

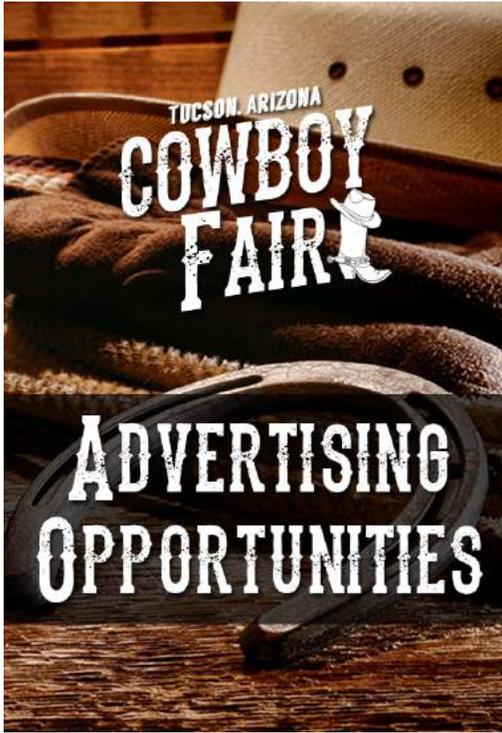


Tucson Show

Exhibitor Advertising Opportunity Kit

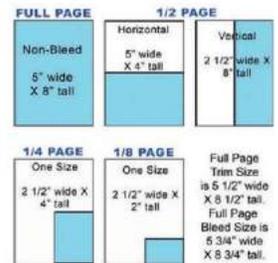
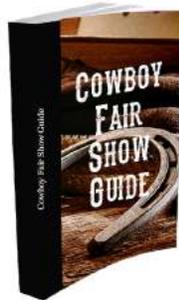


Cowboy Fair Tucson Show Guide



The **Cowboy Fair Show Guide** is the ultimate tool for exposure of your company, product, and brand to the tens of thousands of buyers who attend our show. It is an 8.5in x 5.5in booklet strategically put together by the Cowboy Fair team directly placed in the hands of all our attendees. Cowboy Fair Show Guide is used all year round as a resource to find and connect exhibiting companies to one another and potential buyers. Additionally, the guide is distributed and will be available for pick up at hotels and transportation shuttles running during the Tucson Cowboy Fair shows. A free digital format of the Show Guide will be available online throughout the year as well.

***Advertising space is limited**



Ad Size	Price
2 full pages - SPECIAL DEAL	\$1,200.00
Full Page Ad (8.5in x 5.5in)	\$800.00
1/2 Page	\$400.00
1/4 Page	\$150.00
1/8 Page	\$100.00

***Ad placement on first come - first serve basis**

Cash Drawing Sponsorship



For just **\$150.00 total** you will become a Cowboy Fair sponsor of the daily Cowboy Fair cash drawings for buyers.

Cowboy Fair Sponsor benefit includes:

- Your company logo on the Cowboy Fair website prior and during the show
- Your company logo in the Cowboy Fair Guide sponsorship page
- Your company logo on Cowboy Fair newsletters seen by our Tucson show buyers
- Your company logo in Cowboy Fair media campaigns prior to the show
- Your company will be featured as a Cowboy Fair sponsor during Cowboy Fair daily cash drawings

All cash collected from Cowboy Fair sponsors will be distributed directly to Cowboy Fair buyers during Cowboy Fair cash drawings.

Become a Cowboy Fair sponsor for \$120.00

Cowboy Fair Indoor/Flag Banner Ad

Vertical signs will be hung from the building ceiling placed in high traffic walkways of the show.



Indoor Billboard



Flag Banner

Ad Size	Price
Horizontal indoor 20ft by 5ft	\$700.00
Horizontal indoor 10ft by 3ft	\$500.00
Vertical indoor 2ft by 7ft	\$300.00
Vertical indoor stand 2ft by 7ft	\$200.00
Flag Banner 2ft by 6ft	\$200.00

**Ad placement is on a first-come-first-serve basis.*

Tower Case Displays



Tower Case

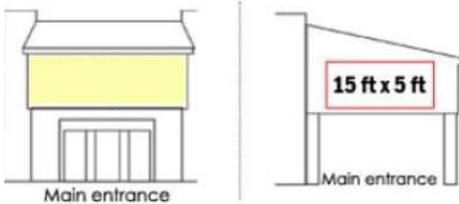
Ad Type	Price
Tower Case	\$100.00

The tower case are showcases set aside to exhibit exceptional products. The tower cases are placed in a high-traffic areas during the show.

***Limited availability**
Call +1 (213) 629-3030

Outdoor Billboards

Outdoor billboards will be located at the main entrance of the Cowboy Fair.



Ad Size	Price
Horizontal 15ft by 5ft	\$600.00

***Limited availability**
Call +1 (213) 629-3030

Front Entrance Banners

Located in the front of the main entrance.



