

HALLOWEEN & PARTY EXPO

Houston, TX
January 22-25, 2011

Don't miss an opportunity to reach buyers, at both the show and year round! The Halloween & Party Expo's **EXHIBITOR DIRECTORY & BUYERS GUIDE** is packed full of important information. Each exhibitor is listed with key contact/business information and a description of their product line. The book also contains the Expo floor plan and a final schedule for all special events at the show. This handy publication will be used on-site by each buyer in attendance, and serve as a reference tool/buyers guide long after the show has ended. A limited amount of ad space is available, so **call today to reserve your space!**

Deadline to reserve ad: Nov 15, 2010

Deadline to submit ad: Dec 1, 2010

Exhibitor Directory & Buyers Guide

Ad Prices & Sizes:

Full Page:

\$1,000 - Color

\$800 - B&W

4.75" x 7.75"

Half Page:

\$700 - Color

\$500 - B&W

2.25" x 7.5" (vertical)

4.75" x 3.5" (horizontal)

Be sure
to include your
**BOOTH
NUMBER**
in your ad!

+ \$100 charge if ad is designed by
Halloween & Party Expo

HALLOWEEN & PARTY EXPO
**THE
SHOW**
JAN 22-25, 2011

Endorsed by:



Fax or mail to:

H&P Expo LLC • P.O. Box 150790, Austin TX 78715

Phone: 877.347.EXPO Fax: 866-826-0250

HALLOWEEN PARTY EXPO

Houston, TX
January 22-25, 2011

ADVERTISING IN EXHIBITOR DIRECTORY & BUYERS GUIDE

Fax or mail to:

H&P Expo LLC P.O. Box 150790, Austin TX 78715
Phone: 877.347.EXPO Fax: 866-826-0250

Check item	Size	Amount	Total
	Full Page - Color	\$1000	
	Full Page - Black & White	\$800	
	1/2 Page - Color	\$700	
	1/2 Page - Black & White	\$500	
	Ad Design (if H&P Expo builds ad)	\$100	
Payment due with ad copy. Deadline to reserve ad is Nov 15, 2010. Deadline to submit ad is Dec 1, 2010.			

Name _____

Company _____ Booth Number _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail Address _____

Payment information

Credit Cards: Visa MasterCard American Express Discover Other _____

Card Number _____ Exp. Date _____

Signature _____ By signing I authorize my credit card to be charged.

Checks: Check Number _____ Amount _____

Make checks payable to: H&P Expo, LLC. If paying by check, please mail to address at top of page.

Mechanical Specifications

Size	Width	Height
Full Page Bleed:	5"	8"
Full Page Trim	4.75"	7.75"
1/2 Horizontal	4.75"	3.5"
1/2 Vertical	2.25"	7.75"

Advertiser indemnifies H&P Expo, LLC against losses or liabilities arising from this advertising. H&P Expo assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. Hi-res pdf, eps, tiff and jpeg files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode. Black & white artwork must be in grayscale or bitmap mode. If submitting "camera ready" ad, press-ready PDF files (.pdf) are preferred.

Ad Material Delivery Deadline to submit ad is Dec 1, 2010

Send us your ad material by uploading your creative to the Halloween & Party Expo site at www.halloweenpartyexpo.com Click on the sponsor tab and you will see a link to "Upload your ad" Simply fill out your company's contact information, attach your ad material(s) and click submit. If sending by mail, please forward to:

**Halloween & Party Expo,
P.O. Box 150790, Austin, TX 78715**

For questions concerning artwork contact **Erin Michelle** at: erin@halloweenpartyexpo.com or call 877.347.3976