

Show Guide Advertising

Be in it and Be Seen

The CMEE expo Official Show Guide is handed to each buyer as they walk in! An essential tool which planners will refer to over the 2 days and use as a resource after the show.

Official Show Guide

2,000+ planner copies hand distributed at CMEE expo.

- + Full Page Ad | **\$1,500**
- + 1/2 Page Horizontal | **\$750**
- + 1/4 Page Square | **\$375**

Important Dates

Ad Closing | **June 25**

Ad Material Due | **July 9**



Ad Specifications

Full Page

8.125" x 10.75" | Live Area 7.5" x 10"

1/2 Page Horizontal

7" X 4.875"

1/4 Page Square

3.375" x 4.875"

Please Note

All ads must include .125" bleed on all sides | Ensure there is a minimum of .35" type safety margin

FILE REQUIREMENTS

- » Print ads must be supplied in a PDF/X-1a file
- » All fonts and images must be provided or embedded and meet print specifications (CMYK, 300dpi)
- » Preferred file type is a high-res, print optimized PDF, but we will accept the following file formats for MAC or PC: Illustrator, Photoshop, InDesign
- » When providing these kinds of files, please ensure all linked images and fonts are included and your company name is on your file
- » Please contact your account manager for FTP instructions

Rates: net CDN\$

Contact

MELISSA ARNOTT

Show Manager | melissaa@newcom.ca | 416.510.5141

TIFFANY GIN

Event & Sponsorship Manager | tiffany@newcom.ca | 416.510.5236

CMEExpo Direct Mail + e-Marketing

Custom E-blast

Promote directly to attendees prior to the show. Provide us with your custom message in HTML format and Canadian Meetings + Events Expo will e-mail it to pre-registered attendees.

Custom Dates* | \$500/blast

** A maximum of 4 will be sold. Please provide 5 days lead time. CMEExpo may adjust send time as not to conflict with other mailings.*

Pre Registration E-blast

Stand out to CMEExpo pre-registered attendees before they come to the show. Boost your brand and draw attendees to your booth.

Leaderboard | \$350/blast

1 position available

4 dates to choose from



Ad Specifications | E-mail

Leaderboards 640 x 90 pixels | Format – jpeg | 72 dpi resolution

Please provide static ads as animation is not supported.

Rates: net CDN\$

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Show Guide + Online + Mobile App Listings

The most cost-effective way to reach every attendee across 3 different platforms!

Every booth purchase at **CMEE expo** includes one Free Basic Listing. It appears in our printed show guide, our mobile app and in the online exhibitor database.

Free Basic Listing

CANADIAN MEETINGS + EVENTS EXPO
5353 Dundas St. West, Suite 400
Toronto ON M9B 6H8
P: 416-510-5242
www.cmeexpo.ca
Booth #625



Full Colour Logo | \$325



Listing Enhancement Bundle

Logo, highlight, and 50-word description



Additional Basic Listing | \$150

Companies sharing exhibit space are recommended to purchase **Additional Basic Listings** to promote each company in the booth. Additional Basic Listings are only \$150 each and can be upgraded with all of the listing enhancements.

Rates: net CDN\$

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