



## WSA SHOW ON-SITE MARKETING RATE CARD & SPECIFICATIONS

FEBRUARY 2,3,4 2010 . MANDALAY BAY CONVENTION CENTER

### BRANDING OPPORTUNITIES

Place your company's brand image on these hard-to-miss items in high-traffic locations throughout the show. Note: Costs do not include production or labor.

#### Attendee Badge Mailer Insert: \$5,000

- Ad insert dimensions: 8"x3", double-sided
- WSA to produce all materials. All we need is your art.

#### Badge Lanyards: \$5,000

- Sponsor to provide lanyards, WSA to approve art prior to production.
- Needs to be shipped to WSA by July 1, 2009.

#### Exhibit Hall Bags: \$35,000 Exclusive or \$20,000 per Venue

- Sponsor to provide bags, WSA to approve art prior to production.

#### Column Wraps: \$5,000 per Column

- WSA to produce all materials. All we need is your art.

#### Window Clings: \$10,000 per Venue (20 Clings)

- WSA to produce all materials. All we need is your art.

#### Cyber Café/Internet Kiosks: \$10,000/One Locale or \$18,000/All Locales

#### Light Boxes: \$5,000

- Placed in lobby areas of the Show hall where your booth is located.
- WSA to produce all materials. All we need is your art.

### PRODUCT DISPLAY OPPORTUNITIES

#### Aisles of Styles: \$1,800 per Showcase

- Placed in lobby areas of the Show hall where your booth is located.
- WSA to produce all materials. All we need is your art.
- Sponsor responsible for placement of samples in the display case.

#### Product Display Case: \$5,500

- Placed in lobby areas of the Show hall where your booth is located.
- WSA to produce all materials. All we need is your art.
- Sponsor responsible for placement of samples in the display case.

### BANNERS AND SIGNAGE

Hung in the Show's main traffic areas, these big banners rise above the crowd, allowing you to brand the event as your own in a big way.

#### Billboards: \$15,000

- Dimensions: 8'x12'
- Price includes production, as well as exhibitor recognition in pre-show and on-site promotional materials.

#### Exterior Banners: \$40 per Square Foot

- 400-square-foot minimum
- Includes production and sponsor recognition on pre-show and on-site promotional materials.
- Not available for February 2010.

#### Interior Banners: \$35 per Square Foot per Side

- Price includes production, as well as exhibitor recognition in pre-show and on-site promotional materials.

#### Meter Boards

- 4'x10' tall, double-sided, premium position: \$5,000/board
- 3'x7' tall, double-sided, multiple locations: \$2,500/board

### TRANSPORTATION OPPORTUNITIES

#### Bus Drop Kiosks: \$4,500

- Size: 3'x8' tall
- Includes production and sponsor recognition on pre-show and on-site promotional materials.

#### Interconnect Shuttle

- (2) 2'x16' banners: \$2,500
- (2) 2'x24' banners: \$3,600
- (2) 2'x35' banners: \$5,500
- Queen Kong banner: \$9,000
- King Kong banner: \$12,000
- Full Wrap: \$28,000

#### Hotel Shuttle Bus

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### ASK ABOUT OUR CUSTOMIZED SPONSORSHIP OPPORTUNITIES

Maximize your exhibition investment at The WSA Show.

Please contact Lisa Heitner at 818.464.2353 or [heitner@wsashow.com](mailto:heitner@wsashow.com)

WSA | 15821 Ventura Blvd., Suite 415 Encino, CA 91436 USA

[www.wsashow.com](http://www.wsashow.com)

AN ENK INTERNATIONAL EVENT



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### HOSPITALITY OPPORTUNITIES

**Benefit from increased brand awareness with buyers and the media.**

**Refreshment Carts: \$5,000 per Cart per Day per Venue**

**Continental Breakfasts: \$7,500 per Day**

**Customized Water Bottles: \$15,000 per Venue**

**Coffee Mugs: \$10,000**

- You provide the mugs.
- WSA to approve art prior to production.

**Relaxation Station: \$10,000 per Venue**

**Subsidized Lunches for Buyers: \$7,500 per Day**

**Shoebbox Lunches for the Media: \$5,000 per Day per Venue (Maximum 50)**

**Desserts for the Media: \$5,000 per Day per Venue (Maximum 50)**

### ADVERTISING OPPORTUNITIES

Advertising drives buyers directly to your booth and continues driving prospects to your company following the event.

#### Online Pre-Show Product Preview E-Newsletter

- Showcase your footwear and accessories to a targeted audience.
- Build interest and visibility before the show.
- E-mailed to over 25,000 registered buyers and subscribers.
- Call for pricing information and frequency.

#### WSA Show Map (Single Sponsor)

- Size: 8 1/2" x 11" at-show map
- Includes back cover ad and highlighted booth.
- **December Close: 12/18/09—Materials Due: 12/29/09**

#### WSA Show Directory & Buyers' Guide

- Size: 8 5/8" x 11 3/8"
- Full Page: \$2,500
- Inside Front Cover: \$9,500
- Inside Back Cover: \$7,500
- Back Cover: \$15,900
- 2-Page Spread: \$9,900
- Belly Band/Tip-On: \$12,500
- Ask about "Early Bird" Rate
- **December Close: 12/18/09—Materials Due: 12/29/09**

#### Daily WSA

- Full Page: \$6,750
- 1/2-Page Horizontal or Vertical: \$4,650
- 1/4-Page: \$2,000
- 1/9-Page Marketplace: \$1,150
- Special Positions: Call for Rates and Availability
- **December Close: 1/11/10—Materials Due: 1/22/10**

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