

September 13 - 15, 2011 | George R. Brown Convention Center | HOUSTON, TEXAS

## Information

Upon registering for the CHEMINNOVATIONS 2011 Conference and Exhibition, each visitor receives a copy of the Official Show Guide published by *Chemical Engineering* magazine. During their stay, this guide is used constantly as an important source of information, including:

- Details and locations of conference sessions, presentations, and speakers
- Descriptions of the products and services on display in the exhibition
- Booth numbers and locations on the floorplan for each exhibitor
- Times of all business and social functions
- Details on bus services, telephone numbers, and all auxiliary services

## Participation

By advertising in the Official CHEMINNOVATIONS 2011 Show Guide exhibitors have the unique opportunity to reinforce their visibility to a well-defined, captive audience. Moreover, after the event, many visitors retain the catalog as a source of reference to the products and services they saw on display at the show. Therefore, your advertisement continues to work as a constant marketing tool long after the show is over. It is also used as an excellent medium to chronicle the many technical presentations during the conference. Historically, advertisers have used existing advertisements to eliminate the requirement of developing special advertising material. If you're seeking to maximize your company's exposure at this year's largest event for the industry, you should advertise in the CHEMINNOVATIONS 2011 Official Show Guide.

### Advertising Sizes (Net Rates, Four-Color Process)

Full Page (8 x 10 3/4).....	\$2,820
Two Thirds Page (4 9/16 x 10) .....	\$2,395
Half Page Horizontal (7 x 4 7/8).....	\$1,975
One Third Page Square (4 9/16 x 4 7/8) .....	\$1,405
One Third Page Vertical (2 5/16 x 10) .....	\$1,405
One Quarter Page (3 3/8 x 4 7/8) .....	\$985

*\*Additional 5% fee for Premium Positions*

### Printing and Production Specifications

Size (Inches):	
Full Page - No Bleed .....	7 x 10
Full Page with Bleed .....	7 1/4 x 10 1/4
Spread with Bleed .....	14 1/4 x 10 1/4
Spread - No Bleed .....	14 x 10

*No Additional Charge for Bleed Advertisements.*

**Closing Date for Reservations: August 12, 2011**

For Advertising Information and to Reserve Space,  
 Please Contact Your Representative Listed Below:

**JULIEN DUPONT** | 214-358-5359 | juliend@tradefairgroup.com  
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**BE SURE TO ASK ABOUT  
 SPECIAL ADVERTISING OPPORTUNITIES**  
 in *Chemical Engineering* magazine  
 in connection with CHEMINNOVATIONS 2011