

# 2011 Exhibitor Value Packages – Choose the package that’s right for you.



Conference & Exhibition  
**INTERPHEX**<sup>™</sup>  
 P U E R T O R I C O

**December 1-2, 2011**

Puerto Rico Convention Center

San Juan, Puerto Rico

[www.interphexpuertorico.com](http://www.interphexpuertorico.com)

**Pricing Thru June 1, 2010**

**INTERPHEX Puerto Rico** offers you cost-effective promotional packages that go far beyond a booth! These Value Packages conveniently bundle show services – along with exhibit space – to save you significant time and money all while giving you increased visibility before, during and after the event.

	BASIC	BASIC PLUS	BRONZE*	SILVER*	GOLD*
600 Sq. Ft.*					\$38,345
400 Sq. Ft.					
300 Sq. Ft.	\$10,704	\$12,547.95	\$15,727.95	\$23,897.95	
200 Sq. Ft.	\$ 7,604	\$9,342.75	\$12,522.75	\$20,692.75	
150 Sq. Ft.	\$ 6,054	\$ 7,717.75	\$10,897.75	\$19,067.75	
100 Sq. Ft.	\$ 4,504	\$ 6,150	\$ 9,330	\$17,500	

**The purchase of your exhibit space includes the following essential items:** Pipe & drape; Food & Beverage for 2 staff members – automatically added to the first two exhibitor badges ordered; access to update your company’s description on the [interphexpuertorico.com](http://interphexpuertorico.com) website, and a link from that listing to your website; 450 character listing (including spaces) in the Official Show Directory and Buyer’s Guide and unlimited characters for online listing.

\*For spaces over 400 sq. ft., please contact Pete Zezima at 203-840-5447 or [pzezima@reedexpo.com](mailto:pzezima@reedexpo.com).

**Note:** There is an additional charge per corner.

Forfeiture of Space Draw Rate: Those exhibitors selecting space at space draw and not 30% paid by June 15, 2010 will forfeit the space draw rate and be charged the full standard rate.

**The Value Packages** also include the following components and services as indicated by level below:

	BASIC	BASIC PLUS	BRONZE	SILVER	GOLD
<b>Pre-show Exposure</b> – catch the attention of attendees before the show				<ul style="list-style-type: none"> <li>✓ Company logo included in all relevant promotional material</li> <li>✓ 1/4 page 4 Color Ad in Conference Brochure</li> </ul>	<ul style="list-style-type: none"> <li>✓ Company logo included in all relevant promotional material</li> <li>✓ 1/4 page 4 Color Ad in Conference Brochure</li> </ul>
<b>Exposure in Official Show Directory</b> – provides heightened presence in the vehicle that buyers are using to source vendors		<ul style="list-style-type: none"> <li>✓ Logo Listing</li> </ul>	<ul style="list-style-type: none"> <li>✓ Half Page 4-Color Ad</li> <li>✓ Logo Listing</li> <li>✓ 50-word description in special sponsor section</li> </ul>	<ul style="list-style-type: none"> <li>✓ Full Page 4-Color Ad</li> <li>✓ Logo Listing</li> <li>✓ 50-word description in special sponsor section</li> </ul>	<ul style="list-style-type: none"> <li>✓ Full Page 4-Color Ad</li> <li>✓ Logo Listing</li> <li>✓ 50-word description in special sponsor section</li> <li>✓ Logo on cover</li> </ul>
<b>Post-show Attendee List</b> – for your follow-up marketing efforts				<ul style="list-style-type: none"> <li>✓ Complete Registrants List</li> </ul>	<ul style="list-style-type: none"> <li>✓ Complete Registrants List</li> </ul>
<b>Web Exposure</b> – receive pre- and post-show advertising	<ul style="list-style-type: none"> <li>✓ Enhanced web listing</li> </ul>	<ul style="list-style-type: none"> <li>✓ Enhanced web listing</li> </ul>	<ul style="list-style-type: none"> <li>✓ Rotating Hot Button</li> <li>✓ Enhanced Web Listing</li> </ul>	<ul style="list-style-type: none"> <li>✓ Rotating Hot Button</li> <li>✓ Enhanced Web Listing</li> </ul>	<ul style="list-style-type: none"> <li>✓ Rotating Hot Button</li> <li>✓ Enhanced Web Listing</li> </ul>
<b>Networking Exposure</b> – an extra opportunity for your company to discuss the latest products and services that your company offers				<ul style="list-style-type: none"> <li>✓ Breakfast Sponsor</li> </ul>	<ul style="list-style-type: none"> <li>✓ Lunch and Reception Sponsor</li> <li>✓ 1 Private Meeting Room</li> </ul>
<b>On-site Exposure</b> – increase your company’s mindshare in each attendee			<ul style="list-style-type: none"> <li>✓ Sponsor of a Session of choice within the Conference Program</li> </ul>	<ul style="list-style-type: none"> <li>✓ Registration Handout</li> </ul>	<ul style="list-style-type: none"> <li>✓ Registration Handout</li> <li>✓ Banner in Registration area</li> </ul>
<b>Booth Furnishings</b>		<ul style="list-style-type: none"> <li>✓ One table &amp; two chairs</li> <li>✓ Carpeting</li> <li>✓ Standard electric</li> <li>✓ Lead retrieval</li> </ul>	<ul style="list-style-type: none"> <li>✓ One table &amp; two chairs</li> <li>✓ Carpeting</li> <li>✓ Standard electric</li> <li>✓ Lead retrieval</li> </ul>	<ul style="list-style-type: none"> <li>✓ One table &amp; two chairs</li> <li>✓ Carpeting</li> <li>✓ Standard electric</li> <li>✓ Lead retrieval</li> </ul>	<ul style="list-style-type: none"> <li>✓ One table &amp; two chairs</li> <li>✓ Carpeting</li> <li>✓ Standard electric</li> <li>✓ Lead retrieval</li> </ul>
<b>Conference Pass</b> – access to important industry education for you and/or your customers	<ul style="list-style-type: none"> <li>✓ 1 Conference Pass</li> </ul>	<ul style="list-style-type: none"> <li>✓ 2 Conference Passes</li> </ul>	<ul style="list-style-type: none"> <li>✓ 2 Conference Passes</li> </ul>	<ul style="list-style-type: none"> <li>✓ 2 Conference Passes</li> </ul>	<ul style="list-style-type: none"> <li>✓ 5 Conference Passes</li> </ul>

Contact Pete Zezima, Group Sales Director, at 203.840.5447 or [pzezima@reedexpo.com](mailto:pzezima@reedexpo.com).