



## **Program & Expo Guide** **Advertising Insertion Order**

**NEW ADVERTISERS** – Early Bird Discount For Ad Space Reserved By: **March 2, 2020** Ad  
Space Reservation Deadline: **March 23, 2020**  
Artwork Due: **March 30, 2020**

Now you can advertise your company's message to attendees at the **REALTORS® Legislative Meetings & Trade Expo** with your advertisement strategically placed in the official **Program & Expo Guide**.

Not only can your ad increase on-site booth traffic, but it can also help build sales throughout the year! In fact, studies indicate that 73% of tradeshow attendees keep show guides, and 68% keep them for six months to one full year!

The **REALTORS® Legislative Meetings & Trade Expo Program & Expo Guide** is distributed on-site to all registrants. Anticipated circulation is 7,500.

Company Name: \_\_\_\_\_ Booth #: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Signature: \_\_\_\_\_  
Print Name

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Advertising Agency (if applicable): \_\_\_\_\_

Agency Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### **Ad Size**

### **\*Rate**

### **DEADLINE DATES**

\_\_\_\_ Back Cover, 4 color \$ 8,000

\_\_\_\_ Center Spread, 4 color \$ 6,000

\_\_\_\_ Inside Front Cover, 4 color \$ 4,500

\_\_\_\_ Inside Back Cover, 4 color \$ 3,500

\_\_\_\_ Front Side Center Spread, 4 color \$ 3,000

\_\_\_\_ Back Side Center Spread, 4 color \$ 2,500

\_\_\_\_ Full page, 4 color \$ 2,500

\_\_\_\_ Full page, 1 color \$ 1,500

**NEW ADVERTISERS** - Early Bird discount deadline to reserve ad space: **March 2, 2020**  
Deadline to reserve ad space: **March 23, 2020**.

Final artwork due by: **March 30, 2020**.

**Advertisers who do not supply final artwork by March 30, 2020 forfeit their space and will not receive a refund.**

**AD ARTWORK MUST BE FINAL. ANY CHANGES ARE SUBJECT TO A \$500 FEE.**

### **Have Questions About Advertising Opportunities?**

Contact Angela Chybik or Michael Litwicki

REALTORS® Exhibition Management

800.752.6312 | 630.434.7779 | E-mail: [nar@heexpo.com](mailto:nar@heexpo.com)

**\*Advertising Total \$ \_\_\_\_\_**

**\*NEW ADVERTISERS** reserving ad space by March 2nd will receive a 25% early bird discount off the above rate.

## ARTWORK REQUIREMENTS – PROGRAM & EXPO GUIDE

### Setting up your Artwork:

#### Full Page Ad:

**Trim Size:** 6.25" x 8.875" (vertical)

**Bleed Size:** 6.5" x 9.125" (.125" bleeds around each page)

**Live:** 5.5" x 8.125"

**Balance of Body:** One Color (PMS-293 Blue)

### Submitting your Artwork

- Submit print-ready PDF file(s)
- Image quality should be a minimum of 300 dpi
- Include printer / crop marks

#### Also Note:

- ALL advertisers **MUST** first provide a proof of their ad **in advance** for review / approval by Show Management.
- NAR will e-mail each advertiser and provide them with detailed instructions on how to submit final ads files.
- Once approved, **FINAL artwork files MUST be submitted by March 30, 2020.**
- NOTE: All artwork must be FINAL. Any changes are subject to a \$500 fee.

Deadline for final artwork: **March 30, 2020**

**No ads will be accepted past March 30, 2020**

**Artwork must be FINAL. Any changes are subject to a \$500 fee**

#### Cancellation Policy:

Cancellations of space reservations are not accepted after the closing date of March 23, 2020 for the official Program & Expo Guide. Special positions may not be cancelled. This Sponsorship Agreement is entered into as of the date of the Sponsor's signature above. Sponsor is responsible for meeting all details and deadlines outlined in the Confirmation Letter as well as full payment with Agreement or upon receipt of invoice. This Agreement is binding and any attempt to cancel all or part of this Sponsorship Agreement shall result in the forfeiture of 100% of the sponsorship fee.

In the event that Sponsor's Contract for Exhibit Space is cancelled or terminated for any reason, this Sponsorship Contract shall automatically and concurrently terminate. If such cancellation or termination is due to Sponsor engaging in any illegal activity or activity otherwise prohibited under the terms of the Contract for Exhibit Space, NAR shall retain sponsorship fee and Sponsor hereby waives any claim for refund or other reparation pertaining to such cancellation. In the case of cancellation by NAR for reasons other than illegal or prohibited activity by Sponsor, NAR shall issue sponsor a refund of sponsorship fee. This contract shall be interpreted under the laws of the United States and Illinois. Any dispute arising out of or relating to this Agreement shall be filed in the appropriate Federal or State Court located in Cook County, Illinois.

### DISPLAY ADVERTISING

All display advertising is arranged in advance through the REALTORS® Sales Office (Hall-Erickson, Inc.). All advertising copy submitted is subject to the review and approval of the NATIONAL ASSOCIATION OF REALTORS® (NAR), as the publisher of the REALTORS® Legislative Meetings & Trade Expo Program & Expo Guide. NAR reserves the right to reject any advertising.

#### Use of the REALTOR® Trademarks

The NATIONAL ASSOCIATION OF REALTORS® (NAR) is the owner of all right, title and interest in and to the federally registered collective membership marks, REALTOR®, REALTOR-ASSOCIATE® and the REALTOR® Logo (hereinafter "Marks"). Any and all use of such Marks, or any others owned by NAR by an exhibitor, speaker, sponsor or vendor shall be subject to prior written approval by the Legal Affairs Division of the NAR. NAR reserves the right to revoke use of the Marks at any time for any reason.

### SELECT PAYMENT METHOD: FULL PAYMENT DUE WITH ORDER

- ☐ **Check** (make check payable to: **NAR Expo**)
- ☐ **Credit Card** (Check here to have invoice sent with online credit card payment information.)

#### **Remit Signed Form With Payment To:**

Fred Champagne  
NAR Expo c/o Hall-Erickson, Inc.  
98 E. Chicago Avenue, Suite 201  
Westmont, IL 60559  
**Phone:** 800.752.6312  
**Fax:** 630.434.1216  
**E-mail:** [nar@heexpo.com](mailto:nar@heexpo.com)