

discounted advertising packages

PACKAGE 1 - "INDUSTRY LEADER" PACKAGE - 20% DISCOUNT

INCLUDES:

- Ad in 4 Issues of *IE: The Business of International Events*.
- Ad in IFEA Membership Directory & Buyers Guide.
- Ad in IFEA Annual Convention & Expo Program.
- Expo Booth at IFEA Annual Convention & Expo .
- Plus, a FREE Marketplace Deluxe Listing in "IE" and On-line at www.ifea.com (a \$350 value).

To Advertise, Just Fill Out this Form and Mail or Fax it to IFEA

Contact Name: _____ Company/Organization: _____
Address: _____
City: _____ State/Prov.: _____
Zip/PostalCode: _____ Country: _____
Phone: _____ Fax: _____
E-mail: _____ Web Site: _____

E-mail your company description for your Marketplace Deluxe Listing (25 words or less) to Shauna Spencer at shauna@ifea.com. Please indicate if contact person and info is different from above.

IE Ad Size: Prime Position Full Page 2/3 V 1/2 H 1/2 V 1/3 H 1/3 V 1/4 V
 B&W Four Color Spot Color # of Colors _____ Ad Start: Winter Spring Summer Fall
Mem. Dir. Ad Size: Prime Position Full Page 2/3 V 1/2 H 1/2 V 1/3 H 1/3 V
 Four Color Spot Color # of Colors _____
Conv. & Expo Prog. Ad Size: Prime Position (Four Color) Full Page B&W 2/3 V B&W 1/2 H B&W
 1/2 V B&W 1/3 H B&W 1/3 V B&W 1/4 V B&W

**SUBMISSION OF
EXPO EXHIBITOR
FORM REQUIRED**

4 "IE" Ads \$ _____
1 IFEA Membership Directory & Buyers Guide Ad \$ _____
1 IFEA Annual Convention & Expo Program Ad \$ _____
1 IFEA Annual Convention & Expo Booth \$ _____
SubTotal \$ _____
-20% Package Discount \$ _____
TOTAL \$ _____

Payment Method: Check Visa Mastercard Am Ex **TOTAL AMOUNT ENCLOSED** (50% required with order): _____
Signature: _____ Security Code (locate on back of card): _____
Credit Card Number: _____ Expiration Date: _____

FOR AD RESERVATIONS

Shauna Spencer, Director of Advertising & Expo • Phone: (208) 433-0950, Ext. *815 • Fax: (208) 433-9812 • Email: shauna@ifea.com
Address: International Festivals & Events Association, 2601 Eastover Terrace, Boise, ID 83706 • Website: www.ifea.com

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PACKAGE 2 - "RAISE THE BAR" PACKAGE - 15% DISCOUNT

INCLUDES:

- Ad in 4 Issues of *IE: The Business of International Events*.
- Ad in IFEA Membership Directory & Buyers Guide.
- Ad in IFEA Annual Convention & Expo Program.
- Plus, a FREE Marketplace Deluxe Listing in "IE" and On-line at www.ifea.com (a \$350 value).

To Advertise, Just Fill Out this Form and Mail or Fax it to IFEA

Contact Name: _____ Company/Organization: _____
Address: _____
City: _____ State/Prov.: _____
Zip/PostalCode: _____ Country: _____
Phone: _____ Fax: _____
E-mail: _____ Web Site: _____

E-mail your company description for your Marketplace Deluxe Listing (25 words or less) to Shauna Spencer at shauna@ifea.com. Please indicate if contact person and info is different from above.

