

Limited Opportunities  
**ACT NOW!**



**THE PLASTICS SHOW**

**We've Got You**

**COVERED**

Official NPE Media Products

Produced by



Official Media Partner



**MAY 7-11, 2018 | ORLANDO, FLORIDA**

Orange County Convention Center | [npe.org](http://npe.org)

# MyNPE.ORG

Active researchers and buyers use MyNPE.org to plan all aspects of their visit to NPE2018: The Plastics Show

Closing & Materials Due Date | **January 18, 2018**

## Become a key appointment for visitors at NPE2018!

Visitors use MyNPE to create agendas listing the companies they want to see, choosing to share their information with the exhibitors they select and thereby generating leads for the advertiser.

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 NPE2018 buyer/prospects for up to 15 months around the event, generating high quality sales leads.



**150,000+\***  
Agenda Additions

**81,000+\***  
Leads Generated

\*NPE.org 2015 Statistics

# MyNPE.org Advertising Packages

STANDARD LISTING	BRONZE SHOWROOM	SILVER SHOWROOM	GOLD SHOWROOM
COMPLIMENTARY	\$1,595	\$5,725	\$11,725

SHOWROOM DISPLAY	STANDARD LISTING	BRONZE SHOWROOM	SILVER SHOWROOM	GOLD SHOWROOM
Image and text product panels			4 SCREENS	<del>21 Available</del>
Image, text and video product panels				8 SCREENS

Only 10 Remaining

ADDITIONAL DISPLAY & FEATURES	STANDARD LISTING	BRONZE SHOWROOM	SILVER SHOWROOM	GOLD SHOWROOM
Company name, booth number, address, phone, fax, active URL, company description, appearance in product category listings search results, submit press releases to NPE2018 media center	◆	◆	◆	◆
Access to opt-in leads and statistical data generated from your listing		◆	◆	◆
Company logo, display of product categories and press releases in showroom, social media links		◆	◆	◆
Highlighted listing in all online exhibitor directory search results		◆	◆	◆
Showroom content appears within exhibitor listing on locator kiosks at Orange County Convention Center		◆	◆	◆
Listing in "Featured Exhibitors" search on interactive floorplan			◆	◆
Logo featured as NPE Sponsor in spread ads in May PT and MMT show issues			◆	◆
Slotted listing in all online exhibitor directory search results, Show highlight video or product image on directory home page, highlighted custom corner peel on booth on interactive floorplan				◆

FOR MORE INFORMATION, PLEASE VISIT [NPE.ORG/SPONSORSHIPS](http://NPE.ORG/SPONSORSHIPS)

## NEW! EXCLUSIVE SPONSORSHIP OPPORTUNITY

MyNPE.org Overall Directory Search Sponsorship (1 available)	\$12,000
180 x 150 pixel image on online directory home page with links to your Exhibitor Showroom	

# NPE.org and NPE Mobile App

Closing Date | **January 18, 2018** | Materials Due Date | **January 25, 2018**

Advertise on NPE.org to give your company the advantage of making your brand and message top-of-mind as these active buyers make plans for NPE2018.



**428,000+\***  
Visitors to NPE.org for NPE2015

## NPE.org Website Banner Advertising Rates and Specifications\*

### Home Page Ads + Run of Site Ad

**\$9,000** net

Availability: 5 companies  
2 ads per company

### Run of Site Ad

**\$6,000** net

Availability: 5 companies.  
Ads rotate throughout site  
except home page

**Home Page includes:** Full Banner and Rail Banner

**Run of Site includes:** Full Banner

**Full Banner:** 728 w x 90 h pixels

**Rail Banner:** 300 w x 250 h pixels

**Max file:** 50K

**Format:** GIF | Animated GIF | JPG

**BONUS!** Home Page Ads + Run of Site Ad Package includes a MyNPE.org Bronze Showroom Upgrade!

**Run of Site includes:** Full Banner

**Full Banner:** 728 w x 90 h pixels

**Max file:** 50K

**Format:** GIF | Animated GIF | JPG

\*NPE.org 2015 Statistics

As plastics industry professionals make plans to visit NPE2018, their first stop will be NPE.org. On-site, attendees will rely on the convenience of the NPE2018 Mobile App



## NPE.org Mobile App Advertising Rates and Specifications\*

### Exclusive Overall Sponsorship

~~\$20,000~~ net

Availability: 1

**SOLD**

- Branding on Splash/Loading Screen
- 2 Rotating Banners on main navigation page
  - Linking:** Banners link to your mobile listing for lead capture
  - Size:** 1080 w x 169 h pixels, sized to fit various screen sizes
  - File format:** static GIF | JPG file
- 1 Mobile Notification
- Promotion as Mobile App Sponsor on digital marketing and signage at NPE2018

