

# International Pow Wow 2012 Advertising Opportunities

Contact Sarah Dickson at (202) 408-2134 for more information, or return completed form to F: (202) 330-5901 or [sdickson@ustravel.org](mailto:sdickson@ustravel.org).



## Section 1. Print Opportunities

The Official Program/Appointment Schedule is the ultimate event resource at International Pow Wow, containing the appointment scheduling information, schedule of events, U.S. Supplier organization with corresponding booth numbers and more. Dimensions are 4.5" by 9", spiral bound.

Please check the box of the advertising opportunity you would like to purchase:

- Official Program/Appointment Schedule book — Inside Front Cover** ..... SOLD  
Advertiser will have the inside front cover for a 4-color, full-page advertisement.
- Official Program/Appointment Schedule book — Tab Page (Front Side)**..... \$6,000  
Advertiser will have a tab page for a 4-color, full-page advertisement.
- Official Program/Appointment Schedule book — Tab Page (Back Side)** ..... \$4,000  
Advertiser will have a tab page for a 4-color, full-page advertisement.
- Official Program/Appointment Schedule book — Tab Pages (Front & Back Sides)** ..... \$8,500  
Advertiser will have both sides of a tab page for 4-color, full-page advertisement.
- Official Program/Appointment Schedule book — Full Page Black & White**..... \$1,000  
Advertisers will have a B&W, full page advertisement (U.S. Travel Association to determine front or back side.)

## Section 2. Banner Opportunities

- Hanging Banners — Locations in highly visible areas**  
Large banner advertising opportunities, sizes measuring from 25' x 7' to 40' x 10'  
Limited number offered - to reserve your spot, contact Sarah Dickson at (202) 408-2134 or [sdickson@ustravel.org](mailto:sdickson@ustravel.org).  
View banner locations at [www.plantour.com/custom/powwow](http://www.plantour.com/custom/powwow)
- Hanging Booth Banner — Suspended Triangular Booth Sign (3' x 8')**  
Artwork submitted by March 21, 2012 ..... \$2,500  
Artwork submitted after March 21, 2012..... \$3,000

## Section 3. PowWowOnline.com Advertising Opportunities

You can enhance your listing to include links to expanded content — from your website, to e-brochures, video and Power-Point presentations — available to delegates year-round. You can also maximize your exposure on [powwowonline.com](http://powwowonline.com) with advertising options that fit any budget.

- Enhanced Listing**..... \$250  
Includes logo in profile and logo in search results, plus PDF or video/PowerPoint
- Button Ads** ..... \$500  
125 x 125 pixels. GIF, JPEG, EPS and Flash formats supported
- Leaderboard Ads** ..... \$1,750  
728 x 90 pixels. GIF, JPEG, EPS and Flash formats supported
- Wide Skyscraper Ads** ..... \$2,000  
160 x 600 pixels. GIF, JPEG, EPS and Flash formats supported

*To learn more about all available opportunities and all associated benefits, contact Sarah Dickson, Director of Exhibit, Advertising, & Sponsorship Sales, U.S. Travel Association, at (202) 408-2134 or [sdickson@ustravel.org](mailto:sdickson@ustravel.org).*

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## Section 4. Payment

- Check enclosed** (Payable to the *U.S. Travel Association/International Pow Wow* in U.S. dollars; must be drawn on a U.S. bank.)

**Check Number** \_\_\_\_\_

- Please charge my credit card:**

American Express     Diner's Club     Discover     MasterCard     Visa

\_\_\_\_\_  
Print Cardholder's name as it appears on the credit card

\_\_\_\_\_  
Credit Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Security Code

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

- Please apply this fee to our organization's International Pow Wow account.**

## Section 5: Contact Information

Please type or print clearly and indicate upper and lower case letters.

\_\_\_\_\_  
First Name

\_\_\_\_\_  
Last Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Organization

\_\_\_\_\_  
Email

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Key Contact

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