



## Advertising in ISNR Abu Dhabi 2012 Show Catalogue

### Promote your brand and generate more business!

The ISNR Official Catalogue is available during and after the show and is the only publication that provides information on each and every exhibiting company at the show. Advertisers represent highly respected Homeland Security businesses from GCC and worldwide



## Catalogue

As an exhibitor you are entitled to a 100 word profile entry along with your logo in the official catalogue. You can fill out your catalogue entry through the exhibitor manual or online.

Various other options are available to you to differentiate your company from your competitors, such as highlighting your profile or advertising in the catalogue.

## Contents

The catalogue will include all important information such as venue plan orientation, exhibitor profiles, A-Z list of exhibitors, product names, your special show offers and much more...

## Benefits

In addition, our advertisers benefit from these important attributes:

- **History** – ISNR Abu Dhabi is the leading event for Homeland Security (HLS) and Resilience in the Middle East. The show has witnessed significant growth in terms of gross space (17%), number of exhibitors (48.2%), and visitors (15 %). 12,000 visitors are expected to attend in 2012!
- **Audience** – Our participants represent upscale and knowledgeable market. The event is attended by the public and private sectors, civilian entities as well as decision makers from the security sector. Public officials generally make up around half of the event's attendees.
- **Support** – Thousands of receptive stakeholders will be reunited under one roof during the 3 days of ISNR Show.



Seize the opportunity at the right time! If you want to be seen and remembered during and after the show, **book your advertisement NOW!**

## Advertising Options & Rates

Applications for advertisements must be received on or before **March 1, 2012**.

Prime location	AED	
<del>Outside Back Cover</del>	14,000	SOLD OUT
<del>Outside Back Cover Gate fold</del>	18,000	SOLD OUT
Inside Back Cover	12,000	
Inside Front Cover	13,000	
Page 1	13,000	
Book mark exclusive	13,500	
Regular positions	AED	
Double page spread	16,500	
Full page	10,500	
Half Page	7,500	
Quarter Page	5,000	
Exhibitor logo entry	1,100	

Note: Prime Positions in the Catalogue are limited and will be on a first-come, first-served basis.

### Booking

To book your advertisement, please send your contact details and choice of option to Nahme Shehab, Sales Manager, by email at [nehme.shehab@reedexpo.ae](mailto:nehme.shehab@reedexpo.ae). Requests for advertising space and locations will be dealt with in order of receipt. Advertisements from non-exhibitors are accepted. For additional information, please call **+971 2 4090346**.

### Payment

1. **By cheque (AED only) made out to Reed Exhibitions FZ LLC (AED only)**
2. **By bank transfer to the bank details set below. Payment by transfer must state on the transfer order: "Settlement at no cost of the payee".**

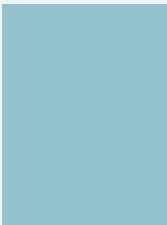
Beneficiary name: Reed Exhibitions FZ LLC, Account number: 0100 431 289

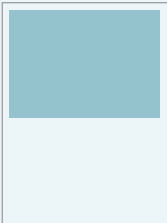
Bank name & address: CITIBANK N.A., P.O. Box 999, Abu Dhabi, UAE SWIFT CODE: CITIAEAD

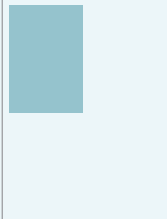
3. **Payment terms: 100% on booking**

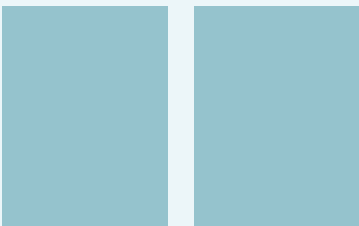
## Advertising Specifications

### Print Sizes

Full Page			<b>Height</b>	<b>x Width</b>
		Text area	190mm	x 128mm
		Trim size	210mm	x 148mm
		Bleed size	220mm	x 158mm

Half page (Horizontal)			<b>Height</b>	<b>x Width</b>
		Advert size (No bleed)	92mm	x 128mm

Quarter Page (Vertical)			<b>Height</b>	<b>x Width</b>
		Advert size (No bleed)	92mm	x 62mm

Double Page Spread				
			*Please provide artwork for Double Page Spread as 2 single Full Page Artworks.	

### Material Requirements

Software: QuarkXpress (v7), Adobe Illustrator (CS2), Adobe Photoshop (CS2)

File formats: eps, tiff, jpg, high resolution PDFs with crops and bleed

Resolution: 300 dpi minimum

Please ensure that all supporting graphics and fonts are included. All fonts should be outlined.

### Material Deadline

Final artworks should be sent no later than March 1, 2012 to Haya Satari, by email at [haya.satari@reedexpo.ae](mailto:haya.satari@reedexpo.ae) or by courier to The Airport Show, Reed Exhibitions, P.O. Box 60799 Abu Dhabi, UAE.

## Advertising Contract

Company Name .....

Contact Name ..... Position .....

Address .....

Tel ..... Fax .....

Email .....

**Please indicate the advertising options requested and quantity**

	Advertising Options	Position	Quantity	Price in AED
1.				
2.				
3.				
4.				
5.				
Total				

### Agreed

Name .....

Position .....

Date .....

### Accepted by "Reed Exhibitions"

Name .....

Position .....

Date .....

Signature & stamp of Sponsoring Company (compulsory)

Signature of Organiser