### Mobile App Banner

\$3,700 net

Availability: 8

**Only 1 Remaining**

- Rotating Banner on main navigation page
  - Linking:** Banners link to your mobile listing for lead capture
  - Size:** 1080 w x 169 h, sized to fit various screen sizes
  - File format:** static GIF | JPG file

### Mobile Notification

\$2,500 net/notification

Availability: Choose one morning, or one afternoon notification based on availability

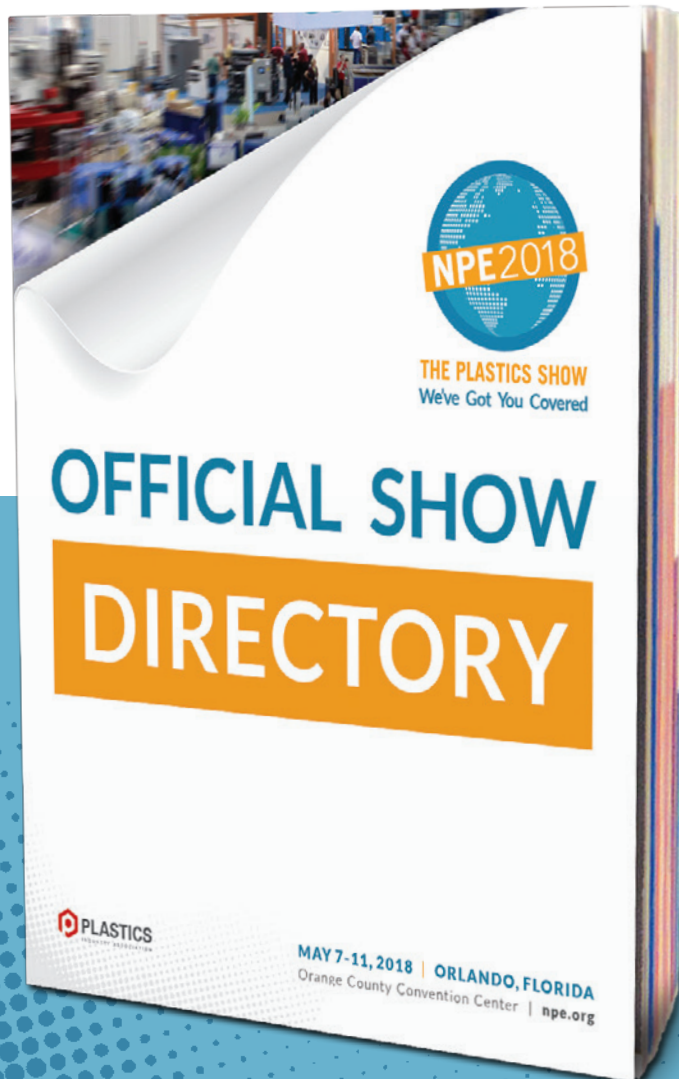
- Message consists of a subject, short description, and full length message:
  - Subject:** 20 characters
  - Push Notification:** 60 characters
  - Full Length Message:** Unlimited (recommend clear and concise message)

\*PLEASE NOTE: NPE Premier Discounts do not apply to NPE.org or NPE Mobile App products.

# NPE2018 Show Directory

The premier tool used by visitors to research their purchases

Closing Date | **March 8, 2018** | Materials Due Date | **March 22, 2018**



Carefully constructed to help buyers navigate the show, the NPE2018 Show Directory is a comprehensive directory of the manufacturing technology on display at the show. The directory is an essential tool to visitors at the show and is an outstanding resource year-round.

Showcase your company and products in the NPE2018 Show Directory to both drive traffic to your booth at the show, and to stand out as visitors use the directory as a go-to desk reference long after the show closes.

Available to

# 65,000+

NPE2018 Registrants at registration, show entrances, and at the *Plastics Technology* booth

# NPE2018 Show Directory Advertising Rates

(All rates are gross)

## Interior Ads

Two Page Spread | Full Color  
**\$13,775**

Full Page | Full Color  
**\$8,475**

Full Page | Two Color  
**\$7,400**

Full Page | Black & White  
**\$6,355**

Half Page Horizontal | Full Color  
**\$6,675**

Half Page Horizontal | Two Color  
**\$5,600**

Half Page Horizontal | Black & White  
**\$4,555**

## Cover Ads

Back Cover | Full Color  
~~\$10,465~~

**SOLD**

Inside Front | Full Color  
~~\$9,325~~

**SOLD**

Inside Back | Full Color  
~~\$7,825~~

**SOLD**

# NPE2018 Show Directory Advertising Specifications

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

## Two Page Spread Ad

**Trim:** 10.625" w x 7.625" h

**Bleed:** .25" on all sides

## Full Page Ad

**Trim:** 5.3125" w x 7.625" h

**Live:** 4.50" w x 7" h

**Bleed:** .25" on all sides

## Half Page Ad

**Dimensions:** 4.50" w x 3.1875" h

**Bleed:** No Bleed

## Bonus Digital Distribution

### NPE2018 eNewsletter

A link to the digital edition of the NPE2018 Show Directory will be sent in early May 2018 with the NPE2018 eNewsletter.

