

Maximize Your NAFEM Show Exposure

SHOW Daily

Presented by: **FoodManagement** **RESTAURANT HOSPITALITY**

The SHOW DAILY Advantage

- Guaranteed three-day distribution to all Show-affiliated hotels, including in-room delivery
- Prominent distribution on NAFEM Show floor
- Only source of NAFEM show news "as it happens" for the past 25+ years
- Relevant editorial from the respected editors of RESTAURANT HOSPITALITY and FOOD MANAGEMENT magazines
- **Plus . . .** Value-added extras to enhance brand exposure and drive sales:
 - Pre-show exposure in RESTAURANT HOSPITALITY and FOOD MANAGEMENT'S eNewsletters reaching 57,000+ commercial and noncommercial buyers to help drive traffic to your website
 - Post-show product coverage within RESTAURANT HOSPITALITY and FOOD MANAGEMENT magazines reaching more than 149,900 commercial and noncommercial buyers
 - Digital issues of the Show Daily on the web sites of RESTAURANT HOSPITALITY and FOOD MANAGEMENT provide additional post-show ad exposure



Exclusive All Show Daily advertisers earn a reduced rate for an in-person product interview captured on video during the NAFEM Show

- These videos and digital Show Dailies are then made available on the Restaurant Hospitality and Food Management web sites
- Post show exposure gives your message extended reach far beyond the NAFEM Show

Every full-page advertiser in the NAFEM SHOW DAILY qualifies for a 500-word company profile and daily product releases!

- [Click here to view a 2009 NAFEM Show Daily Issue](#)
- See the last page for 2011 NAFEM Show Daily Rates and Mechanical Specifications

Video

VIDEO PRODUCT INTERVIEWS

with Mike Sanson, Editor-in-Chief of Restaurant Hospitality magazine



[Click here to view 2010 NRA Show Videos](#) 

INTERVIEWS AT THE NORTH AMERICAN ASSOCIATION OF FOOD EQUIPMENT MANUFACTURERS (NAFEM) SHOW

Video is one of the fastest growing forms of business communication— combining sight, sound and motion to deliver an impactful message

This video program captures the excitement and information generated at the NAFEM Show. The leading executives from companies exhibiting at the show can be interviewed and prompted to share information on their new products, industry alliances, environmental programs or whatever type of information they need to communicate to their client base. The interviews are conducted by Mike Sanson, Editor-in-Chief of Restaurant Hospitality.

Upon completion of all interviews, each interview is edited and organized for viewing from the main page of the Restaurant Hospitality and Food Management Web sites. Final video length will be 3-5 minutes. We will provide you a copy (both CD and digital) of your video for your own use. A promotional program consisting of eBlasts and homepage ads heighten industry interest and attention to motivate visitors to view the executive interviews.

Where: Our video crew will come to your booth at the 2011 NAFEM Show at The Orlando County Convention Center in Orlando, FL

Video Length: 3-5 Minutes

Investment: Show Daily Advertiser \$4,200 (Net)
Non-Show Daily Advertiser \$4,800 (Net)

When: During the 2011 NAFEM Show

FoodManagement

RESTAURANT
HOSPITALITY

Promote Your Product With Video

Contact your regional director or Lynne McLaughlin at (216) 931-9461, fax (913) 514-6738 or email lynne.mclaughlin@penton.com.

Yes, I am interested in video interviews at the NAFEM Show

Company/Agency Name/Exhibitor: _____

Address: _____

City/State/Zip Code: _____

Phone: _____ Fax: _____ Email: _____

Print Name: _____ Signature/Date: _____

**FOR MORE INFORMATION
ON THE NAFEM SHOW
DAILY OR VIDEO:**

General Manager
David Brodowski
dave.brodowski@penton.com
216.931.9373

West
Dian Melius
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949.387.1451

Northeast
Rachel McGaffigan
Rachel.mcgaffigan@penton.com
508.385.2524

Midwest
Doug Mael
Doug.mael@penton.com
215.752.9090

Southeast/Texas
Jeff Christerson
jeff.christerson@penton.com
404.376.7400

NAFEM 2011 Show Daily Information

February 10-12, 2011

Rates (Gross)

4-Color Space	Page		Spread	
	SHOW DAILY Only Advertiser	RESTAURANT HOSPITALITY/ FOOD MANAGEMENT Advertiser	SHOW DAILY Only Advertiser	RESTAURANT HOSPITALITY/ FOOD MANAGEMENT Advertiser
Tabloid Page	\$10,710	\$ 9,890	\$14,320	\$13,315
1/2 Tabloid Page	\$ 6,290	\$ 5,850	\$ 8,240	\$ 7,665
Junior Page	\$ 6,480	\$ 6,025	\$ 8,320	\$ 7,735
1/2 Junior Page	\$ 5,310	\$ 4,935	NA	NA
1/3 Junior Page	\$ 3,510	\$ 3,265	NA	NA
1/4 Junior Page	\$ 2,700	\$ 2,510	NA	NA
Supplied Inserts				
2 Page	\$ 7,900	\$ 7,345	NA	NA
4 Page	\$11,900	\$10,990	NA	NA
BRC (6" x 4 1/4")	\$ 4,800	\$ 4,465	NA	NA

Mechanical Costs (Per Day):

Bind-In (Per Day)	\$1,000 Net
Tip-In (Per Day)	\$1,400 Net

Closing Dates:

Space: December 3, 2010 Materials: December 10, 2010

Additional Mechanical Specs:

- Keep live matter 3/8" from gutter and trim edges; face, foot, head trim: 1/8"
- Column width: page is five columns wide, each column is 1-7/8" (11 picas) wide
- Printing process and binding method: web offset, saddle stitch
- Color proof: SWOP approved color proof

Send Insertion Orders and Color Proof to:

Denise M. Walde, Sr. Production Mgr.
 Penton Media, Inc.
 9800 Metcalf Ave.
 Overland Park, KS 66212 USA
 Phone: (913) 967-1696; Fax: (913) 514-3815
 Email: denise.walde@penton.com

Dimensions for Display Ad Sizes:

Magazine Trim Size:	10-7/8"	x	15"
Space Unit:	Width		Depth
Tabloid Spread (Bleed)	22"	x	15-1/4"
Tabloid Spread (Non-Bleed)	20"	x	14"
Tabloid Page (Bleed)	11-1/8"	x	15-1/4"
Tabloid Page (Non-Bleed)	10"	x	14"
1/2 Tabloid Page (Bleed)	11-1/8"	x	7-5/8"
1/2 Tabloid Page (Non-Bleed)	10"	x	7"
Junior Page	8"	x	11"
1/2 Horizontal Junior Page	7"	x	4-7/8"
1/2 Island Junior Page	4-1/2"	x	7-1/2"
1/3 Vertical Junior Page	2-1/8"	x	10"
1/3 Square Junior Page	4-1/2"	x	4-7/8"
1/4 Page Junior Page	3-3/8"	x	4-7/8"

Shipping Instructions:

Send Show Daily Digital Files to:
www.PentonDigitalAds.com

Reserve Space Now!

Contact your regional director or Lynne McLaughlin at (216) 931-9461, fax (913) 514-6738 or email lynne.mclaughlin@penton.com.

Yes, I want my ad to appear in the NAFEM SHOW DAILY.

Ad Size: Shape: _____ Color/B&W: _____

Repeat my ad from 2009 Materials Attached

Company/Agency Name/Exhibitor: _____

Address: _____

City/State/Zip Code: _____

Phone: _____ Fax: _____ Email: _____

Print Name: _____ Signature/Date: _____