



Traffic Builders

The Official ITEC 2010 Show Preview & Show Guide

Promoting your upcoming presence as an exhibitor at the International Tire Exhibition & Conference (ITEC) is vital to your event success. With thousands of attendees and hundreds of other exhibitors at ITEC, be sure your booth is on an attendee's must-visit list!

Our ITEC Premium Package (Show Preview, Show Guide and Enhanced Online Listing Ad) will serve to maximize your exposure to important tire professional prospects and help increase traffic to your booth. A brief summary of this ITEC marketing opportunity is on the back of this sheet.



The Official ITEC Premium Package

A combination package that includes ads in the Show Preview, the Show Guide and Enhanced Online Exhibitor Listing

The ITEC Show Preview



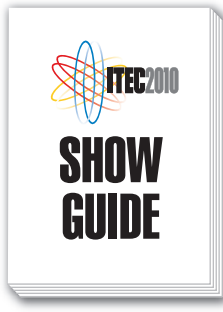
The Show Preview is the first comprehensive look at the breadth and depth of ITEC and often the starting point for attendees as they plan their trip and begin to build their own schedules for ITEC week. This stand-alone, comprehensive guide will

include the most current listing of the technical papers and educational program, special events and activities, exhibitor listings and floor plan.

Distribution: Mailed the week of June 14 to our database of 45,000 tire professionals.

Bonus Distribution: The ITEC Show Preview also will be available digitally on the ITEC Web site as an additional online presence to complement your ITEC marketing programs.

The ITEC Show Guide

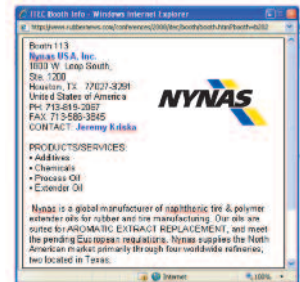


The premier on-site print advertising opportunity at ITEC is our Show Guide. The Show Guide will include the complete listing of all the technical papers, program activities and the final floor plan. Its usefulness goes beyond the 3-4 days in

Cleveland; it's a valuable year-round tool to every attendee with a master schedule of seminars, sessions, special interest programs and events, and a complete exhibitor list. It's a great way to reinforce your message during and after the show.

Distribution: As the official on-site guide to ITEC, the Show Guide will be distributed to 4,000-6,000 delegates and attendees when they pick up their registration materials.

Enhanced Online Exhibitor Listing



This value-priced Enhanced Online Exhibitor Listing Logo allows you to further merchandise your ITEC marketing efforts by adding your company 4-color logo as an expansion of your online exhibitor listing.

Premium Package Pricing:

Standard page, four-color \$8,000

Half page, four-color \$5,000

Quarter page, four-color \$2,500

Show Guide Only

Optional pricing for those exhibitors who want only show exposure:

Standard page, four-color \$5,000 Half page, four-color \$3,000 Quarter page, four-color \$1,500

NOTE: Non-exhibiting advertisers must purchase a full-page ad to be in the Show Guide.

For Exhibit Sales, Contact your ITEC Sales Representative:

Don Sector
Tire Manufacturing
Sales Director
330-865-6107
dsector@crain.com

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Key Information

Premium Package: Ad Closing May 7

- Show Preview: Materials due May 21
- Show Guide: Materials due August 20
- Exhibitor On-line Listing Logo: Can be uploaded at any time

Show Guide Only: Ad Closing August 6

- Materials due: August 20

Mechanicals

- Standard Page: 8-1/8" x 10-7/8"
Bleed: 8-3/8" x 11-1/8"
Trim: 7-1/2" x 10"
- Half page, horizontal: 7-1/2" x 5"
- Half page, vertical: 3-5/8" x 10"
- Quarter page, vertical: 3-5/8" x 5"



ITEC2010
INTERNATIONAL TIRE
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The Cleveland I-X Center, Cleveland, Ohio USA
September 21-23, 2010 communications inc. event
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Supporting Publications

Rubber & Plastics News Tire Business European Rubber Journal
Rubber Asia Tyre Asia AutoWeek

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Please Note: Both the Show Guide and Show Preview will be standard magazine size products. All pricing reflects 4-Color ads.

Premium position charges: 10% premium to gross costs on inside front and back cover positions. Additional special positions within the show guide will carry a 5% premium.