### NPE.org

Links to the digital edition will also be available on NPE.org and in *Plastics Technology's* NPE2018 Zone (PTonline.com/Zones/NPE2018).



# NPE2018 Show Daily

The all new Official NPE2018 Show Daily: designed for technology-focused attendees as the perfect marketing media to showcase YOUR technology-focused booth

Closing Date | **March 14, 2018**  
Materials Due Date | **March 28, 2018**

**Keep your exhibit and technology top-of-mind with attendees by advertising in the NPE2018 Show Daily!**

Your ad in the NPE2018 Show Daily is the perfect venue for announcing new products and featuring your technology, for special promotions and for inviting attendees to visit your booth.

**The NPE2018 Show Daily is published by Gardner Business Media – the largest and most experienced editorial staff serving the plastics industry.**

With more than two decades of Show Daily production experience at IMTS (International Manufacturing Technology Show), Gardner Business Media provides a powerhouse publication team.

**The NPE2018 Show Daily is written by the respected editors of:**

- Plastics Technology
- Plastics Technology Mexico
- MoldMaking Technology
- Additive Manufacturing
- CompositesWorld
- Automotive Design & Production
- AutoBeatDaily



## Plastics Technology



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**Steve Plumb**  
Editor

## Gardner Business Media



**Tom Beard**  
Director of  
Custom Content



**Kate Hand**  
Director of  
Editorial Operations



# Distribution

## FIVE Issues

- ▶ Gardner will distribute five issues of the NPE2018 Show Daily on site Monday, May 7 - Friday, May 11, 2018
- ▶ NPE2018-branded Show Daily bins will be placed in all key hotels within walking-distance of the show
- ▶ The NPE2018 Show Daily will also be distributed within the convention center at Food Courts, Information Centers and adjacent parking lots
- ▶ Uniformed, easy to recognize NPE2018 Show Daily distribution personnel will:
  - Hand out the paper at shuttle buses and/or bus stops
  - Hand out the paper at key convention center entry points, both inside and outside the venue

## Rates (All rates are gross)

Ad Size	4 Color	2 Color	Black & White
Two Page Spread	\$25,850	(4 Color Only)	(4 Color Only)
Full Page	\$13,500	\$12,500	\$11,350
Island Page	\$10,250	\$9,250	\$8,100
Half Page	\$8,100	\$7,100	\$5,950
Quarter Page	\$6,200	\$5,200	\$4,050
Sixth Page	\$5,800	\$4,800	\$3,650
Eighth Page	\$5,050	\$4,050	\$2,900

### Premium Ad Positions

Premium Positions from NPE2015 have right of first refusal.

Front Cover Banner	<del>\$18,250</del>
Back Cover	<del>\$17,550</del>
Inside Front Cover	<del>\$16,500</del>

### NPE2018 Exhibitor Showcase

3.125" w x 3.25" h  
(4 ads per column)  
All ads are 4 color

\$1,000 gross  
\$850 net

## Specifications

### Full Page Ads

**Trim:** 10.875" w x 15.5" h  
**Live:** 10.125" w x 14.75" h  
**Bleed:** 11.375" w x 16" h

Island Page	6.625" w x 10.4375" h
Vertical Half Page	4.94" w x 13.9375" h
Horizontal Half Page	10.125" w x 6.8125" h
Quarter Page Vertical	4.94" w x 6.8125" h
Quarter Page Horizontal	10.125" w x 3.25" h
Sixth Page	3.25" w x 6.8125" h (no horizontal positions)
Eighth Page	4.94" w x 3.25" h

# NPE2018 Show Daily Preview Magazine and eNewsletter BUNDLED Sponsorship

Raise your profile with unique new preshow access to NPE attendees and more



Closing Date | **December 21, 2017**  
Materials Due Date | **January 8, 2018**



## The NPE2018 Show Daily Preview Magazine

The editors of Plastics Technology have teamed with the NPE team to create the NPE2018 Show Daily Preview Magazine. Covering the how-to's of attending the show and giving insight into the technology on display there, the magazine will illustrate why NPE2018 is a MUST ATTEND event for plastics processors. Your advertisement in the magazine will build your brand message and drive traffic to your booth as attendees refer to this essential resource again and again as they plan their visit to NPE2018.

