

# Schedulers & Dispatchers Conference Show Guide

## Enhancing the SDC2018 Conference Experience

NBAA Schedulers & Dispatchers Conference (SDC2018) exhibitors can place an ad in the one “must have” tool that every attendee and exhibitor receives and uses – the Schedulers & Dispatchers 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 SDC2018 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	\$3,500
Full-page, four-color ad	\$2,200
Full-page, black-and-white ad	\$1,500
Pocket agenda	\$4,500
Final floor plan	\$5,000
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

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## Key Dates

**Orders Due:** Nov. 30, 2017

**Artwork Due:** Dec. 11, 2017;  
deliver files to Dina Green,  
dgreen@nbaa.org

**Event Dates:** Feb. 6-9, 2018,  
Long Beach, CA