified buyer traffic to participating booth locations.
- New LCD Monitors allow for your personalized company message to be displayed...in ACTION!
- The Showcase will be located in a high traffic area near the entrance of the show floor or registration to ensure it will be seen by all buyers attending the show.
- Literature Pockets can be configured to hold 8.5" by 11" (standard) , 4" x 9" (Trifold) or 10" x 12" (tabloid) promotional material.
- Permanent affixed pocket also available.

Why Does It Make Sense?

- Minimal investment, very high penetration marketing opportunity.
- Utilizes existing brochures/literature or new materials if to maximize ROI on these materials.
- Exhibitors can effectively stand out from the "clutter" of the crowd through the high-traffic front entrance, exposure coupled with booth directions from the Showcase Attendant.
- "LCD and Backlit Marquees" create maximum branding exposure due to their high visibility and dynamic presentation.
- Attendees who are pressed for time will often fill their bags with information about offerings of their interest from the Showcase.
- An attendee unable to visit the booth during the show can still retrieve with information with which to respond following the show.



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The C. W. Allen Group

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Official Premier Media Showcase Agreement



| | |
|---------------|-------|
| COMPANY NAME: | DATE: |
|---------------|-------|

| | |
|---------------|--------|
| CONTACT NAME: | BOOTH# |
|---------------|--------|

BILLING ADDRESS:

| | | |
|-------|--------|------|
| CITY: | STATE: | ZIP: |
|-------|--------|------|

| | | |
|--------|------|------|
| PHONE: | EXT: | FAX: |
|--------|------|------|

| | |
|---------|-----------------|
| E-MAIL: | BILLING E-MAIL: |
|---------|-----------------|

| Consultant | P.O. # | Materials Deadline | Payment Terms |
|------------|--------|--------------------|--|
| | | 8/22/08 | Total payment is due upon receipt, which guarantees placement. |

| QTY | DESCRIPTION | UNIT PRICE | LINE TOTAL |
|-----|---|------------|------------|
| | Exclusive Showcase Wrap – 9” x ~300” signage encircling the showcase | \$3,995 | |
| | Spotlight Cinema Showcase –15” LCD screens on top row of showcase - ONLY 2 AVAILABLE | \$3,495 | |
| | Skylight Theater 37” LCD Screen Animation 30-second spot - ONLY 2 AVAILABLE | \$2,995 | |
| | Skylight Theater 37” LCD Screen Animation 10-second spot - LIMITED AVAILABILITY | \$1,995 | |
| | Jumbo Backlit Marquee Panels – located atop the showcase – ONLY 4 AVAILABLE | \$3,250 | |
| | Exclusive Podium Sponsorship – 36” x 36” signage on the front of attendant podium | \$3,495 | |
| | Production charge for each LCD, backlit panel, wrap and podium product | \$395 | |
| | Spotlight Presentation – 11” wide x 14” tall laminated sign w/business card holder (top row only) | \$725 | |
| | Media Showcase literature distribution pocket (standard placement) | \$525 | |
| | * Preferred Eye-Level Placement (top 2 rows) - LIMITED AVAILABILITY | \$175 | |
| | * Business Card Holder – placed on front of pocket | \$75 | |
| | * Custom Color Pocket Headliner placard – 2” x 11” (your design) | \$125 | |
| | * Double Premium Color Logo Pocket Headliner placard – 2” x 17” (placed above 2 pockets) | ↓ \$125 | |
| | * Premium Color Logo Pocket Headliner placard – 2” x 11” (name, booth #, designation + logo) | ↓ \$95 | |
| | * Premium Pocket Headliner placard – 2” x 11” (company name, booth number + designation) | ↓ \$75 | |
| | * Standard Pocket Headliner placard – 2” x 8” (company name and booth number) | N/C | |

Note: If you selected any of the 3 Premium Pocket headliners above, please check one designation below. ←

New Exhibitor - New Product - Show Special - Demonstration - New Technology - New Catalog ←

| | | |
|-------|----------|--|
| NOTES | Subtotal | |
| NOTES | | |
| NOTES | TOTAL | |

* A Premier Media Showcase literature distribution pocket(s) purchase is required for each of these items.

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| | ← Please check the appropriate payment box. Make all checks payable to <u>The C. W. Allen Group.</u> |
|--|--|

| | |
|--------------|------------------|
| Card Number: | Expiration Date: |
|--------------|------------------|

Cardholder Name: (Printed)

Cardholder or Authorized Signature: (Please sign even if you are paying by check)
X

Signature on this contract for the company above warrants authority to bind the company. Cancellation fee – 25% of total price (all cancellations must be in writing prior to material deadline for partial refund). If you have any questions concerning this agreement, contact us at 205-263-0555 or info@cwallengroup.com.

**Fax Back to
 205-263-0556
 to ensure placement.**