IE Ad Size: Prime Position Full Page 2/3 V 1/2 H 1/2 V 1/3 H 1/3 V 1/4 V
 B&W Four Color Spot Color # of Colors _____ Ad Start: Winter Spring Summer Fall
Mem. Dir. Ad Size: Prime Position Full Page 2/3 V 1/2 H 1/2 V 1/3 H 1/3 V
 Four Color Spot Color # of Colors _____
Conv. & Expo Prog. Ad Size: Prime Position (Four Color) Full Page B&W 2/3 V B&W 1/2 H B&W
 1/2 V B&W 1/3 H B&W 1/3 V B&W 1/4 V B&W

4 "IE" Ads \$ _____
1 IFEA Membership Directory & Buyers Guide Ad \$ _____
1 IFEA Annual Convention & Expo Program Ad \$ _____
SubTotal \$ _____
-15% Package Discount \$ _____
TOTAL \$ _____

Payment Method: Check Visa Mastercard Am Ex **TOTAL AMOUNT ENCLOSED (50% required with order):** _____
Signature: _____ Security Code (locate on back of card): _____
Credit Card Number: _____ Expiration Date: _____

FOR AD RESERVATIONS

Shauna Spencer, Director of Advertising & Expo • Phone: (208) 433-0950, Ext. *815 • Fax: (208) 433-9812 • Email: shauna@ifea.com
Address: International Festivals & Events Association, 2601 Eastover Terrace, Boise, ID 83706 • Website: www.ifea.com

discounted advertising packages

PACKAGE 3 - "THE INFLUENTIAL" PACKAGE - 10% DISCOUNT

INCLUDES:

- Ad in 4 Issues of *IE: The Business of International Events*.
- Plus, a FREE Marketplace Deluxe Listing in "IE" and On-line at www.ifea.com (a \$350 value).

PLUS, ADD ONE OF THE FOLLOWING:

- Ad in IFEA Membership Directory & Buyers Guide.
- Ad in IFEA Annual Convention & Expo Program.

To Advertise, Just Fill Out this Form and Mail or Fax it to IFEA

Contact Name: _____ Company/Organization: _____
Address: _____
City: _____ State/Prov.: _____
Zip/PostalCode: _____ Country: _____
Phone: _____ Fax: _____
E-mail: _____ Web Site: _____

E-mail your company description for your Marketplace Deluxe Listing (25 words or less) to Shauna Spencer at shauna@ifea.com. Please indicate if contact person and info is different from above.

IE Ad Size: Prime Position Full Page 2/3 V 1/2 H 1/2 V 1/3 H 1/3 V 1/4 V
 B&W Four Color Spot Color # of Colors _____ Ad Start: Winter Spring Summer Fall
 Mem. Dir. Ad Size: Prime Position Full Page 2/3 V 1/2 H 1/2 V 1/3 H 1/3 V
 B&W Four Color Spot Color # of Colors ____
 Conv. & Expo Prog. Ad Size: Prime Position (Four Color) Full Page B&W 2/3 V B&W 1/2 H B&W
 1/2 V B&W 1/3 H B&W 1/3 V B&W 1/4 V B&W

4 "IE" Ads \$ _____
 1 IFEA Membership Directory & Buyers Guide Ad \$ _____
 1 IFEA Annual Convention & Expo Program Ad \$ _____
SubTotal \$ _____
-10% Package Discount \$ _____
TOTAL \$ _____

Payment Method: Check Visa Mastercard Am Ex **TOTAL AMOUNT ENCLOSED (50% required with order):** _____
Signature: _____ Security Code (locate on back of card): _____
Credit Card Number: _____ Expiration Date: _____

FOR AD RESERVATIONS

Shauna Spencer, Director of Advertising & Expo • Phone: (208) 433-0950, Ext. *815 • Fax: (208) 433-9812 • Email: shauna@ifea.com
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PACKAGE 4 - "EXPO BUSINESS PLAN" PACKAGE - 10% DISCOUNT

INCLUDES:

- Ad in IFEA Annual Convention & Expo Program.
- Expo Booth at IFEA Annual Convention & Expo .
- Ad in "ie" magazine immediately following convention & expo
- Plus, a FREE Marketplace Deluxe Listing On-line at www.ifea.com (a \$270 value).

