

MindBodySpirit

FESTIVAL

ADVERTISE IN THE OFFICIAL FESTIVAL GUIDE

Festival Guide Facts

Advertising in the official **MindBodySpirit Festival Guide** can reinforce and strengthen your presence at the event and give you an edge over competitors. With only limited space available, advertising will ensure you stand out in the crowd.

- Distribution of A5 **8,000 Festival Guides** at the MindBodySpirit Festival Sydney, 4 – 7 November 2010
- Distribution of A5 **6,000 Festival Guides** at the MindBodySpirit Festival Melbourne, 19 – 21 November 2010
- Festival Guides available to all patrons entering the event
- Gain extra presence at the Show
- Reinforce your company profile

Exposure Opportunities

Full colour Display Advertising

Sydney

Size / Position

¼ page

½ page

Exhibitor Rate

\$ 400

\$ 700

Melbourne

Size / Position

¼ page

½ page

Full page

Exhibitor Rate

\$ 400

\$ 700

\$ 1000

*Rates include GST

Cancellation of advertisement bookings will incur a cost equivalent of 25% of the original booking

Deadlines

Sydney

Booking Deadline: 8 October

Material Deadline: 15 October

Payment Terms: 100% on receipt of invoice

Melbourne

Booking Deadline: 22 October

Material Deadline: 29 October

Payment Terms: 100% on receipt of invoice

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Mechanical Specifications

(all measurements are in mm – height x Width)

	Bleed Size	Trim Area	Type Area
Full Page	Add 3mm to 3 sides	210 x 148	204 x 142
½ Horizontal	Add 3mm to 3 sides	105 x 148	99 x 142
½ Vertical	Add 3mm to 3 sides	210 x 74	207 x 68
¼	Add 3mm to 3 sides	105 x 74	99 x 68

Digital Artwork: Artwork will be accepted in Photoshop CS2 and Adobe Illustrator CS2. Acrobat PDF files maybe supplied but must show crop marks and bleed.

Delivery Instructions: Material must reach Exhibitions and Events before the material deadline of 15 October (MBS Sydney) and 29 October (MBS Melbourne). Please email (if zipped under 2MB) or deliver on CD to;

Claire McGillivray
Exhibitions and Events Australia
Level 1, 1 – 9 Derrick Street
KEW VIC 3101
Email: clairemcgillivray@eea.net.au

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Festival Guide Booking Form Sydney

Booking Deadline: 8 October 2010
 Please fax back to (03) 9855 2916

Material Deadline: 15 October

Charge to

Company name: _____

Contact person: _____

Address: _____

Suburb: _____ State: _____ P/Code: _____

Phone: _____ Fax: _____

Email: _____

Size / Position

- ¼ page
- ½ page

Exhibitor Rate

- \$400
- \$700

***Rates include GST**

Cancellation of advertisement bookings will incur a cost equivalent of 25% of the original booking

Credit Card Payment

Customer booking authorisation: I the undersigned confirm that I am an authorised representative of the company listed above and have the authority to sign this order form and authorise to payment 100% payment with the below credit card details on behalf of the company/advertiser.

Signed _____ Position _____

Name _____ Date _____

Card Details	<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard	
<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Card Holder's Name:	_____	Payment Amount: \$	_____
Expiry Date: /	_____	Card Holder contact Number:	_____

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Festival Guide Booking Form Melbourne

Booking Deadline: 22 October 2010
Please fax back to (03) 9855 2916

Material Deadline: 29 October 2010

Charge to

Company name: _____

Contact person: _____

Address: _____

Suburb: _____ State: _____ P/Code: _____

Phone: _____ Fax: _____

Email: _____

Size / Position

¼ page

½ page

Full page

Exhibitor Rate

\$400

\$700

\$100

***Rates include GST**

Cancellation of advertisement bookings will incur a cost equivalent of 25% of the original booking

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<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
Card Holder's Name:	_____	Payment Amount: \$ _____
Expiry Date: / _____	_____	Card Holder contact Number: _____