

# Promotional Opportunities

## WJTA-IMCA Conference & Expo Sponsorship

Sponsorship of a Conference & Expo activity is an excellent way for your company to receive recognition for supporting the WJTA-IMCA. Your sponsorship entitles you to the following benefits:

- **FREE** advertisement in the *Conference & Expo Program*
- Prominent signage & banners
- Recognition in the *Conference & Expo Program*
- Recognition in the *Jet News*
- **FREE** Conference & Expo passes for your customers
- Recognition on the WJTA-IMCA website - company logo and hyperlink to company website

### The following levels of support are available

- **Platinum Level:** \$10,000 or more in contributions.  
Receive two **FREE** full-page, four color advertisements in the *Conference & Expo Program*, one **FREE** full-page, four-color advertisement in the August 2017 *Jet News* and 20 **FREE** Conference & Expo passes for your customers.
- **Gold Level:** \$5,000 or more in contributions.  
Receive one **FREE** full-page, four color advertisement in the *Conference & Expo Program* and ten **FREE** Conference & Expo passes for your customers.
- **Silver Level:** \$2,500 or more in contributions.  
Receive one **FREE** half-page, four color advertisement in the *Conference & Expo Program* or \$279 off a larger advertisement and five **FREE** Conference & Expo passes for your customers.
- **Bronze Level:** \$1,000 or more in contributions.  
Receive one **FREE** quarter-page, four color advertisement in the *Conference & Expo Program* or \$160 off a larger advertisement.

## Official Conference & Expo Program Advertising

Advertising in the official *Conference & Expo Program* is another way for your company to receive recognition.

### 1. Space.

Dimensions for a full-page ad: 7.5" w x 10" h  
Dimensions for a 1/2 page ad: 7.5" w x 5" h,  
horizontal or vertical  
Dimensions for a 1/4-page ad: 3.5" w x 4.5" h

### 2. Specifications.

Colors: Black ink included in base rate. Additional colors per page or fraction are \$225.00 each. Four color process - additional \$600.00.

**Mechanical Requirements.** All digital files must be a least 300 dpi, i.e., placed photos, logos. A high resolution PDF is preferred. Digital files prepared in Macintosh platform preferred, although some PC-based files can be accepted. Programs include: QuarkXPress, Adobe Photoshop, Adobe Illustrator, PageMaker, InDesign and Freehand.

Four-color images should be in CMYK format. Bleeds available. Trim size is 8.5" x11". Add a quarter inch beyond trim size for all sides that bleed.

Email your high resolution PDF to [wjta-imca@wjta.org](mailto:wjta-imca@wjta.org) or submit your files on disk along with a proof. Include any fonts and links that were used in creating the advertisement.

- Advertising Copy.** All advertising copy shall be furnished camera-ready by the Advertiser and is subject to approval of the WJTA-IMCA. All copy should be sent to the WJTA-IMCA, 906 Olive Street, Suite 1200, Saint Louis, Missouri 63101-1448, [wjta-imca@wjta.org](mailto:wjta-imca@wjta.org). If advertising copy does not conform to WJTA-IMCA's stated dimensions, WJTA-IMCA reserves the right to alter or revise layout. All camera-ready copy must be delivered to WJTA-IMCA **no later than Monday, August 21, 2017.**
- Liability.** Advertiser or Agency warrants that it is authorized and entitled to advertise the business, application or product represented in the advertising copy furnished and agrees to indemnify WJTA-IMCA against all claims, damages, demands, or liability whatsoever arising out of or in any way caused by or connected with the printing or publication of the advertising copy furnished by Advertiser or Agency.
- Cancellations** must be made in writing. No cancellation will be accepted after August 1, 2017. Orders for cover positions are non-cancellable.
- Payments** for advertising space are due **no later than August 31, 2017.** Payment can be made by check payable to the WJTA-IMCA Conference & Expo (U.S. Dollars ONLY) or by credit card: VISA, MasterCard, American Express, or Discover.

| Text Pages                    |          |
|-------------------------------|----------|
| Full Page .....               | \$415.00 |
| 1/2 Page .....                | \$279.00 |
| 1/4 Page .....                | \$160.00 |
| Covers                        |          |
| Inside Front, Full Page ..... | \$682.00 |
| Inside Back, Full Page .....  | \$577.00 |
| Outside Back, Full Page ..... | \$829.00 |

# 2017 Conference & Expo Advertising/Sponsorship Contract

Company \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State/Province \_\_\_\_\_  
 Country \_\_\_\_\_ Postal Code \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Email \_\_\_\_\_

### Payment Method:

- Check, payable to **WJTA-IMCA Conference & Expo** (U.S. DOLLARS ONLY).  
 Please charge my  MasterCard  VISA  AMEX  Discover

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVC \_\_\_\_\_  
Card Verification Code

\_\_\_\_\_ Print name as it appears on card

\_\_\_\_\_ Cardholder's signature

**IMPORTANT:** *I understand and agree to the conditions that are stated under Promotional Opportunities.*

Authorized Signature \_\_\_\_\_

Please return completed contract to: WJTA-IMCA, 906 Olive Street, Suite 1200,  
 Saint Louis, MO 63101-1448, telephone: (314)241-1445, fax: (314)241-1449,  
 email: [wjta-imca@wjta.org](mailto:wjta-imca@wjta.org)

### Sponsorship Opportunities

- Platinum Level:** \$10,000 or more in contributions..... \$ \_\_\_\_\_  
 **Gold Level:** \$5,000 or more in contributions..... \$ \_\_\_\_\_  
 **Silver Level:** \$2,500 or more in contributions..... \$ \_\_\_\_\_  
 **Bronze Level:** \$1,000 or more in contributions ..... \$ \_\_\_\_\_

### Conference & Expo Program Advertising

#### Space/Insert Rate

- Full Page - \$415..... \$ \_\_\_\_\_  
 1/2 Page - \$279..... \$ \_\_\_\_\_  
 1/4 Page - \$160..... \$ \_\_\_\_\_  
 Inside Front, Full Page - \$682..... \$ \_\_\_\_\_  
 Inside Back, Full Page - \$577 ..... \$ \_\_\_\_\_  
 Outside Back, Full Page - \$829 ..... \$ \_\_\_\_\_  
 **Color:** \$225 per each additional color, \$600 for four-color process per advertisement ..... \$ \_\_\_\_\_

**TOTAL ENCLOSED**

\$ \_\_\_\_\_

## WJTA-IMCA Conference & Expo

October 25–27, 2017

New Orleans, Louisiana, USA

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