## The NPE2018 Show Preview eNewsletter

The eNewsletter is designed to share the ins and outs of attending the show, generate excitement around special events and technology on display at the show and cover one big issue subject per distribution day, offering highlights from the NPE2018 Show Preview Magazine. Place your ad in the NPE2018 Show Preview eNewsletter and your message will be delivered to interested and engaged attendees and prospects from 12 weeks before the show up to opening day!

## Bundled Sponsorship Opportunities

### NPE Show Daily Preview Magazine

Full Page, Four Color Ad

### NPE Show Daily Preview eNewsletter

Exclusive Sponsorship of 1 of 12 weekly newsletters, beginning 2/12 and ending 5/1

**FOR ONE PRICE**, you can share your marketing message through both Preview products—accessing NPE show prospects and attendees, and compelling them to visit your booth.

**\$14,500** (Gross Rate) | ~~12 Available~~

Only 4 Remaining

## Distribution

Your advertising message in both email and print reaches decision makers in the plastics processing industry who value the NPE experience and who look to these products for technical information and show logistics as they plan their NPE visit.

#### NPE2018 Show Daily Preview Magazine: 55,000+

Packaged and mailed to **40,000+** *Plastics Technology* and *MoldMaking Technology* subscribers with the March 2018 issues. Additionally, **15,000** will be distributed to the Plastics Industry Association's (PLASTICS) mailing list

#### NPE2018 Show Preview eNewsletter: 100,000+

Distribution includes **100,000+** PLASTICS/NPE subscriber lists **PLUS** relevant Gardner Business Media subscriber lists

## Specifications

#### Full Page Ads

**Trim:** 10.875" w x 15.5" h  
**Live:** 10.125" w x 14.75" h  
**Bleed:** 11.375" w x 16" h

#### Leaderboard Banner

468 pixels x 60 pixels

#### Product Ad

Single static image 150 x 80 pixels combined with 40 words of live text (including headline). Ad will be linked to the URL of your choosing

## Also Available: Spanish Language NPE2018 eNewsletter

### Noticias de NPE en Español (sold separately)

Written by the editors of *Plastics Technology Mexico* expressly for NPE2018, the NPE2018 Spanish Language eNewsletter will target Latino audiences before and during the show. Your ads in the Bundled Sponsorship are an effective way to reach key professionals in this strong and growing plastics processing market!

Please contact Claude Mas for details at 1-856-854-1715 or [cmas@pt-mexico.com](mailto:cmas@pt-mexico.com)



# NPE2018 Technology eNewsletter

Before the show, buyers use the NPE2018 eNewsletter to find important technology solutions for their businesses

Developed by the trusted and experienced editorial staff of *Plastics Technology* magazine, the NPE2018 eNewsletter will highlight new and exciting technologies being displayed at the show. And the NPE2018 eNewsletter will continue to be accessible on the NPE.org site until December 1, 2018.

## The NPE2018 Technology eNewsletter will be distributed to:

- NPE2018 Master List (including visitors from past shows)
- Opt-in email names from the Gardner Business Media, Inc. database including:
  - *Plastics Technology*
  - *MoldMaking Technology*
  - *Plastics Technology and MoldMaking Technology Hot Runner Supplement*
  - *Plastics Technology Mexico*
  - *Additive Manufacturing*
  - *AutoBeat Daily*
  - *Automotive Design & Production*
  - *CompositesWorld*