To Advertise, Just Fill Out this Form and Mail or Fax it to IFEA

Contact Name: _____ Company/Organization: _____
Address: _____
City: _____ State/Prov.: _____
Zip/PostalCode: _____ Country: _____
Phone: _____ Fax: _____
E-mail: _____ Web Site: _____

E-mail your company description for your Marketplace Deluxe Listing (25 words or less) to Shauna Spencer at shauna@ifea.com. Please indicate if contact person and info is different from above.

Conv. & Expo Prog. Ad Size: Prime Position (Four Color) Full Page B&W 2/3 V B&W 1/2 H B&W
 1/2 V B&W 1/3 H B&W 1/3 V B&W 1/4 V B&W

"ie" Magazine Ad Size: Prime Position (Four Color) Full Page B&W 2/3 V B&W 1/2 H B&W
 B&W 1/3 H B&W 1/3 V B&W 1/4 V B&W

**SUBMISSION OF
EXPO EXHIBITOR
FORM REQUIRED**

1 IFEA Annual Convention & Expo Program Ad \$ _____

1 IFEA Annual Convention & Expo Booth \$ _____

1 "ie" Magazine Ad \$ _____

SubTotal \$ _____

-10% Package Discount \$ _____

TOTAL \$ _____

Payment Method: Check Visa Mastercard Am Ex **Total Amount Enclosed** (50% required with order): _____

Signature: _____ Member Non-Member

Credit Card Number: _____ Expiration Date: _____

Security Code (locate on back of card): _____

FOR AD RESERVATIONS

Shauna Spencer, Director of Advertising & Expo • Phone: (208) 433-0950, Ext. *815 • Fax: (208) 433-9812 • Email: shauna@ifea.com
Address: International Festivals & Events Association, 2601 Eastover Terrace, Boise, ID 83706 • Website: www.ifea.com

discounted advertising packages

IE: The business of international events rates and deadlines

Ad Size	Member Rate	Non-Member Rate
Prime Position - Color Included	\$1,575.00	\$1,970.00
Full Page - Color Included	\$1,310.00	\$1,640.00
2/3 Page Vertical	\$890.00	\$1,110.00
1/2 Page Horizontal	\$680.00	\$865.00
1/2 Page Vertical	\$680.00	\$865.00
1/3 Page Horizontal	\$470.00	\$590.00
1/3 Page Vertical	\$470.00	\$590.00
1/4 Page Vertical	\$365.00	\$470.00
Marketplace Listing	\$79.00	\$99.00

Ad Reservation Deadline	Ad Artwork Deadline
Call for Date	Call for Date

Color ads are available for a special fee in addition to the basic ad rates listed above
 Four Color Process: \$495.00 Spot Color: \$175.00 per color

IFEA Membership Directory & Buyers Guide rates and deadlines

Ad Size	Rate
Prime Position - Color Included	\$1,675.00
Full Page - Color Included	\$1,360.00
2/3 Page Vertical	\$940.00
1/2 Page Horizontal	\$730.00
1/2 Page Vertical	\$730.00
1/3 Page Horizontal	\$560.00
1/3 Page Vertical	\$560.00

Ad Reservation Deadline	Ad Artwork Deadline
May 10, 2006	May 18, 2006

Color ads are available for a special fee in addition to the basic ad rates listed above
 Four Color Process: \$495.00 Spot Color: \$175.00 per color

