

Exhibitor Advertising/Sponsorship Order Form



CONTACT NAME

COMPANY NAME

BOOTH NUMBER(S)

PHONE NUMBER

EMAIL ADDRESS

Sponsorships

- Industry Night Table: \$1,000
- App Floor Plan Logo: \$1,000
- Aisle Sign: \$4,000
Aisle Number: _____
- Shuttle Bus Signage: \$4,000
- Registration Confirmation Email: \$5,000
- Ad Retargeting **Order Deadline: November 1, 2019**
 - Pre-Show: \$5,500
 - Post-Show: \$5,500
 - Pre- and Post-Show: \$10,000
- Hotel Confirmation Email: \$7,500
- MODEX Bag: \$7,500
Order Deadline: September 3, 2019
- Charging Stations: \$7,500
- Lanyards: \$10,000
Order Deadline: September 3, 2019
- Expo Guide: \$10,000
- Smartphone App: \$15,000
- Industry Night Event: \$20,000*
- Escalator Graphics: \$30,000*
- WiFi/Networking Lounge: \$40,000*
- MODEX Backyard: \$40,000*

Marketing Packages

- Value Package: \$500
 - Preferred Package: \$1,000
 - Deluxe Package: \$3,000
 - Premier Package: \$5,000
- ## A La Carte Digital Advertising/Enhancements
- Showcase Banner Ad: \$500
 - Showcase with 10 MB Library: \$700
 - Registration Page Banner Ad: \$1,000
 - Showcase with 25 MB Library: \$1,000
 - Search Pages Banner Ad: \$3,000
 - Interior Pages Banner Ad: \$3,000
 - Home Page Banner Ad (Standard/Mobile): \$4,000

Pre-Show Newsletter

(Select all dates that apply and desired space for date)

- February 10
 - 1st Row Banner: \$1,400
 - 1st Sponsored Content: \$1,300
 - 2nd Row Banner: \$1,200
 - 2nd Sponsored Content: \$1,100
- February 17
 - 1st Row Banner: \$1,400
 - 1st Sponsored Content: \$1,300
 - 2nd Row Banner: \$1,200
 - 2nd Sponsored Content: \$1,100
- February 24
 - 1st Row Banner: \$1,400
 - 1st Sponsored Content: \$1,300
 - 2nd Row Banner: \$1,200
 - 2nd Sponsored Content: \$1,100
- March 2
 - 1st Row Banner: \$1,400
 - 1st Sponsored Content: \$1,300
 - 2nd Row Banner: \$1,200
 - 2nd Sponsored Content: \$1,100

To order, email this form to dstreicher@mhi.org
Questions? Contact Donna Streicher at 704-714-8718

The deadline for ordering and materials submission is
January 10, 2020 (unless noted otherwise)

*exclusive, one exhibitor only sponsorship

Digital Advertising Materials Specifications



Showcase

Upload your Showcase materials online at exhibit.mhi.org/listing.

File Specifications

Company Logo

JPG or GIF, RGB color
maximum width: 300 px
maximum height: 120 px
72 ppi

Exhibit Description

Include a description of up to 1000 characters (approx. 150 words)

Product Photos

JPG or GIF, RGB color
maximum width: 750 px
maximum height: 452 px
72 ppi

10 MB or 25 MB Library

Formats may include: PDF, Microsoft Word, Excel, PowerPoint, Real Player, Quicktime, Windows Media, or Flash

To order, contact Donna Streicher at 704-714-8718 or dstreicher@mhi.org

For materials questions, contact Morgan Pettrone at mpettrone@mhi.org.

Banner Ads

Email banner ad files to Morgan Pettrone at mpettrone@mhi.org.

File Specifications

JPG or animated GIF (limit 4 frames), RGB color
72 ppi
maximum file size: 1 MB

Ad Dimensions

Showcase Banner Ad:

Width: 468 px
Height: 60 px

Registration Page Banner Ad:

Width: 300 px
Height: 250 px

Home Page Banner Ad

Standard: width - 320 px, height - 250 px
Mobile: width - 320 px, height - 50 px

Search Pages Banner Ad:

Width: 468 px
Height: 60 px

Interior Pages Banner Ad:

Width: 300 px
Height: 250 px

Naming Convention

File names must match ad name. Format: company_BannerAdType
EXAMPLE: mhi_RegistrationPageBannerAd

All materials will be reviewed and approved by MHI production prior to activation. Materials not supplied as specified will be subject to conversion changes.