



SALE!

SUMMER AD SALE!

RESERVE YOUR IBEX 2010 SHOW DIRECTORY AD SPACE BY JULY 23RD AND SAVE!

Ad-SALE Space Reservation Deadline: July 23, 2010
Standard-Rate Space Reservation Deadline: August 9, 2010

Receive an additional 10% off IBEX 2010 *Official Show Directory & Buyers' Guide* display ad rates when you submit your space reservation form by July 23, 2010. Rates below reflect the 10% early-reservation discount. Rates are gross; an additional 15% agency discount is available.

Special Positions	4/C
Cover 2	\$4086
Cover 3	\$4086
Cover 4	\$4253
Page facing Cover 3	\$3758
Page facing Table of Contents	\$3758
Tab Page	\$7088

Ad Materials Due:
 August 20, 2010
Insertion Order Form
 See Page 7
Ad Sizes & Specs
 See Page 6

Run-of-Book Positions	4/C	2/C	B/W
Full-Page Spread	\$6098	\$4964	\$4253
Full Page	\$3402	\$2763	\$2412
1/2 Page	\$2079	\$1868	\$1490
1/3 Page	\$1773	\$1607	\$1229
1/4 Page	\$1251	\$1134	\$806
1/6 Page	\$1022	\$887	\$617

- Special positions are offered on a first-come, first-served basis.
- New-product section, fixed-format ads, and Show Directory listing enhancements are excluded from this offer.
- Ad materials are due by August 20, 2010.

Questions? Call Tina at 802-879-8324, or Anne at 716-662-4708.



OFFICIAL SHOW DIRECTORY & BUYERS' GUIDE RATE CARD

Direct Access to Thousands of Qualified Professionals

Space-Reservation Deadline: August 9, 2010

The IBEX 2010 *Official Show Directory & Buyers' Guide* reaches every exhibitor and attendee at the IBEX show, many of whom keep the *Show Directory* as an industry reference year-round. No other medium offers you this highly concentrated audience of boatbuilding professionals who are actively looking to purchase products, technology, and services.

See page 7 of this *Exhibitor Marketing Kit* for space reservation form. **All rates are gross; a 15% agency discount is available.** (See page 6 for ad specifications and material requirements.)

Special Positions	4/C
Cover 2	\$4540
Cover 3	\$4540
Cover 4	\$4725
Page facing Cover 3	\$4175
Page facing Table of Contents	\$4175
Tab Page (double-sided)	\$7875

All ad materials are due August 20.

Run-of-Book Positions	4/C	2/C	B/W
Full-Page Spread	\$6775	\$5515	\$4725
Full Page	\$3780	\$3070	\$2680
1/2 Page	\$2310	\$2075	\$1655
1/3 Page	\$1970	\$1785	\$1365
1/4 Page	\$1390	\$1260	\$895
1/6 Page	\$1135	\$985	\$685

Save 10% by reserving ad space early! See page 1 for details.

Questions? Call Tina at 802-879-8324, or Anne at 716-662-4708.



ADVERTISE YOUR NEW PRODUCTS! *Easy, affordable, and effective!*

Promote your new products in The “New Product Review” section of The Official IBEX Show Directory.

**1/6 Page, Four-Color Fixed Format ad – Only \$500. Net
Materials Submission Deadline: August 20, 2010**

Ultra Low Power Marine Fuel Polishing Module

Parker’s new fuel polishing module permanently installs with your existing Racor filtration system proactively removing contaminants, water, and algae 24/7. Polish more than 100 gallons per day with less than two watts allowing operation away from shore-power or while underway.

Parker Hannifin Corporation, Energy Systems IBEX Booth 2691
95 Edgewood Ave. • New Britain, CT 06051 T: 860-827-2387 • F: 860-827-2346
E: jlagrange@parker.com • www.parkerenergysystems.com



Space Reservation Deadline: August 9, 2010

The “New Product Review” section of *The Official IBEX 2010 Show Directory & Buyers’ Guide* is an excellent advertising opportunity for exhibitors who want an easy and inexpensive way to promote their new products on display at IBEX. All you need to do is upload a photo of your New Product, and 30 words of copy, and we create the ad for you. Each New Product ad will be 1/6-page, feature one full-color photo of your product, as many as 30 words of copy, plus your company’s contact information and IBEX booth number. Net rate: \$500. per ad.

ONLY NEW TECHNOLOGIES, on display for the FIRST TIME at IBEX 2010, will be accepted for inclusion in the New Product Review section of the IBEX 2010 Show Directory & Buyers’ Guide.