FOR AD RESERVATIONS

Shauna Spencer, Director of Advertising & Expo • Phone: (208) 433-0950, Ext. *815 • Fax: (208) 433-9812 • Email: shauna@ifea.com
 Address: International Festivals & Events Association, 2601 Eastover Terrace, Boise, ID 83706 • Website: www.ifea.com

discounted advertising packages

IFEA's Annual Convention & Expo Program rates and deadlines

Ad Size	Member Rate	Non-Member Rate
Prime Tab Page - Color Included	\$1,360.00	\$1,630.00
Full Page - B&W	\$625.00	\$750.00
2/3 Page Vertical - B&W	\$520.00	\$625.00
1/2 Page Horizontal - B&W	\$415.00	\$499.00
1/2 Page Vertical - B&W	\$415.00	\$499.00
1/3 Page Horizontal - B&W	\$310.00	\$370.00
1/3 Page Vertical - B&W	\$310.00	\$370.00
1/4 Page Vertical - B&W	\$260.00	\$310.00

Ad Reservation Deadline	Ad Artwork Deadline
July 26, 2006	August 1, 2006

IFEA Expo Booth

51st IFEA Annual Convention & Expo September 22 - 23, 2006 • Westin Ottawa • Ottawa, Ontario, Canada

Category	Member Rate	Non-Member Rate	
Booth Rate (reg. incl.)	<input type="radio"/> \$1,595.00*	<input type="radio"/> \$1,795.00*	x _____ Booths \$ _____
Booth Only (no reg.)	<input type="radio"/> \$900.00*	<input type="radio"/> \$1,000.00*	x _____ Additional Delegates \$ _____
2nd, 3rd & 4th Delegates	<input type="radio"/> \$595.00*	<input type="radio"/> \$735.00*	x _____ Additional Delegates \$ _____
Spouse/Guest**	<input type="radio"/> \$295.00*	<input type="radio"/> \$435.00*	x _____ Additional Delegates \$ _____
Prime Space***	<input type="radio"/> \$150.00*		x _____ Booths \$ _____
<small>*Prices are in U.S. dollars **Social activities only ***Prime Space price is in addition to Booth Rate and are limited in availability.</small>			TOTAL _____

Each Booth Includes:
<ul style="list-style-type: none"> • Two "Expo-only" worker passes • All meals and social activities (excluding Foundation events) for full registration delegates • Booth details still to come • Expo Exhibitor Listing in IFEA Annual Convention & Expo Program & online at www.ifea.com

All paid 2006 exhibitors will receive a complimentary line listing in IFEA's *Convention & Expo Program*. Company name will appear in bold, followed by contact person, address, phone and fax, along with a description of your product or service. Booth must be paid in full by August 1, 2006 to be included.

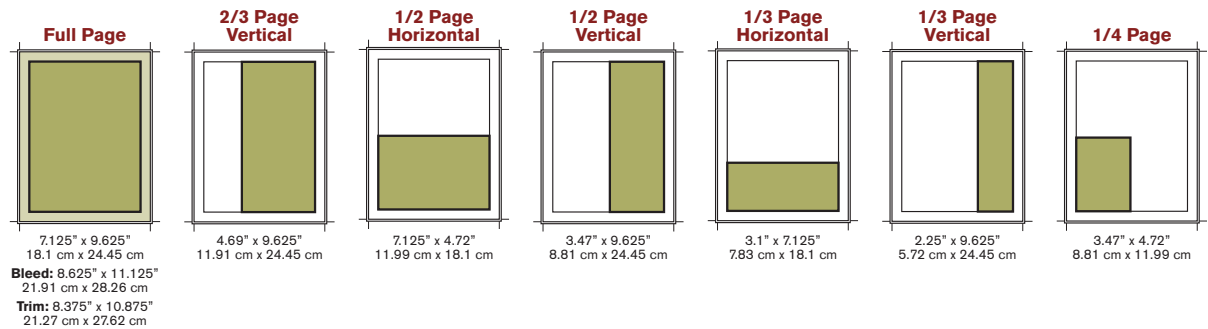
Cancellation Policy: The \$495 deposit is non-refundable. There will be an additional cancellation fee of \$150 between July 3 and August 1, 2006. **After August 1, 2006 there will be no refunds.**

