

The second annual AIBTM - The Americas Meetings & Events Exhibitions

June 19 - June 21, 2012 at the Baltimore Convention Center.

PCMA *Convene* in partnership with Ascend Media will once again produce AIBTM's onsite show dailies and e-dailies.



The entire meetings and events industry in one U.S. location at AIBTM's America's Meetings Week!

- 1,000 traditional buyers
- 2,000 qualified hosted buyers
- 300 global exhibitors

The Dailies will provide attendees a daily publication that will help them get the most out of their AIBTM experience, with plenty of on-site photos, and highlights of events, speakers, and sessions.

Distribution:

- 4,000 Dailies per day for 3-days during AIBTM
- Room dropped to all attendees
- Hand-delivered at the convention center
- Placed in Publication Bins

**PCMA
convene**



The Americas Meetings
& Events Exhibition
Baltimore, Maryland
June 19-21, 2012

Net Rates	AIBTM Daily 1, 2, or 3	All three issues
Tabloid Page	\$4,070 per issue	\$10,000
Junior Page	\$3,040 per issue	\$7,500
Bellyband (excludes printing)	\$10,000 per issue	\$20,000
Cover 2, 4 Cover 3	NA	\$12,000 \$11,000
SPACE DEADLINE:		May 10, 2012
MATERIALS DEADLINE:		May 17, 2012
Existing PCMA Convene partners and advertisers spending minimum \$15,000 in calendar year will receive 10% off all three issues.		

Mechanical Specifications

Publication trim size - 9 1/2" (24.13 cm) wide x 13 1/4" (33.655 cm) deep

Tabloid Page - 8 1/2" wide (21.59 cm) x 12 1/4" (31.115 cm) deep

Tabloid Page (Bleed) - 9 3/4" (24.765 cm) wide x 13 1/2" (34.29 cm) deep

Junior Page - 6" (15.24 cm) wide x 8 1/2" (21.59 cm) deep

Note: All dimensions are non-bleed unless specified. Screens: B&W or 4-color halftone, 133 line.

Materials Contacts:

Kathy Mulvihill, PCMA - 312-423-7236, kmulvihill@pcma.org;

**Exclusive Sponsorship of AIBTM Show Daily
Distribution Rack and Distribution Staff Uniforms**

Sponsorship Includes advertiser branded distribution rack and advertiser branded distribution staff uniforms (t-shirts and/or hats).

Rate: **\$12,500 net** all three days

Distribution Rack Specifications:

- Rack Deadline: Space - May 1, 2012; Materials - May 7, 2012
- FTP Instructions will be provided
- Advertiser artwork dimensions as indicated below

Distribution Staff Uniform Specifications:

- Uniform Deadline: Space – May 11, 2012; Prototype – May 18, 2012; Materials – June 15, 2012
- Advertiser branded T-shirts (size Large) and hats (one size) produced and provided by advertiser
- Quantity: 15 of each
- Advertiser must ship t-shirts/hats to show site by June 15, 2012. A shipping label will be provided.

**Distribution rack
AVAILABLE AD SPACE
(For advertiser):**
Front header panel:
Corporate logo space
15-1/2' wide x 5" high
Base side panels:
11-1/2" wide x 22" high

FINAL RACK DIMENSIONS:
Front header panel:
15-1/2" wide x 32" high
Side panels (top and base combined): 11-1/2' wide x 74-7/8" high

NOTE: Please include 1" bleed
around all artwork.



Expand your Reach, and compliment your print advertising exposure ...

In one of six AIBTM e-Daily newsletters, distributed to 15,000 – 18,000 global AIBTM attendees and non-attendees. Six e-Dailies (1 e-Preview Daily, 3 onsite e-Dailies, and 2 e-Post Dailies) with three ad positions per e-Daily. Buy one, or mix and match!. Ask your Account Executive for a package deal.

AIBTM e-Daily Net Advertising Rates:

Advertising Positions	One e-Daily
Exclusive Tower Ad*	\$3,500
Rectangle Ad 1	\$1,500
Rectangle Ad 2	\$1,500



Rectangle Ad 1

Rectangle Ad 2

Exclusive Tower Ad

Distribution and Deadlines:

- ePreview:** June 13
Space deadline: May 30
Materials deadline: June 6
- eDaily:** June 19, 20, 21
Space deadline: June 4
Materials deadline: June 11
- ePost 1:** June 27
Space deadline: June 13
Materials deadline: June 20
- ePost 2:** late-Sept/early Oct
Space deadline: September 1
Materials deadline: September 8

*Tower Ads will also appear on e-Daily Index Page on AIBTM Web site.

Ad sizes:

- Exclusive Tower Ad: 160 x 600 px
- Rectangle Ad 1 or 2: 300 x 100 px

Materials Specifications:

- Tower and rectangle ads must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted).
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of the association.
- The maximum ad file size is 100kb–125kb.
- All third-party vendor supplied tags are subject to approval and must be accompanied by actual GIF or JPG image(s) and destination URL. In addition, tags need to be distinct for email or site usage.