

Make great things happen



produced by **spi**

Official Show Products

NPE2015: THE INTERNATIONAL PLASTICS SHOWCASE
March 23-27, 2015, Orange County Convention Center, Orlando, Florida USA

npe.org

Attract

MyNPE.ORG



ACTIVE BUYERS PLAN THEIR VISIT WITH NPE.ORG

161,229+*
AGENDA ADDITIONS

101,000+*
LEADS GENERATED

Who uses MyNPE.org?

NPE2015 show researchers and buyers use MyNPE.org to plan all aspects of their visit to the show.

What is an Agenda?

As a part of their planning process for visiting the show, MyNPE visitors create agendas listing the companies they want to see. Visitors can choose to share their information with the exhibitors they select — generating leads for the exhibitor!

When do they plan?

For NPE2012, Google Analytics showed 356,425+ unique visitors used the site between April 2011 and April 2012.

What is the opportunity for exhibitors?

Expanded showrooms reach out to site visitors. The content in these showrooms is extremely valuable for getting on the short list of must-see companies.

Exhibitors' sales messages can be in front of NPE2015 buyers/prospects for up to 15 months around the event, while at the same time, generating high quality sales leads.

*NPE.org 2012 Statistics

**CLOSING AND
MATERIALS DATE
DECEMBER 1, 2014**

72%

Purchased from exhibitors
added to their NPE.org
Agenda Planner

70%

Are sourcing from
NEW vendors found
through MyShow

MyNPE.ORG ADVERTISING PACKAGES

POWERED BY



	STANDARD LISTING	BRONZE SHOWROOM	SILVER SHOWROOM	GOLD SHOWROOM
	COMPLIMENTARY	\$1,495 GROSS	\$5,395 GROSS	\$10,695 GROSS
			One screen of branding content including an image and text	3 screens of branding content (2 screens of video or flash presentations)
Company name, booth number, address, phone, fax, active URL, email, company description, product category listings, and press releases for show promotion only	◆	◆	◆	◆
Access to opt-in leads and statistical data generated from your listing		◆	◆	◆
Company logo, display of product categories and press releases in showroom		◆	◆	◆
Highlighted listing in all online exhibitor directory search results		◆	◆	◆
Advertisements appear with listing on product locator kiosks at Orlando County Convention Center		◆	◆	◆
Listing in "Featured Exhibitors" on interactive floorplan			◆	◆
Slotted listing in all online exhibitor directory search results			◆	◆
Logo featured as NPE Sponsor in spread ads in March PT and MMT show issues			◆	◆
Highlighted custom corner peel on booth on interactive floor plan				◆



Engage

THE OFFICIAL NPE2015 TECHNOLOGY eNEWSLETTER

THE TOOL THAT BUYERS USE TO FIND TECHNOLOGY SOLUTIONS BEFORE NPE2015

This email series, developed by NPE2015 and the staff of *Plastics Technology* magazine, will highlight the most exciting and innovative products that will be on display at the show. The NPE2015 Technology eNewsletter will reside on NPE.org until December 1, 2015.

100,000+ DISTRIBUTION

- NPE2015 Master List (including past show(s) visitors)
- Names from Gardner Business Media, Inc. database including:
 - ▶ *Plastics Technology*
 - ▶ *MoldMaking Technology*
 - ▶ *Mold Maintenance and Repair Supplement*
 - ▶ *CompositesWorld*
 - ▶ *Automotive Design & Production*
 - ▶ *Additive Manufacturing Supplement*
 - ▶ *Industrial Automation Supplement*



**CLOSING DATE
JANUARY 2, 2015**

**MATERIALS DATE
JANUARY 9, 2015**



NPE2015 TECHNOLOGY eNEWSLETTER ADVERTISING RATES AND SPECIFICATIONS

DISTRIBUTION DATES

**PREMIUM SPONSOR
BANNER PACKAGE**
\$15,000

for 12 Editions

**A LA CARTE
BANNER ADS**
\$2,500

per Edition

BEFORE	
SOLD OUT! JANUARY 14, 2015	SOLD OUT! FEBRUARY 18, 2015
SOLD OUT! JANUARY 21, 2015	SOLD OUT! FEBRUARY 25, 2015
SOLD OUT! JANUARY 28, 2015	SOLD OUT! MARCH 4, 2015
SOLD OUT! FEBRUARY 4, 2015	SOLD OUT! MARCH 11, 2015
SOLD OUT! FEBRUARY 11, 2015	SOLD OUT! MARCH 18, 2015
AFTER	
SOLD OUT! APRIL 1, 2015	SOLD OUT! APRIL 8, 2015



Extend

NPE.ORG WEBSITE

CLOSING DATE
JANUARY 2, 2015

MATERIALS DATE
JANUARY 9, 2015

THE FIRST PLACE ATTENDEES VISIT TO START THEIR PLANS FOR NPE2015.

