



Traffic Builder

The Official ITEC 2010 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!

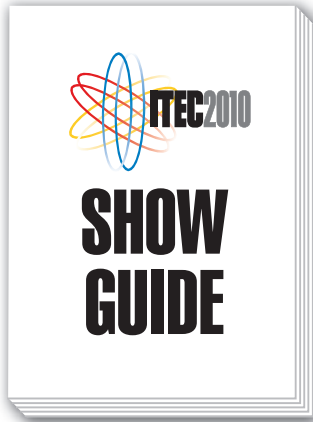
Our ITEC Show Guide and Enhanced Online Listing will serve to maximize your exposure to important tire professional prospects and help increase traffic to your booth. A brief summary of this ITEC marketing opportunity is on the back of this sheet.



The Official ITEC Show Guide

A combination package that includes your ad in the Show Guide and your logo in your Enhanced OnLine Exhibitor Listing

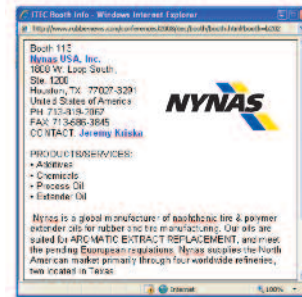
The ITEC Show Guide



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.

ITEC Show Guide Pricing

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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Brad Glazer Automotive Aftermarket Representative
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Key Information

**ITEC Show Guide:
Ad Closing August 6**

- Materials due August 20
- Exhibitor Online Listing Logo:
Can be uploaded at any time

Mechanicals

- Trim: 8-1/8" x 10-7/8"
- Bleed: 8-3/8" x 11-1/8"
- Image Area: 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"



The Cleveland I-X Center, Cleveland, Ohio USA
September 21-23, 2010 a crain communications inc. event
www.itec-tireshow.com

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

ITEC Corporate Sponsors

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driven to perform™



Please Note: Show Guide will be a standard magazine size product. 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.