Ad Type	Ad Size	Price
Vertical Front Entrance Billboard	2ft by 7ft	\$500.00
Vertical Front Entrance Billboard	3ft by 7ft	\$750.00
Vertical Front Entrance Billboard	2ft by 3.5ft	\$400.00

***Call for availability**
+1 (213) 629-3030

TV Advertising - Registration Area



A 55 inch electronic display will be placed behind the registration counter at the Main Entrance of the show where all attendees will register or check-in. Our Cowboy Fair TV Advertisement will run during show hours. Great opportunity to showcase products and direct buyers to your booths.



*** Limited Availability**
+1 (213) 629-3030



Ad Type	TV Size	Price
Cowboy Fair TV Display - 1920px by 1080px	55 inch Display	\$300.00

Buyers Newsletter Advertisement



Advertising in the Cowboy Fair show newsletters is the most efficient way to promote and showcase your company's products prior to the show.

Drive traffic to your company website by placing a link to your website along with a maximum of 350 text characters and one 200px by 200px product image or company logo.

Let prospect buyers know about any special deals, sales or offers and increase traffic to your booth. This is a great way to make business contacts prior to the show.

Newsletter sample:

Standard image and ad specifications

File format accepted: JPEG

Max image size: 200px by 200px

Price
\$150.00 each newsletter

Newsletter campaigns will run:
August 2016

Online Banner Advertising

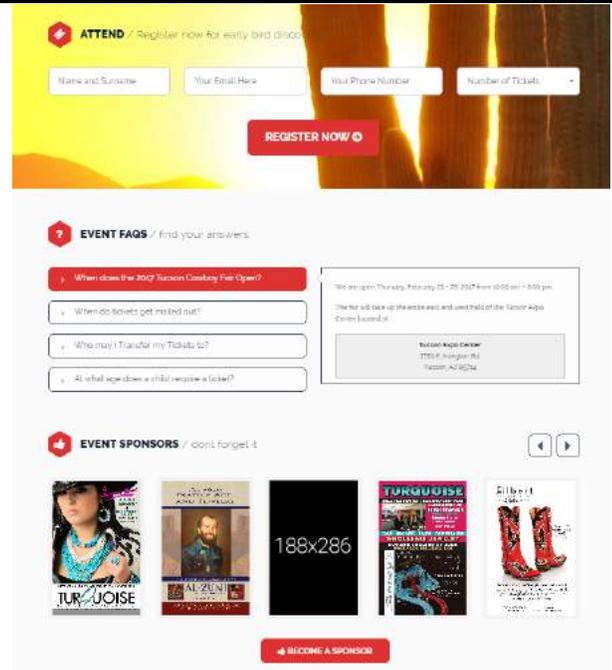


Online advertising on the Cowboy Fair website is the best way to keep your business in touch world-wide.

- Advertise on Cowboy Fair website to:
- Reach thousands of potential customers
 - Direct traffic to your website
 - Introduce new product lines and specials

Main Page Banner
\$350.00

188px by 286px



Free Social Media Exposure

With Cowboy Fair Social Media exposure your company will benefit from free social media promotion, which will introduce your company to thousands of our subscribers.



Price

FREE

Moving Billboard

The moving billboard is a top recognized outdoor advertising during the large Tucson show. Our mobile billboard will operate during show. It will give you the best possible exposure and advertise your company among Tucson visitors. Our primary goal is to deliver your message to the Tucson show buyers. The moving billboard will be driven around the Tucson area during our show.

*** Call for Availability**
+1 (213) 629-3030

Ad Size	Price
10ft by 2.6ft	\$1,000.00





BRONZE SPONSORSHIP PACKAGE

\$650.00

- 1 **Full 4 color page advertisement** in 2017 Cowboy Fair Show
- 2 **Display Product Showcase** will be placed in a high traffic areas during the Cowboy Fair inside the Exhibit hall
- 3 **Cowboy Fair TV banner** – a 55-inch electronic display will be placed behind the registration counter at the Main Entrance of the show where all attendees will register and/or check-in



SILVER SPONSORSHIP PACKAGE

\$1,150.00

- 1 **Full 4 color page advertisement** in 2017 Cowboy Fair Show
- 2 **Display Product Showcase** will be placed in a high traffic areas during the Cowboy Fair inside the Exhibit hall
- 3 **Cowboy Fair TV banner** – 55 inch electronic display placed next to the registration counter at the main entrance of the Tucson Expo Center where all attendees register and/or check-in
- 4 **Pre-show newsletter campaign** – increase traffic to your booth and to your company's website. Maximum of 350 text characters and one 200 pxl. by 200 pxl. product image or company logo included
- 5 **Outdoor 2x7ft column banner** placed at the front of the main entrance of the Cowboy Fair



