

**Media Sponsorship Guidelines for the
Eastern Coatings Show
May 15 – 17, 2017**

BASIC:

Media provides the following:

- *Listing in their Calendar of Events, print & on-line.
- *Press announcements received by show organizer to run before and after event.
- *Half Page 4C ad to run 1X in print
- *Box ad to run 4X weekly on line.

Show Organizer provides the following:

- *Recognition on show website as media partner
- *Distribution of magazines from Trade Press Stand at show.

PREMIUM:

Media provides the following:

- *Listing in their Calendar of Events, print & on-line.
- *Press announcements received by show organizer to run before and after event.
- *Half Page 4C ad to run 2X in print
- *Box ad to run 8X weekly on line.

Show Organizer provides the following:

- *Recognition on show website as media partner
- *Distribution of magazines from Trade Press Stand at show.
- *10 x 10 unfurnished booth
- * Two full conference badges