

Date: _____

Parent Company: _____

Exhibitor Name: _____

Contact Name: _____

Street Address: _____

City/State/Zip Code: _____

Phone: _____

Fax: _____

E-mail: _____

DISPLAY ADVERTISING SIZES:

Full-Page Non-Bleed: 9" X 11"

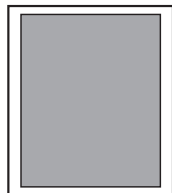
Full-Page Bleed: Bleed 10-1/4" X 12-1/4"

1/2 Page Non-Bleed: 9" X 5"

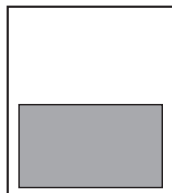
1/2 Page Bleed: 10-1/4" X 6-1/4"

**SAFETY: ALL LIVE MATTER MUST BE 1/4 AWAY FROM TRIM
ON ALL SIDES. A MINIMUM OF 10pt TYPE IN K.O. AREA.**

DISPLAY ADVERTISING FORMATS



FULL PAGE BLEED
10-1/4" X 12-1/4"
FULL PAGE NON-BLEED
9" X 11"



HALF PAGE BLEED
10-1/4" X 6-1/4"
HALF PAGE NON-BLEED
9" X 5"

ADVERTISING OPTIONS* (Please check)

WWDMAGIC

FN PLATFORM

SOURCING at MAGIC

- ☐ Half Page (\$2,500) ☐ Full Page (\$4,500) ☐ Inside Back Cover (\$12,000)
- ☐ Half Page (\$2,500) ☐ Full Page (\$4,500) ☐ Inside Back Cover (\$12,000)
- ☐ Half Page (\$1,500) ☐ Full Page (\$2,500) ☐ Inside Back Cover (\$7,000)

TOTAL # of guides*: _____ Total Cost: _____

*Advertising in multiple directories provides maximum exposure and great savings for your company.
Contact your Sales Representative today for more information.

All artwork must be approved by MAGIC MARKET WEEK.

INSERTION ORDER SUBMISSION:

DUE DATE: July 8, 2013

PAYMENT INFORMATION:

See page 3 for payment options

*Full Payment Due on or Before July 8, 2013

FAX SIGNED INSERTION ORDER TO:

Be sure to include a cover page with your insertion order to ensure receipt.

Advertising & Sponsorship Dept. 310-943-3225

FOR QUESTIONS CONTACT:

Advertising & Sponsorship at 310-857-7500

Note: Ad will not be placed if payment in full is not received by due date.

ARTWORK SUBMISSION:

DUE DATE: July 10, 2013

SEND DIGITAL FILE, AND PROOF TO:

PENNY GODDEN, PRODUCTION MANAGER

Advanstar/MAGIC MARKET WEEK Show Guide

131 W. 1st. Street

Duluth, MN 55802

FOR ARTWORK QUESTIONS CONTACT:

Penny Godden at 218-740-6410

or email pgodden@media.advanstar.com

****Ads including copy with "WWDMAGIC": please e-mail your sales representative for show logo or if spelled out, use all capital letters with NO spaces as WWDMAGIC**

THIS IS A CONTRACT FOR AD SPACE IN A MARKET WEEK EVENT SHOW GUIDE(S) AS SET FORTH ABOVE. Space in the Show Guides is limited so please return your signed order and payment promptly.

Company (also sometimes referred to as Advertiser) has read the Terms & Conditions on the reverse side of this Agreement. Upon Advertiser's and MAGIC MARKET WEEK's execution, this Agreement becomes a valid and binding agreement between MAGIC MARKET WEEK and the Advertiser, subject to the parties' respective rights and on the Terms and Conditions set forth on the reverse side of this Agreement. Advertiser also understands that any changes in Advertiser's contact information in this Agreement must be provided to MAGIC MARKET WEEK in writing. This Agreement may be executed in counterparts with all such counterparts constituting one Agreement. This Agreement may be executed and delivered by facsimile and a facsimile signature shall be treated as an original.

YES, by signing below the undersigned hereby affirmatively consents and agrees to receive (i) facsimile advertisements sent by or on behalf of MAGIC MARKET WEEK to the facsimile number provided above or instead to the following fax number: _____; (ii) telephone solicitations initiated by or on behalf of MAGIC MARKET WEEK and directed to the telephone number provided above or instead to the following telephone number: _____; and (iii) commercial electronic mail messages sent by or on behalf of MAGIC MARKET WEEK its affiliates, lines of business and divisions.

