As the exclusive media provider for IBIE, Sosland Publishing is producing the official print, web and mobile media products to ensure your success before, during and after the show.
92% of tradeshow attendees say their main reason for attending is to see new products.

Source: Center for Exhibition Industry Research (CEIR)

81% of tradeshow attendees are involved in the purchasing process.

Source: Center for Exhibition Industry Research (CEIR)

76% of tradeshow attendees know which exhibits they intend to see before they get to the show.

Source: Center for Exhibition Industry Research (CEIR)

70% of attendees felt 2016 IBIE Media offerings were informative.

Source: Cypress Research Associates

69% of attendees felt the 2016 official IBIE Media offerings had the most influence in driving their show decisions and success.

Source: Cypress Research Associates
ENSURE YOUR SUCCESS AT THE SHOW!

Research demonstrates that at large tradeshows, exhibitors that promote their participation and products have greater success than exhibitors that don’t. Through targeted promotion, you reinforce your company and your brands, inform attendees about the benefits of your products and tell them where to find you in the two massive halls.

Once again, Sosland Publishing is the official IBIE media provider, producing the Innovation Showcase, official IBIE Show Directory and IBIE Today show dailies, as well as official website and mobile app. These incredibly valuable media resources offer unique opportunities to reach your target audience. Attract buyers to your booth and provide the vital promotion you need — before, during and after the show — to maximize your IBIE participation.
As the official website, www.IBIE2019.com offers attendees an interactive tool where they can register online, research the event and plan their participation in the show. Web advertising is an effective tool for pre-show promotion, and limited website sponsorship opportunities are available on a first-come, first-serve basis. Web ads will rotate throughout the entire site in equal increments.

**MOBILE APP**

Mobile apps for tradeshows have become an integral part of the experience. Available from any smartphone or tablet, this handheld on-the-go resource offers complete information at your fingertips. Rotating sponsorships are available in addition to push notification messages.

**WEBSITE RATES**

Leaderboard ads - $7,500 (24 available)
(Run of site and runs for the entire year)
Size: 728 x 90 pixels; 200 kB maximum

Medium Rectangle ads - $5,000 (24 available)
(Run of site and runs for the entire year)
Size: 300 x 250 pixels; 200 kB maximum

**MOBILE APP RATES**

Run of App Sponsorships: $7,500 (10 available)
Size: 640 x 110 pixels & app landing page

*Supported Landing Page Sizes:*
- 320 x 418 pixels
- 640 x 1008 pixels
- 1536 x 1920 pixels
- 1408 x 1408 pixels

Mobile Alerts: $1,500 - $2,500 (36 available)

**SPECS & SUBMISSION**

**Digital Specs**
Format: GIF or Flash; Resolution: 72 dpi Color depth: 8 bit (256 colors)
Every ad must include a working click-through URL.
Advertisers will be billed for alterations or design services requested to any digital ad.
Submit all ads as an email attachment to: webads@sosland.com with the client’s name in the subject line.

**Print Specs**
Printing, Binding: Printed offset, saddle stitched
Screen: 150 line required

**4-Color Density Specifications:** Total density of all colors combined in any one area should not exceed 300%. Only one solid color should be used in any one area.
For more ad specifications and information, contact your sales representative.
On-site/active promotion is critical to increase booth traffic. As the show opens Sunday, Monday and Tuesday, attendees will be handed a copy of the official IBIE Today show daily. The dailies cover the latest developments, technologies and innovative new products displayed at IBIE. The dailies also provide a recap of the previous day’s events with a preview of vital activities to see that day. As an advertiser in the dailies, your products and booth will be top-of-mind as thousands of attendees enter the halls each day.

68% OF SHOW ATTENDEES FOUND THE IBIE TODAY SHOW DAILIES TO BE VERY USEFUL
Source: Cypress Research Associates

SHOW DAILIES RATES (INCLUDES 3 ISSUES)

<table>
<thead>
<tr>
<th>Standard Ad Sizes: (Trim Size: 9&quot; x 12&quot;)</th>
<th>Dailies Only</th>
<th>Dailies (3x) + Directory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$9,000</td>
<td>$10,700</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$6,750</td>
<td>$7,900</td>
</tr>
<tr>
<td>1/2 Page (V)</td>
<td>$6,250</td>
<td>$7,400</td>
</tr>
<tr>
<td>1/2 Page (H)</td>
<td>$6,250</td>
<td>$7,400</td>
</tr>
<tr>
<td>1/3 Page (V)</td>
<td>$4,500</td>
<td>$5,350</td>
</tr>
<tr>
<td>1/3 Page (H)</td>
<td>$4,500</td>
<td>$5,350</td>
</tr>
</tbody>
</table>

SHOW DAILIES AD SIZES

<table>
<thead>
<tr>
<th>Standard Ad Sizes: (Trim Size: 9&quot; x 12&quot;)</th>
<th>Dailies Only</th>
<th>Dailies (3x) + Directory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$9,000</td>
<td>$10,700</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$6,750</td>
<td>$7,900</td>
</tr>
<tr>
<td>1/2 Page (V)</td>
<td>$6,250</td>
<td>$7,400</td>
</tr>
<tr>
<td>1/2 Page (H)</td>
<td>$6,250</td>
<td>$7,400</td>
</tr>
<tr>
<td>1/3 Page (V)</td>
<td>$4,500</td>
<td>$5,350</td>
</tr>
<tr>
<td>1/3 Page (H)</td>
<td>$4,500</td>
<td>$5,350</td>
</tr>
</tbody>
</table>

Vital advertising matter should be kept at least 3/8” within trim size.