100,000+  
Distribution



## NPE2018 eNewsletter Sponsorship Packages

Limited Availability:  
~~20 Sponsorships per issue~~

**Only 4 Remaining**

### Premium Sponsor eNewsletter Package

**\$15,900**

for 12 editions

### A la Carte Banner Ads

**\$2,650**

per edition

## NPE2018 eNewsletter Schedule

### B E F O R E N P E 2 0 1 8

#### February 28, 2018

CLOSING: January 31, 2018  
 MATERIALS: February 14, 2018

#### April 4, 2018

CLOSING: March 7, 2018  
 MATERIALS: March 21, 2018

#### March 7, 2018

CLOSING: February 7, 2018  
 MATERIALS: February 21, 2018

#### April 11, 2018

CLOSING: March 14, 2018  
 MATERIALS: March 28, 2018

#### March 14, 2018

CLOSING: February 14, 2018  
 MATERIALS: February 28, 2018

#### April 18, 2018

CLOSING: March 21, 2018  
 MATERIALS: April 4, 2018

#### March 21, 2018

CLOSING: February 21, 2018  
 MATERIALS: March 7, 2018

#### April 25, 2018

CLOSING: March 28, 2018  
 MATERIALS: April 11, 2018

#### March 28, 2018

CLOSING: February 28, 2018  
 MATERIALS: March 14, 2018

#### May 2, 2018

CLOSING: April 4, 2018  
 MATERIALS: April 17, 2018

### A F T E R N P E 2 0 1 8

#### May 16, 2018

CLOSING: April 18, 2018  
 MATERIALS: May 2, 2018

#### May 23, 2018

CLOSING: April 25, 2018  
 MATERIALS: May 9, 2018

## NPE2018 eNewsletter Ad Specifications



### Image

**Size:** 120 x 60 px  
**Resolution:** 72 dpi  
**Format:** Static JPG or GIF  
**File Size:** 10k

### Text

**Line 1:** Headline (may link to URL)  
**Line 2:** Message  
**Line 3:** Message  
**Line 4:** Message and URL (may link)

45 Characters per line, maximum

# Good Morning NPE eNewsletter

An exclusive chance to put your brand in front of the NPE2018 audience first thing, each day of the show

Closing Date | **March 1, 2018**

Materials Due Date | **April 20, 2018**

## Distributed to more than 100,000 Readers!

Sent early every morning during the show, this daily eNewsletter delivers high reader engagement with the NPE2018 audience. Your ad message will be in front of thousands of NPE attendees as they plan their day at the show!

Use this opportunity to highlight the technology you have on display at the show to draw more motivated visitors to your booth!



## Distribution

**FIVE  
Issues**

### Distributed to 100,000+ Readers!

- ▶ Distributed early each morning of the show, Monday, May 7 – Friday, May 11, 2018
- ▶ Distribution includes Plastics Industry Association/NPE subscriber lists **PLUS** relevant Gardner Business Media subscriber lists
- ▶ eNewsletter will be promoted in social media including LinkedIn, Facebook and Twitter

## Rates (All rates are gross)

**EXCLUSIVE  
SPONSORSHIP**

All 5 editions, 1 Exclusive Sponsor

**SOLD!**

**\$28,000**

**ACT NOW TO LOCK IN  
YOUR EXCLUSIVE SPOT!**

- ▶ Must commit by September 1, 2017

## Specifications

**Leaderboard Banner** 468 pixels x 60 pixels

**Product Ad** Single static image 150 x 80 pixels combined with 40 words of live text (including headline). Ad will be linked to the URL of your choosing



# network

powered by  
The Plastics Industry Association

## Introducing The NPE Network All New for NPE2018!

Stand out with dynamic video messaging on the NPE Network! Be a part of this new and innovative marketing tool to reach NPE2018 attendees online, onsite and on tv



The NPE Network will present your advertising message in video format to the NPE2018 audience online, on show hotel TVs, and at the show itself. Put your current promotional videos to work or create new customized videos to use on the NPE Network and for your own marketing needs!

Don't miss key exposure to the NPE audience through the sponsorship opportunities listed here!



## Sponsorship Opportunities (All rates are net)

### Title Sponsorship

**\$75,000**

- ▶ Mention of sponsor's name & logo included in all Pre-event videos and Daily News Headlines
- ▶ Sponsor's watermark on all NPE-TV videos
- ▶ Advertorial TV segment demonstrating sponsor's product, marketing their services, or providing thought leadership for the industry
- ▶ Insertion of a sponsor-provided commercial of up to 30 seconds
- ▶ Sponsor's logo in opening animation of Daily Headlines
- ▶ Guaranteed daily news coverage as news is taped in front of sponsor's booth
- ▶ Year-round sponsor's message & watermark on content capture videos

### Advertorial Sponsors

**\$7,500**

Advertorials give exhibitors the chance to demonstrate new products or services in a 2-3 minute video! The video is distributed as a part of the powerful NPE Network, and you will also receive the video for your own marketing use. Includes professional filming, editing and delivery on site, or can be taped in advance from the onsite digital set. Show and tell attendees about your technical expertise by sponsoring your own Advertorial!

### Facebook Live Sponsor

**\$22,000 (or \$5,000 per day)**

The NPE Network production team will film throughout NPE2018, producing six segments each day from the show floor to be broadcast on Facebook live, then posted on YouTube. These segments can run up to fifteen minutes in length and may feature a section of a presentation, a live view of the tradeshow floor, or an interview with a key member of the industry. Your sponsorship places your company logo on the broadcast and #name in messaging discussing the live feed. Capture the attention of attendees as they check their social media apps on their mobile devices during the show or online in the hotel after hours!