GOLD SPONSORSHIP PACKAGE

\$1,850.00

- 1 **Full 4 color page advertisement** in 2017 Cowboy Fair Show
- 2 **Outdoor 15ftx5ft banner** placed at the main entrance of the Cowboy Fair
- 3 **Pre-show newsletter campaign** – increases traffic to your booth and to your company's website. Maximum of 350 text characters and one 200 pxl. by 200 pxl. product image or company logo included
- 4 **Display Product Showcase** will be placed in a high traffic areas during the Cowboy Fair inside the Exhibit hall
- 5 **Cowboy Fair TV banner** – 55 inch electronic display placed next to the registration counter at the main entrance of the Tucson Expo Center where all attendees register and/or check-in
- 6 **Cowboy Fair Main Show Directory Banner** located at the main entrance, front registration area of the Show –Ad dimensions 8inches by 12inches



PLATINUM SPONSORSHIP PACKAGE

\$2,950.00

- 1 **Full 4 color page advertisement** in 2017 Cowboy Fair Show Guide
- 2 **Outdoor 15ftx5ft banner** placed at the main entrance of the Cowboy Fair
- 3 **Display Product Showcase** will be placed in a high traffic areas during the Cowboy Fair inside the Exhibit hall
- 4 **Cowboy Fair TV banner** – 55 inch electronic display placed next to the registration counter at the main entrance of the Tucson Expo Center where all attendees register and/or check-in
- 5 **Pre-show newsletter campaign** – increases traffic to your booth and to your company's website. Maximum of 350 text characters and one 200 pxl. by 200 pxl. product image or company logo included
- 6 **Primary website banner ad** placed on the home page of www.cowboyfair.com with a direct link to your company's website
- 7 **Outdoor 2x7ft column banner** placed at the front of the main entrance of the Cowboy Fair
- 8 **Cowboy Fair Main Show Directory Banner** located at the main entrance, front registration area of the Show –Ad dimensions 8inches by 12inches
- 9 **Flyer Advertisement** – individual company flyers will be placed at the main registration area of the Cowboy Fair



TUCSON Cowboy Fair

At the Tucson Expo Center

3750 E.Irvington Road
Tucson, AZ 85714

Cowboy Fair Advertisement Order Form

Company: _____
Contact Name: _____
Address: _____
City, State, Zip: _____

Country: _____
Telephone: _____
Fax: _____
Email: _____

Select type of ad you are interested in:	Price:	Quantity:
<input type="checkbox"/> 4-color full page in show guide	\$800.00	_____
<input type="checkbox"/> 4-color 1/2 page in show guide	\$400.00	_____
<input type="checkbox"/> 4-color 1/4 page in show guide	\$150.00	_____
<input type="checkbox"/> 4-color 1/8 page in show guide	\$100.00	_____
<input type="checkbox"/> 2 full pages in show guide	\$1,200.00	_____
<input type="checkbox"/> Front entrance billboard 2ft x 7ft	\$500.00	_____
<input type="checkbox"/> Front entrance billboard 3ft x 7ft	\$750.00	_____
<input type="checkbox"/> Front entrance billboard 2ft x 3.5ft	\$400.00	_____
<input type="checkbox"/> Outdoor horizontal billboard 15ft x 5ft	\$600.00	_____
<input type="checkbox"/> Indoor horizontal billboard 20ft x 5ft	\$700.00	_____
<input type="checkbox"/> Indoor horizontal billboard 10ft x 3ft	\$500.00	_____
<input type="checkbox"/> Indoor vertical billboard 2ft x 7ft	\$300.00	_____
<input type="checkbox"/> Indoor vertical stand 2ft x 7ft	\$200.00	_____
<input type="checkbox"/> Online banner on homepage	\$350.00	_____
<input type="checkbox"/> Flag banner (hung from ceiling)	\$200.00	_____
<input type="checkbox"/> Tower case product showcase	\$100.00	_____
<input type="checkbox"/> Pre-show newsletter	\$150.00	_____
<input type="checkbox"/> Cash Drawing Sponsorship	\$150.00	_____
<input type="checkbox"/> Bronze Sponsorship Package	\$650.00	_____
<input type="checkbox"/> Silver Sponsorship Package	\$1,150.00	_____
<input type="checkbox"/> Gold Sponsorship Package	\$1,850.00	_____
<input type="checkbox"/> Platinum Sponsorship Package	\$2,950.00	_____
<input type="checkbox"/> Moving Billboard	\$1,000.00	_____
<input type="checkbox"/> Social Media Exposure	FREE	_____

Enclosed Amount: _____

Check Number: _____

Payment Type: _____

Payment by Check:

Make check payable to: **JOGS Inc.**

Send all payments to:

JOGS Inc.

650 S Hill St, Suite 514

Los Angeles, CA 90014

We accept U.S. Checks, Credit Cards*, Money orders, Cashiers Checks.

*for credit card payments, please use attached credit card authorization form.

Acceptable file formats:

*Quark XPress

*Adobe Photoshop

*Adobe Illustrator .EPS, .PDF or .TIFF files

File Specifications:

*Resolution: 300 dpi or higher

*Colors: CMYK

Cowboy Fair does not offer design assistance. Please send your designs via e-mail to info@cowboyfair.com. For large files, please contact us for FTP upload directions.

Questions? Call us at: (213) 629 3030

Signature: _____

Date: _____

Printed Full Name: _____

Ad Sales Rep: _____