SPECs & SUBMISSION

Colors Available: Publication prints standard 4-color process. PMS colors are printed at additional cost. At publisher’s discretion. PMS colors may be manufactured from process colors.

Material Required: PDF/X-1a 2001. The color and quality of print reproduction may vary if a SWOP compliant proof is not provided. Laser proofs included are for content only. Graphic images minimum resolution, 300 dpi/CMYK, minimum 150 line screen. Bitmap images and QR code resolution must be 1200 dpi or vector.

Preferred Media: E-mail or FTP. PDF/X-1a files can be e-mailed to preflight@sosland.com. For additional information, contact the Preflight Department.
The official IBIE Show Directory will include everything attendees need to navigate the show. Included will be the times and places for all events, a complete exhibitor list, product guide and fold-out floor map. The directory will be distributed to all attendees at registration and will be available from publication bins throughout the exhibition hall. This issue also provides value as a post-show marketing resource.

**82%**
**OF 2016 ATTENDEES USED THE OFFICIAL IBIE SHOW DIRECTORY.**

**70%**
**OF 2016 ATTENDEES REFERENCED THE OFFICIAL IBIE SHOW DIRECTORY FOR AT LEAST THREE MONTHS FOLLOWING THE SHOW, WITH OVER 26% REFERENCING IT UNTIL THE NEXT IBIE.**

*Source: Cypress Research Associates*

### SHOW DIRECTORY RATES

**Standard Ad Sizes: (Trim Size: 8” x 10”)**

<table>
<thead>
<tr>
<th></th>
<th>Directory Only</th>
<th>Directory + Dailies (3x)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,600</td>
<td>$10,700</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$2,450 available with package only</td>
<td>$7,900</td>
</tr>
<tr>
<td>1/2 Page (V)</td>
<td>$2,450</td>
<td>$7,400</td>
</tr>
<tr>
<td>1/2 Page (H)</td>
<td>$2,450</td>
<td>$7,400</td>
</tr>
<tr>
<td>1/3 Page (V)</td>
<td>$1,800</td>
<td>$5,350</td>
</tr>
<tr>
<td>1/3 Page (H)</td>
<td>$1,800</td>
<td>$5,350</td>
</tr>
</tbody>
</table>

### SHOW DIRECTORY AD SIZES

**Standard Ad Sizes: (Trim Size: 8” x 10.75”)**

<table>
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<th></th>
<th>(non bleed)</th>
<th>Trim</th>
<th>Bleed</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7” x 10”</td>
<td>8” x 10.75”</td>
<td>8.25” x 11”</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4.625” x 7.5”</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>1/2 Page (V)</td>
<td>3.375” x 10”</td>
<td>8” x 5.375”</td>
<td>8.25” x 5.625”</td>
</tr>
<tr>
<td>1/2 Page (H)</td>
<td>7” x 4.875”</td>
<td>4” x 10.75”</td>
<td>4.25” x 11”</td>
</tr>
<tr>
<td>1/3 Page (V)</td>
<td>2.125” x 10”</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>1/3 Page (H)</td>
<td>7” x 3.25”</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Vital advertising matter should be kept at least 3/8” within trim size.

### SPECS & SUBMISSION

Sosland Publishing Company  
4801 Main Street, Suite 650 | Kansas City, MO 64112-2513  
Attn: IBIE2019  
fax: 816 756.0494 | phone: 816 756.1000  
email: spcsubmissions@sosland.com

For special sizes, inserts and rates, call your Sosland representative.

**Format:** JPEG or PNG Resolution: 300 dpi  
Ads click through to the Exhibitor Profile or to a provided web URL.  
Submit all ads as an email attachment to: webads@sosland.com with the client’s name in the subject line.

**Mobile Alerts Materials:**  
Date/Time Alert should be sent  
Text Message Alert Title  
Body of Text Message Alert
The IBIE Innovation Showcase offers exhibitors the opportunity to create awareness for their exciting new products while driving attendee traffic. Exhibitors are given the opportunity to submit paid entries for inclusion in the Innovation Showcase. A compilation of the entries will be promoted before and during the show, included in all IBIE media and displayed in a prominent area outside the halls. Strict requirements dictate that all innovations be new offerings NOT exhibited at any previous IBIE show.

Cost: $5,000 – Limited availability

PROMOTIONAL OUTLETS

The IBIE Innovation Showcase will be promoted in the following outlets:

One e-blast announcing the entries prior to the show
Social media post announcing the entries
A section on www.IBIE2019.com
Inclusion in the official 2019 mobile app
Listing in Sosland’s IBIE Pre-Show Guide
Listing in the IBIE Today show dailies each day
Full page in the official IBIE Show Directory
Poster-size display in the tradeshow foyer
Placard for exhibitor’s booth

SPECs & SUBMISSION

Submission Requirements
Once your entry has been confirmed, please email the following information to IBIEInnovation@sosland.com to complete your Innovation Showcase entry.

Material Submission
Company Name
Company Contact (name, email, cell phone)
Name of Innovation Showcase Product
Company web address
IBIE Booth # (where innovation will be displayed)
Maximum of 5 bullet points that summarize the submission

A detailed description about your innovation — minimum number of words: 50, maximum number of words: 75
Artwork: Please submit hi-res images of your company logo and product innovation. Images must be at least 300 dpi. Company logo as an .eps file.
For more ad specifications and information, contact your sales representative.