## Distribution of Videos

Videos will be prepared for distribution in the following ways:

- ▶ Posted to the NPE2018 Mobile App
- ▶ Played in a video player on the NPE2018 website
- ▶ Included in a daily email blast to the Plastics Industry Association member database
- ▶ Posted to social media sites (Facebook, YouTube, LinkedIn)
- ▶ Broadcast on TV in headquarters hotel
- ▶ Played on TV monitors on site near tradeshow entrance
- ▶ Played on up to ten Shuttle Buses

## Other Opportunities

The CNTV crews are available to produce videos in your facility. Talk with your *Plastics Technology* sales representative to explore pre-produced videos in your facility that you can use in booth and beyond!

# Official NPE2018 Exhibit Hall Maps

On-site maps allow NPE2018 visitors to pinpoint must-see exhibitors

Closing Date | **February 15, 2018** | Materials Due Date | **March 1, 2018**

## Maps Include:

- ▶ Building Map
- ▶ Exhibitor List for each 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 Hall Map



Available to  
**65,000+**  
 NPE2018 Registrants at registration  
 and at show entrances

## Exhibit Hall Maps Sponsorship Packages

## Official NPE2018 Map Ad Specifications

**SOLD**

**Back Cover**  
~~\$6,895~~

Availability: 1 per map

**Business  
Card Ad**  
**\$4,550**

Availability:

North / South Building: 15

West Building A / B: 3

West Building C / D / E: 12

**SOLD**

### Back Cover Ads

**Dimensions:** 3.6875" w x 8.5" h

**Bleed:** .25" on all sides

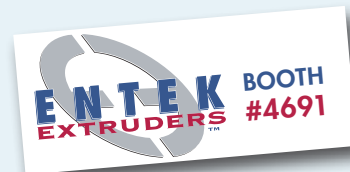


Includes a business card ad  
on map side

### Business Card Ads

**Dimensions:** 3.375" w x 1.5" h

**Bleed:** No Bleed

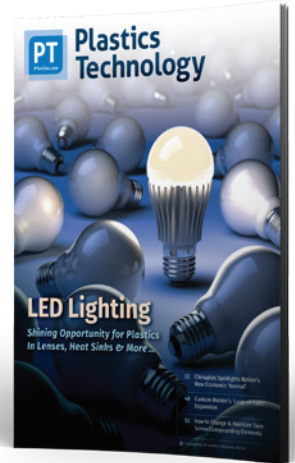




# Gardner Business Media NPE2018 Show Issues

**MARCH ISSUE** Closing Date | **February 1, 2018** | Materials Due Date | **February 8, 2018**

**APRIL ISSUE** Closing Date | **March 1, 2018** | Materials Due Date | **March 8, 2018**



**PT** Plastics Technology

**MARCH & APRIL  
2018**

**75,000+**

professionals in the  
plastics processing  
market

# The media that buyers use to specify vendors before the show

Advertise in the NPE2018 show issues of these key Gardner Business Media, Inc. brands, along with your NPE2018 Show Products, to maximize your reach and earn big discounts on your advertising and promotional package!



**MoldMaking**  
TECHNOLOGY

**CW**  
CompositesWorld

**AD&P**

**PT** Plastics  
Technology  
MÉXICO

**APRIL  
2018**

**APRIL  
2018**

**APRIL  
2018**

**APRIL  
2018**

**20,000+**

professionals  
involved in mold  
manufacturing  
and tooling

**33,000+**

professionals  
involved in the  
global composites  
market

**37,000+**

professionals  
involved in  
automotive design  
and manufacturing

**17,500+**

plastics processors  
in the growing  
market in Mexico

**PLUS!** All magazines will be distributed from the Gardner Business Media booth at NPE2018!

# Other Opportunities

Do you have budget to stand out? Work with us on a custom sponsorship opportunity



May 7, 2018  
Orlando, Florida USA



Table top, Cups and Napkins at OCCC Venues

Sponsor a Student or Future Leaders in Plastics Blogging Competition

Sponsor Snapchat Geofilters at the show



**Sponsor a Time Lapse Video – in booth or of the NPE Experience**

**And More!**

We're happy to explore pricing and ways to work together on unique sponsorship opportunities designed to help you differentiate yourself at NPE2018