To be included in the IBEX 2010 New Product Review: Contact Tina Sanderson E: tina@ibexshow.com or Anne Dunbar E: anne@ibexshow.com

Questions? Call Tina at 802-879-8324, or Anne at 716-662-4708.



OFFICIAL SHOW DIRECTORY TAB PAGE ADVERTISING

Double-Sided Tab Pages Offer Twice the Exposure!

Space Reservation Deadline: August 9, 2010

IBEX is offering a special advertising opportunity this year providing maximum exposure in the *Official Show Directory & Buyers' Guide: A double-sided, four-color, tabbed page*. Tab pages are on heavy, glossy, cover stock and have two sides available for artwork. Your ad can be strategically placed to mark one of the following sections:

- Exhibitors' Workshops
- Exhibitors' Descriptions
- Product Locator
- Seminars
- New-Product Special Section

Call us soon to discuss your placement options. The tabbed pages are sold on a first-come, first-served basis—opportunities are limited.

Reserve your space by July 23, 2010 for a 10% discount.

Ad materials are due August 20, 2010. Please see page 6 of this *Exhibitor Marketing Kit* for ad specifications and material requirements. To order, please see page 7.



**Four-Color,
Two-Sided Tab-
Page Ad**

\$7,875*

**DOUBLE-SIDED TAB
PAGES GET
NOTICED!**

**Ad rate is gross; an additional 15% agency discount is available. Please see page 7 of this Exhibitor Marketing Kit for insertion order form.*

Questions? Call Tina at 802-879-8324, or Anne at 716-662-4708.



OFFICIAL SHOW DIRECTORY ENHANCED EXHIBITOR LISTINGS

Place a Company Logo and Call-Out Around Your Listing

Request Deadline: August 9, 2010

Make your company **STAND OUT** from the rest by taking advantage of our simple and inexpensive exhibitor-listing **ENHANCEMENT** options. It's easy and effective marketing to insert your company logo or add a shaded box to your companies listing in the IBEX 2010 *Official Show Directory & Buyers' Guide*. Choose one or both options. See below for samples.

Every exhibitor gets **FREE** their company name, contact info, and 50-word description. Enhance that listing by adding a logo, or adding a logo and call-out box:

Insert your Company Logo in Your Directory Listing

\$300*



Parker Hannifin Corporation

Booth 9999

Parker Hannifin specializes in motion control and fluid-control systems for marine applications worldwide. For engine or vessel systems, fuel and fluid conditioning at shipyards and service shops at the lake or at sea, Parker is there with expertise and uniquely designed systems and components for OEMs and end-users.

**6035 Parkland Blvd.
Cleveland, OH 44124
T: 1-800-cparker • F: 954-522-2219
E: dblack@parker.com
www.parker.com**

Insert a Logo Plus Call Out in Your Directory Listing

\$500*



Parker Hannifin Corporation

Booth 9999

Parker Hannifin specializes in motion control and fluid-control systems for marine applications worldwide. For engine or vessel systems, fuel and fluid conditioning at shipyards and service shops at the lake or at sea, Parker is there with expertise and uniquely designed systems and components for OEMs and end users.

**6035 Parkland Blvd.
Cleveland, OH 44124
T: 1-800-cparker • F: 954-522-2219
E: dblack@parker.com
www.parker.com**

**The above rates are net therefore no agency discount is available. Digital logo files must be received no later than August 20, 2010. Please see page 6 of this Exhibitor Marketing Kit for logo specs and mechanicals. To request a special listing, please fill out the form on page 7 of this Exhibitor Marketing Kit, and return it to us immediately.*

Questions? Call Tina at 802-879-8324, or Anne at 716-662-4708.



ADVERTISING SPECIFICATIONS AND MATERIAL REQUIREMENTS

Space Reservation Deadline: August 9, 2010
Materials Deadline: August 20, 2010

Specifications

- **Printed:** Web offset.
- **Final Trim:** 8 1/8" x 10 7/8"
- **Colors Available:** Four-color process (SWOP standards) and pantone numerical series. In general, SWOP standard specifications for magazine offset printing apply.
- **Bleeds:** Full-page bleed size is 8 3/8" x 11 1/8". Spread bleed size is 16 3/4" x 11 1/8". No live matter within 1/2" of final trim size.
- **All ads must be digital.**

Materials Guidelines

All digital ads must be submitted via the Internet or on CD. Files submitted on CD should include a list of contents with labeled disk. Ads must be Mac-formatted and in InDesign or Adobe PDF formats. We require color ads to be CMYK (not RGB; no pantone colors), and accompanied by a PDF or matchproof.

InDesign files must be CS2 or earlier. No other format will be accepted. All files must be accompanied by supporting graphics and fonts. PhotoShop images need to be tif or JPG, and at least 300 dpi. Illustrator images need to be CMYK and at least 800 dpi.