FOR AD RESERVATIONS
Sauna Spencer, Director of Advertising & Expo • Phone: (208) 433-0950, Ext. *815 • Fax: (208) 433-9812 • Email: shauna@ifea.com
 Address: International Festivals & Events Association, 2601 Eastover Terrace, Boise, ID 83706 • Website: www.ifea.com

ad specs

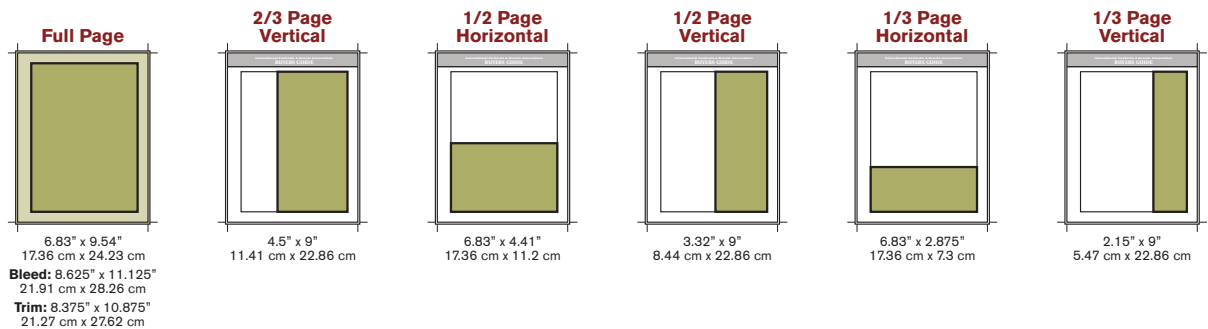
IE: The business of international events ad specs

Non-Bleed	Width Inches	Depth Inches	Width Centimeters	Depth Centimeters
Full Page	7.125"	9.625"	18.10 cm	24.45 cm
2/3 Page Vertical	4.69"	9.625"	11.91 cm	24.45 cm
1/2 Page Horizontal	7.125"	4.72"	18.10 cm	11.99 cm
1/2 Page Vertical	3.47"	9.625"	8.81 cm	24.45 cm
1/3 Page Horizontal	7.125"	3.10"	18.10 cm	7.83 cm
1/3 Page Vertical	2.25"	9.625"	5.72 cm	24.45 cm
1/4 Page Vertical	3.47"	4.72"	8.81 cm	11.99 cm



IFEA Membership Directory & Buyers Guide ad specs

Non-Bleed	Width Inches	Depth Inches	Width Centimeters	Depth Centimeters
Full Page	6.83"	9.54"	17.36 cm	24.23 cm
2/3 Page Vertical	4.5"	9"	11.41 cm	22.86 cm
1/2 Page Horizontal	6.83"	4.41"	17.36 cm	11.2 cm
1/2 Page Vertical	3.32"	9"	8.44 cm	22.86 cm
1/3 Page Horizontal	6.83"	2.875"	17.36 cm	7.3 cm
1/3 Page Vertical	2.15"	9"	5.47 cm	22.86 cm



