

# Advertising Opportunities

## Promote Your SUR/FIN® Exhibit with Advertising Opportunities Exclusively for Exhibitors

### SUR/FIN® 2024 Tradeshow and Conference Directory

Generate exposure at North America's premier surface finishing industry event. The SUR/FIN® 2024 Tradeshow & Conference Directory provides exhibitors with a cost-effective vehicle for promoting awareness of your products and services while drawing customers to your booth. The SUR/FIN® 2024 Tradeshow & Conference Directory will be distributed to all show attendees and referenced both during the show and throughout the following year. Featured inside this special publication: show programming, new products and services section, exhibit descriptions, product listing, show floor plan and so much more!

#### Directory Ad Specifications:

Ad Size	Width		Height
Full Page	7.125	x	10.125
Bleed	8.375	x	11.125
Trim	8.125	x	10.875
Half Page Horizontal	7.125	x	4.625
Half Page Vertical	3.375	x	9.25
Quarter page	3.375	x	4.625

**Live Area:** Please ensure all text and important graphic elements are **at least 1/2 inch** from the edges of the trim size.

#### Important Dates:

##### Reservation Deadline:

April 10, 2024

##### Artwork Deadline:

April 17, 2024

Email: [info@nasf.org](mailto:info@nasf.org)

#### File Formats:

**Formats Accepted:** PDF, EPS, TIF (CMYK, 300 dpi, fonts embedded).

**Formats NOT Accepted:** Word, Publisher, Powerpoint and JPGs

#### Directory Print Ad Rates

PLACEMENT	RATE
Back Cover 	\$2,500
Inside Front Cover	\$2,200
Inside Back Cover	\$2,000
Cover Triangle 	\$2,500
Full Page	\$1,500
Half Page	\$1,000
Quarter Page	\$800

### Special Advertising Packages Available!

Questions: Mariel Nelson | email: [info@NASF.org](mailto:info@NASF.org) | 202-591-2454

SUR/FIN® | [nasfsurfin.com](http://nasfsurfin.com)

The Event for the Finishing Industry

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## SUR/FIN® 2024

### Floor Plan Enhanced Listings

Make the most out of your presence at SUR/FIN® 2024 and upgrade to an enhanced listing on the SUR/FIN® floor plan. Upgrading your basic listing to a Enhanced Listing will provide excellent exposure and promote your SUR/FIN® 2024 exhibit even before one person steps onto the show floor. Although the physical show doesn't begin until June, your heightened exposure can begin NOW on the online floor plan. New this year, your Enhanced Listing will show on the SUR/FIN® mobile app giving you even more exposure. Start promoting to your customers and prospects today and take full advantage of the SUR/FIN® 2024 Enhanced listings!

### Basic Listing:

**Complimentary:**

- Company Name
- Company Logo
- Address
- Phone Numbers
- Booth Number

### Level 1 Benefits

Included in the Level 1 Benefits:

- Includes all benefits of the Basic Package
- Ability to access a list of qualified sales leads
- 2 Pieces of collateral
- Display of up to 2 product images
- 2 online business cards

### Level 2 Benefits

Included in the Level 2 Benefits:

- Includes the benefits of the Level 1 Package
- Ability to access a list of qualified sales leads
- 4 Pieces of collateral
- Display of up to 8 product videos or images
- 4 online business cards
- Priority placement at the top of all online search results
- Placement in the Featured Exhibitor List
- Online booth is highlighted with a corner peel image
- Display of social media links
- Display of press release

### Floor Plan Listing Rates

LISTING	RATE
Basic	Included
Level 1	\$850
Level 2	\$1,800*

\* Exhibitors advertising in SUR/FIN® 2024 Tradeshow & Conference Directory receive half off their Enhanced Listing

# Advertising Opportunities

## SUR/FIN® 2024 Directory Banners

You'll have an exclusive marketing opportunity that positions your company at a time when attendees are researching the show for exhibitors online. Your product video or image will appear on the main directory homepage while your banner sits atop the product category of your choosing, all of which is designed to provide maximum exposure for your brand. New this year, all banners show on the SUR/FIN mobile app giving you even more exposure!

**Confirm Your Sponsorship Today!**

### Benefits

- All banners include the benefits of a Level 2 Listing
- Logo/Image or product featured on the Directory Homepage
- Logo/Image directs attendees to company showcase
- Logo/Image featured on Product Category of your choosing
- Banner directs attendees to exhibitor's booth
- Statistics available for tracking

### Directory Banner Rates

PLACEMENT	RATES
Exclusive Floor Plan Banner	<b>SOLD!</b> \$4,000
Product Category Banner	\$2,500

### Exclusive Directory Banner

SPECIFICATIONS	
Online	1940 x 180 px
Mobile	600 x 500 px

### Exclusive Floorplan

SPECIFICATIONS	
Artwork	1456 x 180 px

### Product Category

SPECIFICATIONS	
Artwork	640 x 100 px

**June 5-7, 2024**

Georgia World Congress Center • Atlanta, GA

**2024**

# Order Form

Contact

Company

Address

Phone

Email

## Select Your Print Ads

Back Cover	<b>SOLD!</b> \$2,500
Inside Front Cover	<b>SOLD!</b> \$2,200
Inside Back Cover	<b>SOLD!</b> \$2,000
Cover Triangle	<b>SOLD!</b> \$2,500
Full Page Ad	<input type="checkbox"/> \$1,500
Half Page Ad (horz)	<input type="checkbox"/> \$1,000
Half Page Ad (vert)	<input type="checkbox"/> \$1,000
Quarter Page Ad	<input type="checkbox"/> \$800

## Select Your Floor Plan Listing

Basic listing	Included
Level 1	<input type="checkbox"/> \$850
Level 2	<input type="checkbox"/> \$1,800

## Select Your Directory Banners\*

Floor Plan Banner	<b>SOLD!</b> \$4,000
Product Category Banner	<input type="checkbox"/> \$2,500

\* Please note, all banners come with the benefits of a Level 2 Listing.

Total Investment

Signature

Date

## Submit Ad Materials

E-MAIL

[info@nasf.org](mailto:info@nasf.org)