



# PGA

2010 MERCHANDISE SHOW

## PGA Merchandise Show Web Site Advertising Opportunities Insertion Order

### Monthly Banner Advertising

Showcase your company throughout the PGA show Web site. Choose a specific month or take advantage of complete pre-show access with one of our banner package programs.

**Exclusive Option:** Own a banner position four months prior to the show for only **\$8,075** (first come, first serve)

**Rotation:** Limited to two companies per banner position per month

	<u>October</u>	<u>November</u>	<u>December</u>	<u>January</u>
<b>200 x 150</b>	<input type="checkbox"/> \$500	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,500

### Web Site Page Peel - \$6,000 - **Exclusive**

Position your company on every page of the Web site with the PGA Show Page Peel. Your sponsorship will appear behind an active peel-away image on every page of the Web site. The page peel will be located in the upper right hand corner of every page on the site.

### Digital PGA Show Directory Sponsorship **NEW!**

- 468 x 60 Header - \$650
- 120 x 600 Skyscraper - \$950
- 550 x 450 Left Cover Sponsorship (not every page) - \$1200
- 88 x 31 Footer - \$450

Your Company name will be mentioned as the sponsor in a broadcast e-mail to the FULL registration e-mail list announcing the digital directory being live on the Web site. E-mail will provide links directly into the Digital Show Directory.

### Featured Web Site Announcement - \$500

Announce your press release or new product announcement to the PGA buyers before the event. This scrolling announcement feature provides maximum visibility for your company and products. Limited to 10 companies.

### Map Your Show PGA Pre-Show Lead Program **NEW!**

Showcase your company and products on the PGA Web site before the show. Build awareness as attendees and buyers visit the Web site to register for the event, make travel arrangements and plan their show using our new online floor plan agenda-setting technology.

#### Enhanced Listing - \*\$250

Complimentary Listing, Company Logo, Contact Us Form, One Product Photo, "Peeled-Corner" Graphic Highlighted on Floor Plan

\*Included in Par, New Exhibitor, Birdie & Eagle booth packages

#### Showroom - \$800

Enhanced Listing, Two Additional Product Photos (3 Total), Multimedia Product Window (Video), Inclusion in the Featured Exhibitor Search Option, Banner Ad Below Floor Plan (Links to Your Showroom)

### PGA Show Specials - \*\$250

Attendees are constantly on the look out for the latest exhibitor show specials, special promotions, celebrity appearances and give-aways. For the first time ever, PGA Golf Exhibitions will be highlighting these specials before the show on the homepage of the PGA Web site, and there will also be a special handout at the Show.

\*Per Show Special

### Web Banner on Registration Page - \$4,800 - **Exclusive**

Your web banner will appear on all pages of the registration process on the PGA Show Web site. The final page of registration will include a link to your company Web site.

### Featured New Products - \$250

Showcase your new product on the front page of the PGA Show Web site! One product photo and a link to your Web site will be posted.

### Registration Confirmation Email to Attendees - \$4800 - **Exclusive**

Your web banner, company name and link to your Web site will appear on the registration confirmation e-mail sent to all PGA attendees after they complete the registration process.

### Sponsor an E-mail to PGA Attendees – Variable Pricing

PGA Countdown to the Show E-mails are sent before the show to the entire pre-registered attendee list. Sponsorship is time sensitive depending on when you reserve. There are multiple PGA Countdown to the Show E-mail sponsorship options.

**Yes, I would like to reserve the sponsorship items checked above. Please accept this form as my official insertion order.**

Advertiser/Exhibitor _____	Ad/Agency (If Applicable) _____
Tel/Fax* _____	Tel/Fax* _____
E-mail* _____	E-mail* _____
Name (Print) _____	Name (Print) _____
Signature/Date _____	Signature/Date _____

**To reserve, fax to 1-941-355-2070.**

**For more information, contact Lisa Austin.**

**Tel: 800-477-7726; E-mail: [LAustin@reedexpo.com](mailto:LAustin@reedexpo.com)**

Program Payment Terms: 50% due with contract, 50% due at Campaign Start Date

\*By providing your fax number and e-mail and signing above, you consent to receive fax communications from REED EXHIBITIONS.

+All online advertising and sponsorships for PGA Merchandise Show are subject o published Reed Exhibitions Terms & Conditions.