As plastics industry professionals begin to plan their visit to NPE2015, their first stop will be NPE.ORG. Your advertisement on NPE.ORG gives you the advantage of making your brand and message top-of-mind as these active buyers formulate plans for NPE2015.

350,000+*

**VISITORS TO NPE.ORG
FOR NPE2012**



NPE.ORG WEBSITE ADVERTISING RATES AND SPECIFICATIONS

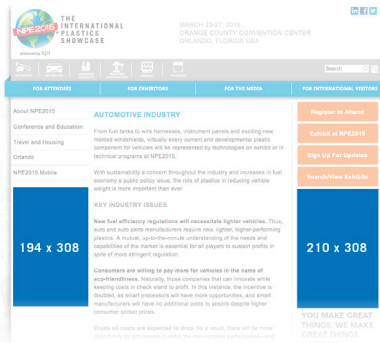


HOME PAGE ADS
\$9,500

SOLD OUT!

SIZE:
 200 w x 275 h pixels

LIMIT:
 3 ads to rotate in one prime location
 1 ad per company



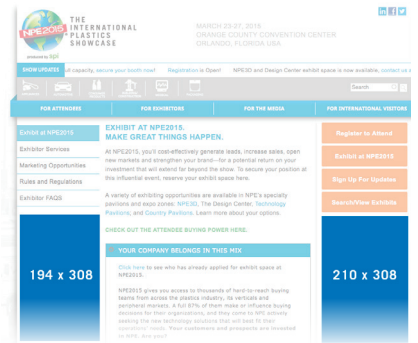
MARKET PAGE ADS
\$6,000

SIZES:
 Left Sidebar Size: 194 w x 308 h pixels
 Right Sidebar Size: 210 w x 308 h pixels

LIMIT:
 Up to 2 ads to rotate per location

ADS AVAILABLE ON THE FOLLOWING MARKET PAGES:

- Appliances
- Automotive
- Consumer Products
- Building/Construction
- Medical
- Packaging



RUN OF SITE ADS
\$4,500

SIZES:
 Left Sidebar Size: 194 w x 308 h pixels
 Right Sidebar Size: 210 w x 308 h pixels

LIMIT:
 Up to 2 ads to rotate per location

Includes any page outside the Home Page or Market Pages

All NPE.org ad placements include a MyNPE.org Bronze Showroom (see Page 3 for details).

- ALL ADS WILL REMAIN POSTED THROUGH APRIL 15, 2015
- FILE SPECIFICATIONS: 50K MAX FILE SIZE | GIF, ANIMATED GIF, AND JPG
- VIEW EXAMPLES OF ADVERTISING ON NPE.ORG AT: NPE.ORG/EXHIBITORS/MARKETING-OPPORTUNITIES

Premier Discount Program does not apply to NPE.org ad placements.



Direct

THE OFFICIAL NPE2015 EXHIBIT HALL MAPS

ON-SITE MAPS VISITORS
USE TO PINPOINT
MUST-SEE EXHIBITORS

AVAILABLE TO
60,000+
NPE2015 REGISTRANTS

at NPE2015 registration and in
distribution centers at the
entrance to each hall.

MAPS INCLUDE:

- ▶ Building Map
- ▶ Exhibitor List for Individual Hall
- ▶ Schedule of Events
- ▶ Pavilion and Showcase Guide
- ▶ Show Hours and Information

3 EXHIBIT HALL MAPS AVAILABLE

- ▶ North/South Building Hall Map
- ▶ West Building A/B Hall Map
- ▶ West Building C/D/E/F Hall Map



OFFICIAL NPE2015 EXHIBIT HALL MAPS ADVERTISING RATES AND SPECIFICATIONS

CLOSING DATE
JANUARY 27, 2015

MATERIALS DATE
FEBRUARY 10, 2015

Booth #	Company Name
1000	
1001	
1002	
1003	
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1010	
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1012	
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1049	
1050	



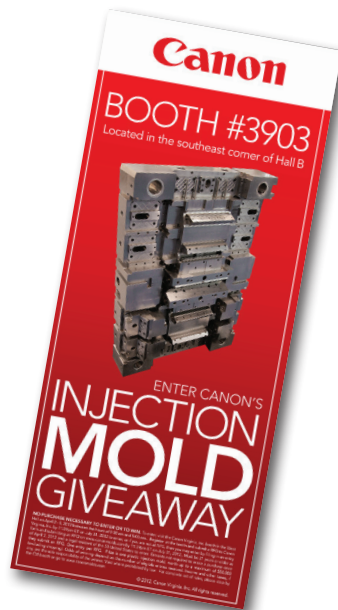
BACK COVER ADS

\$6,495

Availability: 1 per map

SPECS:

3.6875" wide x 8.5" high,
 .25" bleed on all sides.
 Includes a business card ad
 on map side.