Client Authorized Signature: _____ MAGIC MARKET WEEK/Advanstar Representative: (please print) _____

STANDARD TERMS & CONDITIONS

- A – MAGIC MARKET WEEK must receive payment in full on or before the Due Date listed on the front page hereof for an ad to run in a Show Guide. Payment is non-refundable.
- B – MAGIC MARKET WEEK will not be bound by any terms, conditions or provisions appearing on IOs or copy instructions which conflict with provisions of these Standard Terms. In the event of any inconsistency between an IO and/or copy instructions and these Standard Terms, the Standard Terms shall control. All advertisements and/or advertising content be reviewed by MAGIC MARKET WEEK and are subject to approval by MAGIC MARKET WEEK.
- C – All advertisements are accepted and published by MAGIC MARKET WEEK on the representation that the agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. MAGIC MARKET WEEK reserves the right to reject or cancel any advertisement, IO, space reservation or position commitment, at any time, for any reason whatsoever even if the advertising has been published previously by MAGIC MARKET WEEK.
- D – Positioning of advertisements within a MAGIC MARKET WEEK Show Guide or on any page is at the sole discretion of MAGIC MARKET WEEK. MAGIC MARKET WEEK may redesign or modify the organization, structure, dimensions and/or look and feel of the Show Guides at any time and without notice. Further, MAGIC MARKET WEEK does not guarantee that its Show Guides will meet the Advertiser's requirement.
- E – Advertiser hereby grants MAGIC MARKET WEEK the right and license to use, reproduce, transmit, and distribute all creative materials supplied by or on behalf of Advertiser, including with out limitation, all text, graphics, illustrations and photographs (the "Creative"). Advertiser represents and warrants that: (i) it has all the necessary rights in the Creative; (ii) the Creative does not violate any applicable law or regulation; and (iii) the Creative does not violate or infringe upon any third party right in any manner or contain any material or information that is defamatory, libelous, slanderous, that violates any person's right of publicity, privacy or personality, or may otherwise result in any tort, injury, damage or harm to any person. Advertiser acknowledges that MAGIC MARKET WEEK is relying on the foregoing representations and warranties. Advertiser agrees to indemnify, defend and hold MAGIC MARKET WEEK and its affiliates, and their respective officers, directors and employees, harmless from and against any and all expenses and losses of any kind (including reasonable attorneys' fees and costs) incurred based upon a breach of any of the foregoing representations and warranties or in connection with any claim arising from or related to any advertisement supplied by Advertiser or its agents and run by MAGIC MARKET WEEK.
- F – Advertiser shall deliver to MAGIC MARKET WEEK the content, graphic images and other materials for the advertisement in a form and manner to be specified by MAGIC MARKET WEEK. MAGIC MARKET WEEK will not be required to publish any advertisement that is not received in accordance with the foregoing and reserves the right, at MAGIC MARKET WEEK's sole discretion, to charge Advertiser, at the rate specified in the IO, or publish in substitution for any prior advertisement submitted by Advertiser until such time as MAGIC MARKET WEEK can reasonably begin publication of the advertisement set forth in the IO.
- G – MAGIC MARKET WEEK shall not be liable for any omitted, misplaced, or mispositioned advertisements.
- H – Costs incurred by MAGIC MARKET WEEK for production work as requested by Advertiser on advertisements will be charged to the Advertiser regardless of whether or not the ad runs. Advertiser will be charged for any work and for artwork, or shipping provided by MAGIC MARKET WEEK. Agency and advertiser shall be jointly and severally liable for payment of advertising orders.
- I – MAGIC MARKET WEEK will not be held responsible for consequential costs or other damages due to loss or damage of digital ad materials, art, proofs or transparencies. Under no circumstances shall MAGIC MARKET WEEK be liable for any indirect, incidental, special or consequential damages (including, without limitation, loss of profit or impairment of goodwill) of any Advertiser. Under no circumstances shall MAGIC MARKET WEEK's direct or indirect liability to any advertising agency or Advertiser exceed the invoiced cost of the advertisement.
- J – MAGIC MARKET WEEK will not be responsible to return any of Advertiser's materials and may destroy any of such materials without prior notice to Advertiser.
- K – MAGIC MARKET WEEK expressly disclaims any and all warranties, whether express or implied, including, without limitation, any implied warranties of merchantability or fitness for a particular purpose with regard to its advertising services, including any and all oral and written information communicated about such services. To the maximum extent permitted by applicable law, in no event shall MAGIC MARKET WEEK be liable for any consequential, incidental, direct, indirect, special, punitive, or other damages whatsoever (including, without limitation, damages for loss of business profits, business interruption, loss of business information, or other pecuniary loss) arising out of this agreement, even if MAGIC MARKET WEEK has been advised of the possibility of such damages. Because some states/ jurisdictions do not allow the exclusion or limitation of liability for consequential or incidental damages, the above limitation may not apply to advertiser. In no case, and under no theory of law, shall MAGIC MARKET WEEK's liability for any error exceed the amount due or paid for the advertisement giving rise to aforementioned error. Notwithstanding the foregoing, MAGIC MARKET WEEK shall have no liability for (i) any failure or delay resulting from conditions beyond MAGIC MARKET WEEK's control; or (ii) errors in content or omissions in any creative or advertising materials provided by Advertiser. In the event of a breach by Advertiser, MAGIC MARKET WEEK may terminate this Agreement immediately without notice or cure period, without liability to MAGIC MARKET WEEK.
- L – These Standard Terms, together with IO submitted by Advertiser, (i) shall be governed by and construed in accordance with the laws of the State of New York and the United States, without giving effect to principles of conflicts law; (ii) may be amended only by written agreement executed by an authorized representative of each party; and (iii) constitute the complete and entire expression of the agreement between the parties, and shall supersede any and all other agreements, regarding the subject matter hereof, whether written or oral, between the parties. Failure by either party to enforce any provision of these Standard Terms shall not be deemed a waiver of future enforcement of that or any other provision. Advertiser may not resell, assign, or transfer any of its rights hereunder.

