

## WEFTEC Exhibitor Product Showcase E-mail

# WEFTEC 2013 exhibitors, take advantage of this exclusive opportunity to reach attendees by e-mail prior to the show.

The WEFTEC Product Showcase is an e-mail and Web-based promotion that goes to all WEFTEC pre-registrants. This will be the only opportunity in 2013 to get your product message delivered right to the inbox of every pre-registered attendee.

#### How It Works

Two separate e-mail blasts will be sent to pre-registered attendees. Each e-mail blast will be limited to 30 products, and will include small product photos, company name and booth number, and product name. Each product will be hyperlinked to a separate Product

Showcase Web page set up just for that company. The Web pages will be designed and submitted by each company (as a PDF file) and may include photos, graphs, backgrounds, hyperlinks, etc. See a sample Company Web Page on the back side of this form. Maximum file size for PDFs is 2 mb.

The Product Showcase will remain on our Web site and continue to generate traffic for at least 4 months after WEFTEC and will also be promoted with banner ads on www.wef.org and www.weftec.org.

#### Schedule

The 2013 WEFTEC Product Showcase will go live online before the first email is sent. The first e-mail to attendees is scheduled for September 23. The second e-mail is scheduled for September 30. Dates are tentative.

#### **Product Position**

Reserve your space as soon as possible by signing and faxing or e-mailing the order form on the back of this page.

Ads will be accepted on a first-come first-served basis, and placed from top to bottom in the e-mail based on the order in which signed order forms are received by WEF, with the exception that repeat advertisers from the 2012 Product Showcase will get priority placement for orders received by April 2, 2013.



Sample of e-mail layout

### WEFTEC Exhibitor Product Showcase E-mail

#### Price

\$1,035

\$1,700 (top-row advertisement)

#### **Priority Positioning Deadline for Repeat Advertisers:**

April 2, 2013

#### Specifications

PDF files can include as many pages as desired as long as the file size does not exceed 2 mb. Hyperlinks should be embedded in the file. See sample below.

#### Ordering Info

To order, please fill out this form and return to your advertising representative listed below.

#### Northeastern U.S. and Canada

Dave Mathews Vickie Bobo dmathews@wef.org vbobo@wef.org Fax: +1-678-947-9244

#### Southeastern U.S. and Latin America

Cari McBride

cmcbride@wef.org Fax: +1-703-535-5260

#### Western U.S. and Canada

Tom Brun Janice Jenkins tbrun@wef.org jjenkins@wef.org Fax: +1-724-539-2406

#### International

**Tony Sear** 

tsear@wefpublishinguk.com +44 (0)1702 258 490



Position Preference (check one)  ☐ Best available \$1,035  ☐ Top Row \$1,700	
E-mail date (check one)  ☐ First E-mail (September 23, 2013)* ☐ Second E-mail (September 30, 2013 * Dates are approximate	)*
Materials (check one)  ☐ Will send new ☐ Pickup from 2012 submission	
Date	
Company	
Contact Information (not for publication)	
Name	
Phone	
E-mail	
Billing Address	
City	
State	ZIP Code
Signature	