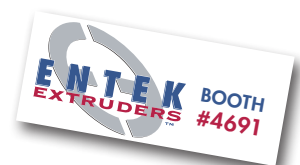
BUSINESS CARD ADS

\$4,295

Availability: 15 per map

SPECS:

3.375" wide x 1.5" high



Showcase

NPE2015 SHOW DIRECTORY

PREMIER TOOL VISITORS USE TO RESEARCH PURCHASES

The NPE2015 Show Directory is a carefully constructed tool designed to help buyers navigate the show. This comprehensive directory of manufacturing technology is essential at the show and is an outstanding resource year round.

Showcase your company and products in a proven tool that drives traffic to booths and serves as a go-to desk reference long after the show closes.

81%

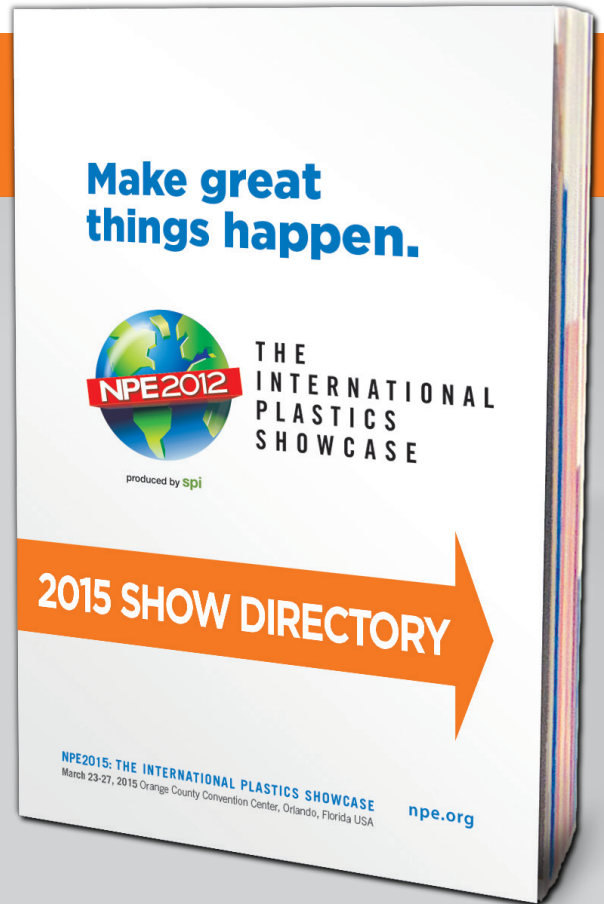
of NPE attendees visited a booth at the show as a direct result of an advertisement found in the Directory

87%

of show visitors gave the Directory a favorable rating

AVAILABLE TO
60,000+
NPE2015 REGISTRANTS

- ▶ At Registration
- ▶ At Show Entrances
- ▶ Available at the Plastics Technology Booth



CLOSING DATE
JANUARY 30, 2015

MATERIALS DATE
FEBRUARY 10, 2015



NPE2015 SHOW DIRECTORY ADVERTISING RATES AND SPECIFICATIONS

ADVERTISING RATES

Please contact your sales representative for information on inserts, premium positions and other available custom options

TWO-PAGE SPREAD:	FOUR COLOR	\$12,995 Gross
FULL PAGE:	FOUR COLOR	\$7,995 Gross
	TWO COLOR	\$6,995 Gross
	BLACK / WHITE	\$5,995 Gross
HALF-PAGE HORIZONTAL:	FOUR COLOR	\$6,295 Gross
	TWO COLOR	\$5,295 Gross
	BLACK / WHITE	\$4,295 Gross

COVER CHARGES

Cover rates include black and any combination of colors.

SECOND COVER

(inside front)

\$8,795

THIRD COVER

(inside back)

\$7,395

FOURTH COVER

(back cover)

\$9,870

SPECIFICATIONS

2-PAGE SPREAD BLEED AD

10.875" W x 8.125" H (Bleed)
10.625" W x 7.625" H (Trim)

1-PAGE BLEED AD

5.8125" W x 8.125" H (Bleed)
5.3125" W x 7.625" H (Trim)
4.5" W x 7" H (Live)

1/2 PAGE HORIZONTAL AD

4.5" W x 3.1875" H

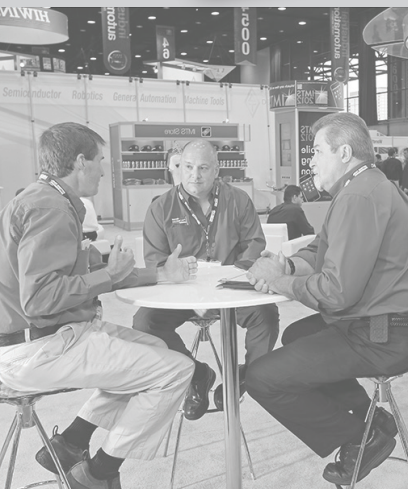
NEW BONUS DIGITAL DISTRIBUTION

Link to the digital copy sent in early March 2015 with the NPE2015 Technology eNewsletter. Links to the digital edition will also appear on NPE.org and Plastics Technology's NPE2015 Zone.