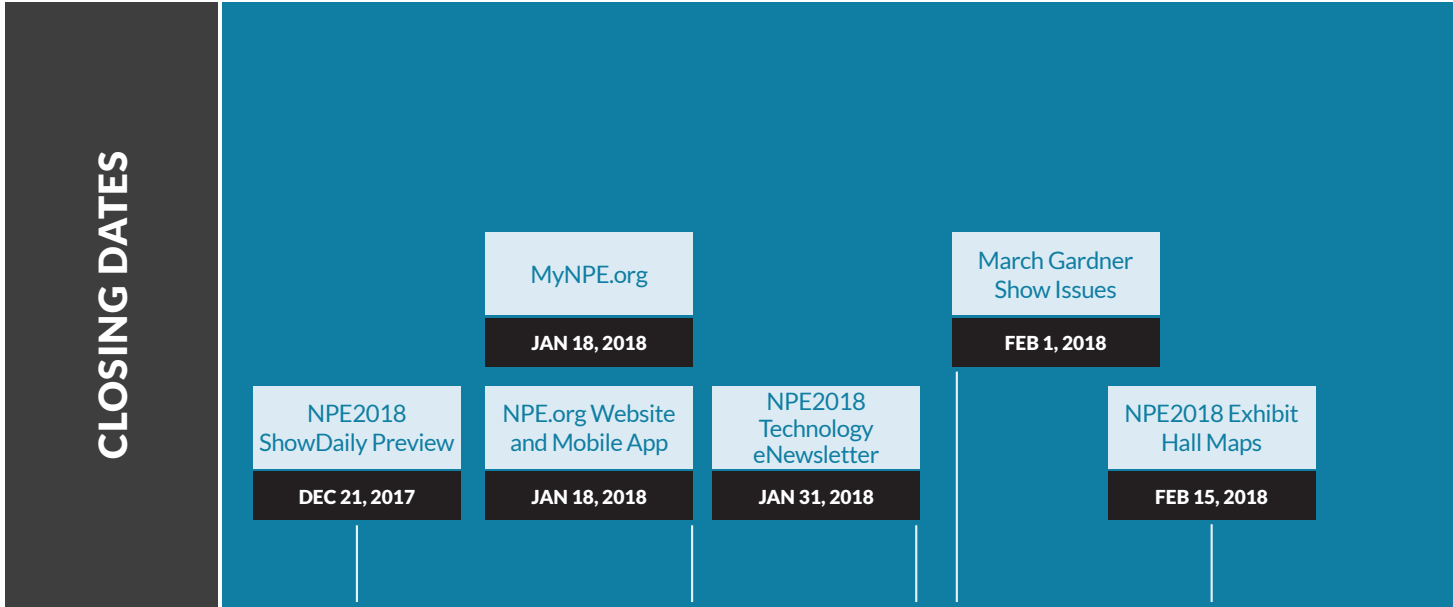
Please Contact Jackie Dalzell,  
 Publisher of NPE Products at  
 513-338-2185 | [jdalzell@ptonline.com](mailto:jdalzell@ptonline.com)

**Additional Opportunities Include:**

- Onsite Banners • Column Wraps
- Kiosks • And More!

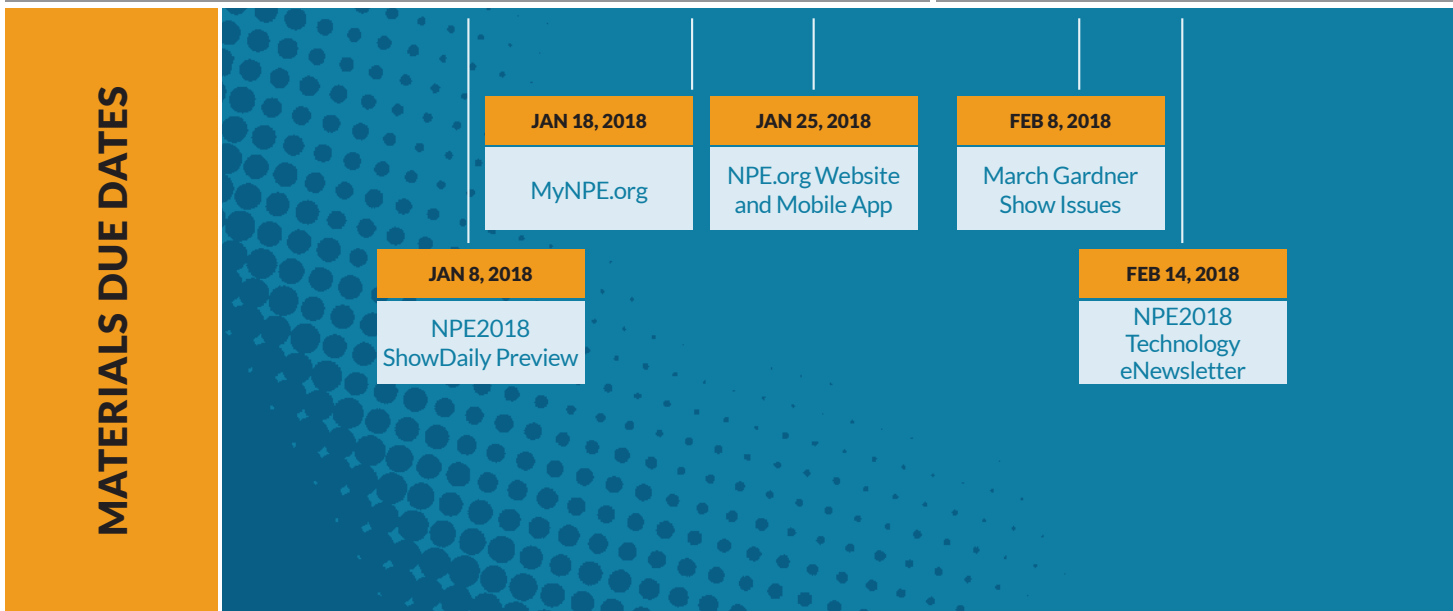
Please Contact NPE Sales  
 for more information at  
 703-259-6132 | [exhibit@npe.org](mailto:exhibit@npe.org)

