

April 26-29, 2010 • Lexington Center • Lexington, KY

Option 1: Exhibit Standard

Your exhibiting investment includes:

- Draped exhibit space with 8' back drape and 3' side drapes
- Company ID sign including company name and booth number
- One (1) free conference badge per 10' x 10' booth
- Five (5) free exhibit only badges per 10' x 10' booth
- Unlimited Guest Passes to help your marketing campaign – invite clients/prospects to visit your booth
- Free company listing on the attendee marketing materials, included on the Exhibitor List
- Free listing in the official Show Directory
- Free online Exhibitor Listing including contact information, link, and 30 word description
- A comprehensive Exhibitor Service Kit

Exhibit Rate: \$18.50 per sq. ft. (\$18.00 if you sign up at Coal Prep 2009.)

Option 2: Exhibit Plus

Your company can receive added exposure to help drive additional traffic to your booth with the Exhibit Plus exhibit package.

Your Exhibit Plus investment includes everything in Option 1 plus:

- Pre- and post-show (2010) Attendee Mailing list – promote your company *before* and *after* the show
- Company logo, Web site, and booth # displayed in the Attendee Brochure mailed to more than 25,000 industry prospects
- Link to your company's Web site from your exhibitor listing on www.coalprepshow.com
- Company name bolded on the exhibitor list and company logo with your listing, in the Show Directory

Exhibit Rate: \$18.50 per sq. ft., plus an additional \$495 (\$18.00 if you sign up at Coal Prep 2009.)

Option 3: The Complete Marketing Package

An integrated promotional plan consisting of in-person, in-print, and on-line and is the most effective way to increase your return on investment. The Complete Marketing Package will give extra exposure to make sure all industry professionals see your company.

Your Complete Marketing Package investment includes everything in Options 1 & 2 plus:

- Full-page, black & white ad in the Show Directory
- Company logo and link included with your exhibitor listing on www.coalprepshow.com
- Button ad for 3 months in the Coal Prep e-Informer, the e-newsletter for the coal preparation industry

Exhibit Rate: \$18.50 per sq. ft., plus an additional \$995 (\$18.00 if you sign up at Coal Prep 2009.)

Option 4: Premier Partner

For those exhibitors who want to achieve maximum exposure by saturating the market with their name, logo and URL, we have developed a program that will allow you to get your message out to the entire industry. As a Premier Partner, your name will be seen before, during and after the show.

Your Premier Partner investment includes everything in Options 1 & 2 plus:

- Full-page, 4 color ad in one of the prime positions in the Show Directory
- Company logo on the cover of the Attendee Brochure mailed to more than 35,000 industry prospects
- Company logo displayed on the cover of the Show Directory handed out to all attendees at the show
- Company logo and link displayed on the home page of www.coalprepshow.com
- Company logo and link included with your exhibitor listing on www.coalprepshow.com
- Company logo, Web site with link, and booth # displayed in a promotional email sent to all pre-registered attendees
- Button ad for 3 months in the Coal Prep e-Informer, the e-newsletter for the coal preparation industry

Exhibit Rate: \$18.50 per sq. ft., plus an additional \$2,295 (\$18.00 if you sign up at Coal Prep 2009.)

Questions? Contact Sam Posa at sposa@coalprepshow.com or 800-525-9154.

Payment requirements: A confirmation letter and invoice indicating your Exhibitor Package selection status will be sent to you in late May. Your status will not be activated until deposits are received according to the payment terms outlined on the space contract.