Target

NPE2015 SHOW ISSUES



CLOSING DATE
JANUARY 30, 2015

MATERIALS DATE
FEBRUARY 6, 2015

**THE MEDIA THAT BUYERS
USE TO SPECIFY VENDORS
BEFORE THE SHOW**

Along with NPE2015 brand products, exhibitors may use the following official Gardner Business Media NPE2015 Show Issues to receive the best promotion and the best discount on their NPE2015 advertising campaign



**MARCH
2015**



95,000+

Pre-Show Mailings
to Plastics Processors and NPE2015 distribution at the Gardner Business Media booth.

**MARCH
2015**



20,000+

Pre-Show Mailings
to professionals involved in mold manufacturing and tooling, and NPE2015 distribution at the Gardner Business Media booth.

**MARCH
2015**



32,000+

Pre-Show Mailings
to professionals involved in the global composites market, and NPE2015 distribution at the Gardner Business Media booth.

**MARCH
2015**




30,000+

Pre-Show Mailings
to professionals involved in automotive design and manufacturing, and NPE2015 distribution at the Gardner Business Media booth.

Calendar

NPE2015 ADVERTISING CALENDAR

CLOSING DATES		MATERIAL DATES
	NOW THROUGH DECEMBER 2014	
NPE2015 TECHNOLOGY eNEWSLETTER JANUARY 2, 2015	JANUARY 2015	JANUARY 9, 2015 NPE2015 TECHNOLOGY ENEWSLETTER
NPE.org WEBSITE JANUARY 2, 2015		JANUARY 9, 2015 NPE.org WEBSITE
NPE2015 EXHIBIT HALL MAPS JANUARY 27, 2015	FEBRUARY 2015	FEBRUARY 6, 2015 GARDNER SHOW ISSUES
NPE2015 SHOW DIRECTORY JANUARY 30, 2015		FEBRUARY 10, 2015 NPE2015 EXHIBIT HALL MAPS
GARDNER SHOW ISSUES JANUARY 30, 2015		FEBRUARY 10, 2015 NPE2015 SHOW DIRECTORY
		MARCH 23-27, 2015 



Rates

PACKAGES & DISCOUNTS

NPE2015 Advertising Packages

PACKAGE 1	\$20,685 Gross Gross Savings: \$2,300 over ala carte pricing	<ul style="list-style-type: none"> • Full Page, 4 Color NPE Show Directory Ad • Gold MYS Showroom on NPE.org • Pocket Map* Business Card Ad * POCKET MAP COVER, ADD \$1,995 GROSS
PACKAGE 2	\$15,915 Gross Gross Savings: \$1,770 over ala carte pricing	<ul style="list-style-type: none"> • Full Page, 4 Color NPE Show Directory Ad • Silver MYS Showroom on NPE.org • Pocket Map* Business Card Ad * POCKET MAP COVER, ADD \$1,995 GROSS
PACKAGE 3	\$10,520 Gross Gross Savings: \$1,170 over ala carte pricing	<ul style="list-style-type: none"> • Half Page, 4 Color NPE Show Directory Ad • Silver MYS Showroom on NPE.org
PACKAGE 4	\$7,010 Gross Gross Savings: \$780 over ala carte pricing	<ul style="list-style-type: none"> • Half Page, 4 Color NPE Show Directory Ad • Bronze MYS Showroom on NPE.org

Premier Discount Program

Apply the following spend discount toward the combined gross total of NPE and *Plastics Technology* print and digital products and specified *MoldMaking Technology* products.

NOTE: Premier Discount Program does not apply to NPE.org ad placements.

TOTAL SPEND (GROSS)

DISCOUNT EARNED

\$15,000 to \$24,999	10% OFF ENTIRE PROGRAM
\$25,000 to \$39,999	15% OFF ENTIRE PROGRAM
\$40,000 to \$64,999	20% OFF ENTIRE PROGRAM
\$65,000 to \$99,999	25% OFF ENTIRE PROGRAM
\$100,000 +	30% OFF ENTIRE PROGRAM



Contacts

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NPE2015: THE INTERNATIONAL PLASTICS SHOWCASE

MARCH 23-27, 2015
ORANGE COUNTY CONVENTION CENTER
ORLANDO, FLORIDA USA



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