



# The. Official Event Guide

*The International Party Show 2008 will introduce a host of new features designed to enhance both the visitors' experience and the event's performance for exhibitors.*

*The Official Event Guide plays a pivotal role in this evolution; we are introducing a number of brand new initiatives to help exhibitors achieve their sales and marketing objectives at IPS 2008 – and beyond.*

- 1** The Official Event Guide is FREE to each and every visitor to IPS 2008.
- 2** It is UNIQUELY designed to bring more visitors to your stand.
- 3** It WORKS for you after the show when buyers use it to help them make decisions.

Call 01768 775100 to discuss your requirements.



As well as traditional advertising, this year's Official Event Guide has a number of new and creative marketing opportunities that are designed to get you noticed and win you business.

## 1 Advertising

Increase your visibility and **get maximum results** at IPS 2008 – and long afterwards. Call us on **01768 775100**.

Display Rates	Full Colour
Quarter Page.....	£395
Half Page.....	£695
Full A4 Page.....	£1295
Double A4 Page Spread.....	£2395

Cover advertising positions +30% \* Right hand page positions +10% \* First half advertising positions +10%

## 2 Profile Photo-Enhancements

**A picture speaks a thousand words.** Your free 25 word profile describes what you do, so why not show off your product at the same time? Maximise your text entry and draw attention to your profile by placing a **full colour photograph** next to it. At a cost of only **£195**, this is **amazing value** for money.

## 3 Triple Text Profile

Have you got more to say about your products than the space allows? Then triple your profile. **Triple the size of your profile to 75 words and add a product photograph** for just **£250**.

## 4 Product Section Sponsorship

**Show your company to be the category leader** with exclusive sponsorship of a **product section** in the product locator. The package includes a product photograph or your logo at the head of your chosen category, your company is listed first and your company name and stand number are exclusively highlighted. This key opportunity is only **£495** - call **01768 775100** to check category availability.

## 5 The Costume Collection

Designed specifically to promote Costume design, this section offers exhibitors the chance to show off their range for the Season. The package includes a generous allocation of space and bespoke design of your featured area. Call **01768 775100** for an example and full details. **£495**.

## 6 Inserts £1000 for full print run

Inserts are the perfect mechanism for launching a message about a single product or communicating key announcements. It is an **ideal way of distributing** price lists or special offers. Maximise your presence at the show and get a flyer in to the hands of visitors with **minimum effort**.

## 7 Sponsorship of The Official Event Guide Floorplan

**This is a fabulous chance to own the Floorplan.** Draw visitors to your stand and ensure that your brand is seen **head and shoulders** above the rest. Call **01768 775100** for more details.

## 8 Overall Sponsorship of The Official Event Guide

**This is a unique and exclusive opportunity to dominate the Official Event Guide.** Generate maximum awareness of your brand, products and services during and after the exhibition and showcase your company as a true leader. Call **01768 775100** for the full details.

## 9 Marketing Solutions

If you haven't seen anything that suits, call us on **01768 75100** and we will be able to create a specific solution just for you.

**Early Bird Discount**  
Book early and receive a **15% discount**.

**Loyalty Bonus Discount**  
Claim a **10% discount** if you have previously exhibited at IPS.

**Combination Package Discount**  
Book two or more activities and qualify for a further **10% discount**.

**New Exhibitor Discount**  
Claim a **10% discount** if you're joining the Party for the first time.

Discounts are available for multiple insertions and combination packages.

**EARLY BIRD DISCOUNT OF 15%**

 eventguideslimited

Call **01768 775100** or email [partyshow@eventguides.co.uk](mailto:partyshow@eventguides.co.uk) to discuss your requirements.