



# PROGRAM/ DIRECTORY



- **BACK COVER (4/C)**

**THE MOST COVETED POSITION** on the program/directory, your ad is seen by every attendee at the show and back at the office where attendees save the pocket-size book for posterity.

- **CENTER SPREAD (4/C)**

**YOUR 2-PAGE SPREAD, SMACK** in the middle of the directory, will be seen by every attendee at the show and back at the office where attendees save the pocket-size book for posterity.

- **INSIDE FRONT COVER (4/C)**

**PRINTED ON HEAVY COVER STOCK PAPER** on the first page of the book, your ad will be seen by every attendee at the show and back at the office where attendees save the pocket-size book for posterity.

- **FIRST 2-PAGE SPREAD (4/C)**

**YOUR 2-PAGE SPREAD, PLACED** in the front of the directory, will be seen by every attendee at the show and back at the office where attendees save the pocket-size book for posterity.

- **INSIDE BACK COVER (4/C)**

**PRINTED ON HEAVY COVER STOCK PAPER** on the inside back page of the book, your ad will be seen by every attendee at the show and back at the office where attendees save the pocket-size book for posterity.

- **2-PAGE SPREAD (4/C)**

**YOUR 2-PAGE SPREAD, PLACED** strategically near your listing, will be seen by every attendee at the show and back at the office where attendees save the pocket-size book for posterity.

- **FULL PAGE NEAR COMPANY LISTING (4/C)**

**PLACED STRATEGICALLY NEAR YOUR COMPANY LISTING**, your ad will be seen by every attendee at the show and back at the office where attendees save the pocket-size book for posterity.