



National Cabinet Conference & Woodworking Expo
March 19 – 20, 2008
Renaissance Schaumburg Hotel & Convention Center
Schaumburg, IL

EXHIBITS DIRECTORY ADVERTISING RESERVATION FORM

Get Your Message Across to Thousands of Industry Professionals!

Don't miss the chance to enhance your expo participation by advertising in the *2008 National Cabinet Conference & Woodworking Expo Final Program & Exhibits Directory*. Attendees will reference the directory throughout their stay in Schaumburg, and it also serves as a valuable reference tool for these powerful buyers long after the show has ended.

Note: **Payments must accompany orders to secure advertising placement.**

Space Ad Reservation Deadline: February 8, 2008

Artwork Due: February 15, 2008

Exhibits Directory - Circulation

The *Exhibits Directory* is distributed to all registrants. Anticipated circulation is 3,000.

Display Advertising

All display advertising is arranged in advance through the NCC Expo Sales Office (Hall-Erickson.) All advertising copy submitted is subject to the approval of Vance Publishing, as the publisher of the *Exhibits Directory*. Vance Publishing reserves the right to reject any advertising. Advertisers who do not supply artwork by February 15, 2008 forfeit their space and will not receive a refund.

Ordering Instructions

Complete the form on back or send an insertion letter to:

Matt Powell / Rich Widick
 Hall-Erickson, Inc.
 98 E. Naperville Rd., Ste. 201
 Westmont, IL 60559
 630-434-7779, fax: 630-434-1216
cabinet@heexpo.com

Prices, offers and opportunities subject to change.

Cancellations are not accepted after the closing date of February 8, 2008 for space reservations. Special positions may not be cancelled.

Closing Dates

The closing date for space reservations is February 8, 2008. Print-ready art is due February 15, 2008. **Advertisers who do not supply artwork by February 15, 2008 forfeit their space and will not receive a refund.**

Final Program Ad Rates (All Ads are 4-color)

Ad (4-color)	Size	Cost
Inside front cover	4 3/4" x 7 3/4"	\$1,495
Inside back cover	4 3/4" x 7 3/4"	\$1,150
Back cover	4 3/4" x 7 3/4"	\$1,725
Full page	4 3/4" x 7 3/4"	\$ 750
1/2 page (h)	4 3/4" x 3 3/4"	\$ 460

Bleeds

Bleeds are available at no extra charge.

Space Ad Reservation Deadline: February 8, 2008

Artwork Due: February 15, 2008

Firm Name: _____ Booth # _____

Contact Person: _____

Phone: _____

Fax: _____

Email: _____

Address: _____

City: _____

State: _____ Zip: _____

Advertiser:

All ads are 4-color.

# of ads	Ad (4-color)	Cost
_____	inside front cover	\$1,495
_____	inside back cover	\$1,150
_____	back cover	\$1,725
_____	full page	\$ 750
_____	1/2 page (h)	\$ 460

Total \$: _____

**Make check payable to: NCC Expo
Payments must accompany orders to
secure advertising placement.**

Send payment to:
NCC Expo, Hall-Erickson, Inc.
98 E. Naperville Road
Westmont, IL 60559

Cancellations

Cancellations of space reservations are not accepted after the closing date of February 8, 2008 for the *Exhibits Directory*. Special positions may not be cancelled.

REPRODUCTION REQUIREMENTS

Proofs: One proof must accompany advertising material as well as the name of a contact person and phone number. Color proofs required for color advertising. Furnished proofs are considered final unless otherwise indicated.

Digital Data: File formats (300 dpi); EPS; PDF; (fonts must be embedded or converted to outlines); TIFF

Page Layout: Quark Xpress 6.xx or earlier, please include a hard copy. Provide files created to the page size plus a minimum 1/8" bleed on all sides. Keep live matter 3/8" from trim edges. Crop marks and SWOP color bars must be included. Reverse type should be no less than 6 pt.

Preferred Materials: CD-ROM or Email, Mac or PC Format. Design software recommended is: Quark Xpress, Illustrator, Photoshop. Mac preferred but Windows files are also accepted. Ads created in word processing programs are NOT usable.

Files should be Service Bureau Ready. All images should be high resolution, including all fonts and graphics and using correct ink colors. PLEASE SUPPLY A COLOR PROOF WITH ALL ELECTRONIC ADVERTISING MATERIALS.

Please forward art files by February 15, 2008, to:

Ann Luporini, cabinet@heiexpo.com
Hall-Erickson, Inc.
98 E. Naperville Rd., Ste. 201
Westmont, IL 60559

Deadline for art files: February 15, 2008. **No ads will be accepted past February 15 2008.**

Special Requests

Please Note: Special positioning requests will be noted but cannot be guaranteed without a 25% premium.

Copy Regulations

All advertising is subject to publisher's approval. Publisher reserves the right to reject advertising.

Questions?

Contact Matt Powell / Rich Widick
Hall-Erickson, Inc.,
630-434-7779, Fax: 630-434-1216,
e-mail: cabinet@heiexpo.com.