Adobe PDF files must be version 7.0 or below. All ads must be high resolution and in CMYK color with all fonts embedded (Type 1 fonts only).

Materials Submission

Online submission of materials is preferred. Please make sure you have attached all graphics and fonts and have compressed your file before uploading. Please include your company name in the name of the file you upload (i.e. ACME_IBEX_Ad.sit).

To submit your files online:

From your Internet browser, go to

www.huggercom.com/uploads.php

1. Carefully read and follow the instructions for file preparation.
2. Complete the information form. Please include a phone number at which we may reach you with any questions.
3. Attach your file.
4. Click "Submit."
5. Wait for a confirmation screen to appear before proceeding.
6. After you have uploaded your file, please e-mail Nicole Johnson at nicolek@huggercom.com or call 207-799-1356 to confirm receipt.

To submit your files on CD, ship to:

Hugger Communications
Attn: Nicole Johnson
231 Front St., Suite One
South Portland, ME 04106

Ad Sizes (trim)

Full Page/Non Bleed	7" x 10"
Full Page/Bleed	8 ^{3/8} " x 11 ^{1/8} "
1/2 Page Horizontal	7" x 4 ^{7/8} "
1/3 Page Square	4 ^{5/8} " x 4 ^{7/8} "
1/3 Page Vertical	2 ^{1/4} " x 10"
1/4 Page Horizontal	7" x 2 ^{3/8} "
1/6 Page Vertical	2 ^{1/4} " x 4 ^{7/8} "
1/6 Page Horizontal	4 ^{5/8} " x 2 ^{3/8} "

Ad specs or material questions? Call Nicole at 207-799-1356.



SHOW DIRECTORY ADVERTISING & LISTING ENHANCEMENTS ORDER FORM

Space-Reservation Deadline: August 9, 2010

Please put a mark in the boxes next to the advertising opportunities to which you're committing and indicate vertical, horizontal, or square (V/H/Sq) where applicable. Fill out and sign the acceptance form below and fax it back to Tina or Anne. **All Official Show Directory & Buyers' Guide ad materials are due August 20, 2010.** Please see page 6 for artwork specifications.

Special Positions	4/C
Cover 2	<input type="checkbox"/> \$4540
Cover 3	<input type="checkbox"/> \$4540
Cover 4	<input type="checkbox"/> \$4725
Page facing Cover 3	<input type="checkbox"/> \$4175
Page facing TOC	<input type="checkbox"/> \$4175
Tab Page	<input type="checkbox"/> \$7875

Enhanced Listings

Add a company logo:
 \$300*

Add a logo and a call-out box:
 \$500*

**New-Product
Preview Ad**

A 1/6-page, full-color, fixed-format ad designed by us!

\$500*

Run-of-Book	4/C		2/C		B/W
Full-Page Spread	<input type="checkbox"/> \$6775		<input type="checkbox"/> \$5515		<input type="checkbox"/> \$4725
Full Page	<input type="checkbox"/> \$3780		<input type="checkbox"/> \$3070		<input type="checkbox"/> \$2680
1/2-Page	<input type="checkbox"/> \$2310		<input type="checkbox"/> \$2075		<input type="checkbox"/> \$1655
1/3-Page	<input type="checkbox"/> \$1970	V/Sq	<input type="checkbox"/> \$1785	V/Sq	<input type="checkbox"/> \$1365 V/Sq
1/4-Page	<input type="checkbox"/> \$1390		<input type="checkbox"/> \$1260		<input type="checkbox"/> \$895
1/6 Page	<input type="checkbox"/> \$1135	V/H	<input type="checkbox"/> \$985	V/H	<input type="checkbox"/> \$685 V/H

Check here for 10% off advertising rates if you're submitting this form before July 23, 2010.

Terms: All advertising opportunities are available on a first-come, first-served basis. **All ad rates are gross unless specified otherwise; a 15% agency discount is available.** Payment is due within one week of reservation. This document serves as your official advertising contract. All advertisements are non-cancelable and non-refundable. Show Management reserves the right to introduce new advertising programs and modify advertising at any given time.

*Ad rate is net. No agency discount is available.

Company Name: _____

Contact Name: _____

Address: _____

City, State, Zip, Country: _____

Phone: _____ Fax: _____

Signature: _____ Date: _____

Fax this form to ONLY ONE of the numbers below:

Tina Sanderson
Phone: 802-879-8324
Fax: 866-469-2471
E: tina@ibexshow.com

Anne Dunbar
Phone: 716-662-4708
Fax: 716-662-4709
E: anne@ibexshow.com