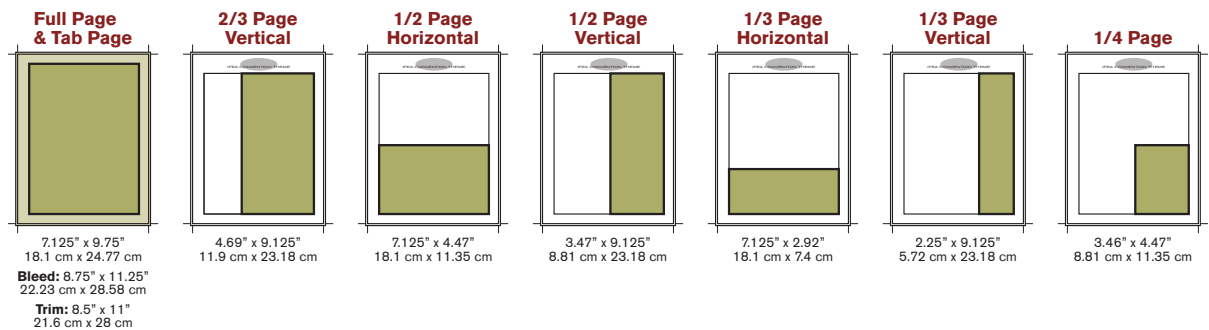
FOR MORE INFO ON AD SPECS

Craig Sarton, Creative & Publications Director • Phone: (208) 433-0950, Ext. *819 • Fax: (208) 433-9812 • Email: craig@ifea.com
 Address: International Festivals & Events Association, 2601 Eastover Terrace, Boise, ID 83706 • Website: www.ifea.com

ad specs

IFEA's Annual Convention & Expo Program ad specs

Non-Bleed	Width Inches	Depth Inches	Width Centimeters	Depth Centimeters
Tab Full Page - Color Included	7.125"	9.75"	18.1 cm	24.77 cm
Full Page	7.125"	9.75"	18.1 cm	24.77 cm
2/3 Page Vertical	4.69"	9.125"	11.9 cm	23.18 cm
1/2 Page Horizontal	7.125"	4.47"	18.1 cm	11.35 cm
1/2 Page Vertical	3.47"	9.125"	8.81 cm	23.18 cm
1/3 Page Horizontal	7.125"	2.92"	18.1 cm	7.4 cm
1/3 Page Vertical	2.25"	9.125"	5.72 cm	23.18 cm
1/4 Page Vertical	3.46"	4.47"	8.81 cm	11.35 cm



General Ad Specs

BLEED ADS

Available for full page ads only in IE: The business of international events and the IFEA Membership Directory & Buyers Guide. Dimensions: 8.625" x 11.125" (21.91 cm x 28.26 cm). All live matter shall fit in the non-bleed size listed above. Final trim size is 8.375" x 10.875" (21.27 cm x 27.62 cm). Bleed ads are available in the IFEA's Annual Convention & Expo program only on Tab Pages. Final trim size is 8.5" x 11"

DIGITAL FILES:

To ensure high-quality reproduction, please provide digital files in one of the following formats:

- Adobe Acrobat PDF.
- Adobe Illustrator EPS with fonts converted to paths and all attached support files.
- Macromedia Freehand EPS with fonts converted to paths and all attached support files.
- Adobe Photoshop in either TIFF or EPS. All black & white or color photos or artwork must be scanned at 300 ppi*

(118 ppc**) . Color images should be saved as a TIFF or EPS in the CMYK mode. All line art (high contrast black & white art with no grey tones) must be scanned at 1200 ppi* (472 ppc**) and saved as a tiff or eps in the bitmap mode. Graphics and photos used for web sites (normally scanned at 75 ppi*/30 ppc**) are not acceptable.

- QuarkXpress including fonts and all attached support files.
- PageMaker including fonts and all attached support files.

You may send digital files by mailing them on disk, CD or uploading them to our FTP site (contact us for instructions). Please mail or fax printed versions of the ad. If your ad is in color, include a color copy for color verification at press time. If you are using programs or file formats other than those listed above please call to make special arrangements. We can not guarantee the quality of reproduction for any format not listed. Failure to include fonts or attached support files can hold up production and require new files to be sent. Failure to follow the directions listed above can result in additional fees (\$85.00 per hour minimum of 1 hour). If you have any production questions please contact our Creative & Publications Director.

FOR MORE INFO ON AD SPECS

Craig Sarton, Creative & Publications Director • **Phone:** (208) 433-0950, Ext. *819 • **Fax:** (208) 433-9812 • **Email:** craig@ifea.com
Address: International Festivals & Events Association, 2601 Eastover Terrace, Boise, ID 83706 • **Website:** www.ifea.com