2013 DIGITAL AD REQUIREMENTS

1. Digital data is required for all ad submissions and requirements may be subject to change by MAGIC MARKET WEEK and will be effective when posted on www.AdsAtAdvanstar.com. It is Advertiser's responsibility to check for and comply with changes to ad submission requirements. Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format; files should be a PDF/X-1a which is a PDF subset specific to printing. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing PDF/X-1a files and submitting ad files to the correct size, go to www.AdsAtAdvanstar.com or contact the production manager.
2. Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.
3. Accepted Method of Delivery: The preferred method of delivering ad files to Advanstar is via a web based ad uploader, www.AdsAtAdvanstar.com. Files can also be submitted on CD-R or DVD-R disc format.
4. Ad Proofs: To insure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP

MAGIC MARKET WEEK

Show Dates: August 18, 19, 20, 21, 2013

COMPANY NAME: _____

FAX COMPLETED CONTRACT TO:

ADVERTISING / SPONSORSHIPS: 310.943.3225

PAYMENT BY CHECK:

Please make checks payable to:

ADVANSTAR COMMUNICATIONS

EXPO BILLING & COLLECTIONS

2501 COLORADO AVENUE, SUITE 280

SANTA MONICA, CALIFORNIA 90404

** Please make sure to include a copy of your
Insertion Order along with your check.*

WIRE TRANSFER INSTRUCTIONS:

Bank Name:..... Wells-Fargo Bank, N.A.

City, State:..... San Francisco, CA

Direct to:..... ABA 121000248

Account Number:,... 4121100705

Swift BIC Number... WFBUS6S (International Transfers Only)

Beneficiary:..... MAGIC MARKET WEEK / Advanstar Communications

Existing Customers: Please reference your invoice or account number on the wire transfer

CREDIT CARD:

<http://epay.advanstar.com/message.aspx>

PAYMENT INFORMATION:

- » Enter Description: **ADVERTISING**
- » Enter Account/Company Name
- » Select Product Type: **EXPOS**
- » Select Market: **FN PLATFORM or MAGIC MARKET WEEK
(WWDMAGIC, SOURCING)**

WIRE MUST INCLUDE:

- » Company Name must appear on transfer
- » Bank copy of wire transfer to MAGIC MARKET WEEK so that your account is properly credited

QUESTIONS?

CALL: 310-857-7500 for assistance