



Halloween & Party Expo Advertising Policy

At the Halloween & Party Expo, we seek to provide a fair and equitable method for reserving advertising space in both our annual *Exhibitor Directory and Buyers' Guide*, as well as our onsite Foldout Floorplan/Houston map. The purpose of this policy is to provide guidelines and define uniform standards for sale of advertising space and to provide an objective and enforceable standard for advertising.

Reserving Ad Space in the *Exhibitor Directory and Buyers' Guide*

- Exhibitors who have purchased advertisements in previous *Exhibitor Directory and Buyers' Guides* will have first right of refusal on purchasing the same placement for the following year.
- We will contact Exhibitors who have advertised in the *Exhibitor Directory and Buyers' Guides* before we open sales to new advertisers. But, if possible, please let us know onsite at the Expo if you plan to advertise in the next edition of the publication.
- Remaining ad space will be sold on a first-come/first-served basis.
- Requests for specific placement will be noted and honored if possible.

Reserving Ad Space in the New Foldout Floorplan and Houston Map

- Because there is limited space on the map, ad space will be sold on a first-come, first-served basis each year until space runs out.
- All exhibitors will be notified by email when advertising sales for this publication opens and closes each year.

Payment for Ad Space

Ad space must be paid for by the creative due date of December 2, 2011.

Ad Space Design

For exhibitors who do not have the ability to produce advertising copy, Halloween & Party Expo staff will design copy at the rate of \$100 per ad.

Advertising Content

The Halloween & Party Expo generally reserves the right to reject advertisements that are inappropriate, and specifically prohibits advertisement that:

- Is pornographic, false, illegal, misleading or deceptive.
- Is defamatory or ridicules a person or group based on gender, sexual orientation, religion, race, ethnicity, or political affiliation.
- Advocates imminent lawlessness or violent behavior, or contains criminal or violent content.
- Promotes alcohol, firearms or tobacco related products to underage persons.
- Promotes religious beliefs or interests (this prohibition does not necessarily apply to exhibitors who are advertising religious-oriented product(s); It applies to those who are solely advocating a religious stance and not marketing their products).
- Promoting political campaigns or political issues.

Should the Expo receive negative publicity or complaints regarding any advertisement, it reserves the right to terminate the advertising contract.