

Maintenance Conference Show Guide

Enhancing the Maintenance Conference Experience

NBAA Maintenance Conference exhibitors can place an ad in the one “must have” tool that every attendee and exhibitor receives and uses – the Maintenance Conference Show Guide. This reference is the attendee’s guide to everything at the conference – from a complete conference agenda and exhibit hall layout to a buyer’s guide and complete listing of all exhibitors – as well as a year-round desk reference.

App banners included! Print advertisers automatically have their message carried into the Maintenance Conference section of the NBAA Events mobile app. The app provides a full agenda with locations and descriptions of education sessions and special events; an exhibitor directory with booth locations, company descriptions and product and service categories; and much more.

Advertising Rates and Specs

Ad Positions	Rates (Net)
Cover	\$3,000
Full-page, four-color ad	\$1,800
Full-page, black-and-white ad	\$1,100
Pocket agenda	\$4,000
Final floor plan	\$4,000
Presence in NBAA Events mobile app (general level)	Included!

- **Final Trim Size:** 4.125 x 9” (104.775 x 228.6 mm)
- **Live Area Size, Pages:** 3.25 x 8.125” (82.55 x 206.375 mm)
- **Margins and Bleeds:** Margins are .4375” (11.1125 mm) and bleeds are .25” (6.35 mm). Artwork with full bleed will measure 4.635 x 9.5” (117.45 x 241.3 mm). *For complete guidance on specs, refer to separate Advertising Specifications PDF.*
- **Artwork:** Files must be converted to CMYK with fonts embedded and supplied as press-quality (350 dpi) files. No PMS colors or spot varnish. PDFs preferred; JPG, EPS, TIF, INDD accepted. Color proofs must be supplied; printer not responsible for matching color.
- **Mobile App Banner:** 300x50p, PNG or JPG format, under 100K.

NBAA Sales Representatives

Melissa Murphy
 AR, IA, KS, LA, MN, MO, NE, ND, OK, SD, TX
 in the U.S.; all other countries outside Europe
 830-608-9888
 mmurphy@idc.nbaa.org

Amanda Dumont
 All other U.S. states
 Europe
 864-373-1168
 adumont@idc.nbaa.org



Key Dates

Orders Due: Feb. 26, 2018

Artwork Due: March 9, 2018;
 deliver files to Dina Green,
 dgreen@nbaa.org

Event Dates: May 1-3, 2018,
 Albuquerque, NM