# Key Planning Dates



NOW THROUGH JANUARY 2018

FEBRUARY 2018





# Savvy NPE exhibitors prepare and plan

April Gardner  
Show Issues

MAR 1, 2018

Good Morning NPE  
eNewsletter

MAR 1, 2018

NPE2018  
Show Directory

MAR 8, 2018

NPE2018  
ShowDaily

MAR 14, 2018

Planning pays off! Quality prospects, more customer booth traffic, and efficient cost management are all benefits of careful planning. These pages detail key dates and events to keep in mind as you go into the busy NPE2018 show year!

MARCH 2018

APRIL 2018

MAY 2018

MAR 8, 2018

April Gardner  
Show Issues

MAR 22, 2018

NPE2018  
Show Directory

APR 20, 2018

Good Morning NPE  
eNewsletter

MAY 7-11, 2018



MAR 1, 2018

NPE2018 Exhibit  
Hall Maps

MAR 28, 2018

NPE2018  
ShowDaily

# NPE2018 Discounts & Packages

Cost-effective media designed to maximize your NPE sales



# NPE2018 Promotional Packages and Discounts (All rates are gross)

<p><b>Package 1</b> <b>\$22,275</b></p>	<ul style="list-style-type: none"> <li>● <b>NPE2018 Directory</b> Full Page, 4 Color NPE Show Directory Ad</li> <li>● <b>MyNPE.org</b> Gold Showroom on MyNPE.org</li> <li>● <b>NPE2018 Official Maps</b> Pocket Map Business Card Ad Pocket Map Cover, Add \$1,995 gross</li> </ul>	<p><b>You Save</b> <b>\$2,475</b></p>
<p><b>Package 2</b> <b>\$16,875</b></p>	<ul style="list-style-type: none"> <li>● <b>NPE2018 Directory</b> Full Page, 4 Color NPE Show Directory Ad</li> <li>● <b>MyNPE.org</b> Silver Showroom on MyNPE.org</li> <li>● <b>NPE2018 Official Maps</b> Pocket Map Business Card Ad Pocket Map Cover, Add \$1,995 gross</li> </ul>	<p><b>You Save</b> <b>\$1,875</b></p>
<p><b>Package 3</b> <b>\$11,160</b></p>	<ul style="list-style-type: none"> <li>● <b>NPE2018 Directory</b> Half Page, 4 Color NPE Show Directory Ad</li> <li>● <b>MyNPE.org</b> Silver Showroom on MyNPE.org</li> </ul>	<p><b>You Save</b> <b>\$1,375</b></p>
<p><b>Package 4</b> <b>\$7,445</b></p>	<ul style="list-style-type: none"> <li>● <b>NPE2018 Directory</b> Half Page, 4 Color NPE Show Directory Ad</li> <li>● <b>MyNPE.org</b> Bronze Showroom on MyNPE.org</li> </ul>	<p><b>You Save</b> <b>\$825</b></p>

## Premier Discount Program

Earn the following discounts\* on your combined gross total spend on NPE2018 and *Plastics Technology* print and digital products and specified *MoldMaking Technology* products.

SPEND:	\$15,000 – \$24,999	▶	DISCOUNT:	<b>10%</b>
SPEND:	\$25,000 – \$39,999	▶	DISCOUNT:	<b>15%</b>
SPEND:	\$40,000 – \$64,999	▶	DISCOUNT:	<b>20%</b>
SPEND:	\$65,000 – \$99,999	▶	DISCOUNT:	<b>25%</b>
SPEND:	\$100,000 +	▶	DISCOUNT:	<b>30%</b>

\*PLEASE NOTE: NPE Premier Discounts do not apply to NPE.org or NPE Mobile App products.

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