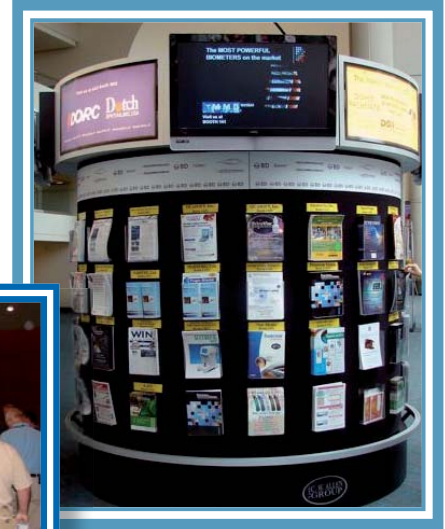


New Premier Media Showcase™ (Large)



"Here Are the Buyers.....
Where Are You?"



What is it?

- The *New Premier Media Showcase* provides an EXPOtaining™ central distribution point for exhibitors to display their literature.
- The showcase has five different components making it an extremely proven, cost effective and versatile marketing tool. The five components are:
 - Showcase Presentation Package:** Various sized clear plexiglass pockets with company name and booth locator placards
 - The Skylight Theater:** Located at the top are 37" LCD monitors attracting attention with brilliant full color animation. (10 second and 30 second spots available) high visibility
 - 360 Degree Wrap:** Just under the jumbo marquees and the skylight panels, the full wrap is a static image with constant face time.
 - The Eye-Level Spotlight Cinema:** Prominent 15" LCD screens "spotlighted" at Center Stage on the Showcase. Each screen features one (1) exclusive sponsor.
 - Jumbo Backlit Marquee:** Located at the top of the showcase these Marquee Panel afford the highest visibility opportunity - Located just above the heads of the crowd - in lights and in motion!
- The Showcase is staffed by a full-time attendant that helps attendees retrieve information and directs qualified buyer traffic to participating booth locations.
- New LCD Monitors allow for your personalized company message to be displayed...in ACTION!
- The Showcase will be located in a high traffic area near the front entrance of the show floor or registration to ensure it will be seen and visited by all buyers attending the show.
- Literature Pockets can be configured to hold 8.5" by 11" (standard) , 4" x 9" (Trifold) or 10" x 12" (tabloid) promotional material.
- Permanent affixed (laminated) "center stage spotlight presentations".

Why Does It Make Sense?

- Small investment, very high penetration marketing opportunity.
- Utilizes existing brochures/literature or new materials to maximize ROI on these materials.
- Exhibitors can effectively stand out from the "clutter" of the crowd through the high-traffic front entrance, exposure coupled with booth directions from the Showcase Attendant.
- "LCD and Backlit Marquees" create maximum branding exposure due to their high visibility and dynamic presentation.
- Attendees who are pressed for time will often fill their bags with information about offerings of their interest from the Showcase.
- An attendee unable to visit the booth during the show can still retrieve with information with which to respond following the show.
- Booth Directory Assistance: Along with the professional Showcase Attendant's guidance and direction, the official "Menu of Premier Exhibitors" will be distributed to all Fabtech buyers next to the New Premier Media Showcase. Each "Menu will list all "Showcase" participants along with booth number.

Brighter Ideas...

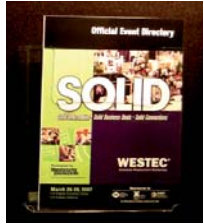


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New Premier Media Showcase™



Showcase Presentation Pockets – Acrylic literature holders for distribution on the Showcase. Sizes include 4” x 9”, 8 ½” x 11”, 8 ½” x 11” affixed, 10” x 12”, & 12” x 14”.

The placement of the pocket is determined by the location purchased by the exhibitor. Placements include Eye level (Premium Top rows 1-2) and Standard (rows 3-4).

Standard placement

Preferred Eye-Level Placement (top 2 rows)



Affixed Pockets can accommodate catalogs/single components if the customer wants a static advertisement instead of distributing literature. They are placed on row one of the Showcase.



Business Card Holders - Business Card holders can be affixed next to a pocket or Mini Billboard on the Showcase or on the podium.

Business Card Holder – front of pocket



Spotlight Presentation – 11” x 14” laminated custom graphic poster placed @ premium viewing level on showcase. Available only in portrait layout.

Spotlight Presentation – 11” wide x 14” tall laminated sign w/business card holder (top row only)

Pocket Headliners

- Standard– A yellow 2” x 8” placard that includes the exhibitor’s name and booth number. Included with purchase of literature pocket.



- Custom Color – Custom 2” x 11” color placards that feature a company’s logo and other slogans.



New Premier Media Showcase™



360-Degree Custom Wrap – POWER WRAP - A custom 360 degree vinyl banner that completely wraps around the Showcase. It is visible from every angle that you view the Showcase. It is located below the Marquee panels and above the top row of pockets. Size of the wrap will depend on the size showcase show management chooses.

Exclusive Showcase Wrap – 9” x ~300”

The Skylight Theater - 37” flat LCD screens atop the Showcase featuring looping vivid animation video presentations. (4 screens atop large showcase, 3 screens atop small unit).

30 Second Animation - ONLY 2 AVAILABLE

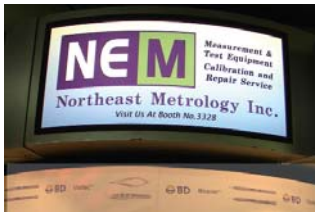
10 Second Animation - LIMITED



Jumbo Backlit Marquees

Located at the top of the showcase the Marquee Panel affording high visibility.

Jumbo Backlit Marquee Panels – ONLY 4 AVAILABLE



The Eye-Level Spotlight Cinema – Two prominent 15” LCD screens “spotlighted” at Center Stage on the Showcase. Each screen features one (1) exclusive sponsor with gold headliner, vivid animation video presentation, and literature pocket.

Spotlight Cinema Showcase –15” LCD screens

ONLY 2 AVAILABLE



New Premier Media Showcase Bag Distribution – Exclusive bag distribution from the Showcase. Bags can be sold with or without bag insertion. Sponsor gets three exclusive inserts, two brochures and one premium item of their choice.

