



**Advertising & Promotional Opportunities
2020 Virginia Rate Card and Insertion Order**

Expo Guide Advertising

NPOEXPO attendees will reference the *Expo Guide* numerous times throughout the exhibition. Additionally, because the *Expo Guide* is a valuable resource loaded with information, NPOs will utilize it to seek out exhibitors and contact businesses long after the event is over. Advertising in the *Expo Guide* will ensure that your ad is in the hands of NPO decision-makers and buyers for that extended period.

AD SIZE / LOCATION		4-Color		Black & White		Other
Listing – Highlighted		N/A		N/A	<input type="checkbox"/>	\$100
Listing – Logo Included		N/A		N/A	<input type="checkbox"/>	\$150
1/4 Page	<input type="checkbox"/>	\$325	<input type="checkbox"/>	\$250	<input type="checkbox"/>	N/A
1/2 Page	<input type="checkbox"/>	\$425	<input type="checkbox"/>	\$325	<input type="checkbox"/>	N/A
Full Page	<input type="checkbox"/>	\$525	<input type="checkbox"/>	\$400	<input type="checkbox"/>	N/A
Inside Back Cover *	<input type="checkbox"/>	\$600		N/A	<input type="checkbox"/>	N/A
Inside Front Cover *	<input type="checkbox"/>	\$725		N/A	<input type="checkbox"/>	N/A
Outside Back Cover *	<input type="checkbox"/>	\$850		N/A	<input type="checkbox"/>	N/A

Exclusive Promotional Opportunities

Market your business above the competition by promoting your company to NPOEXPO attendees via three exclusive, on-site, promotional vehicles. The official Expo Bags and Badge Lanyards are distributed with every registration packet. Sponsorship of the Continental Breakfast includes recognition in the *Expo Guide*, event signage and collateral distribution at breakfast.

Promotional Opportunities		Price
Expo Bags	<input type="checkbox"/>	\$1,000
Badge Lanyards	<input type="checkbox"/>	\$1,000
Continental Breakfast	<input type="checkbox"/>	\$1,000

NPOEXPO Event Location(s) for Advertising / Promotion

Richmond, Virginia – January 13, 2020

Contact Name: _____ Authorized Signature: _____

Advertiser / Exhibitor: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Payment: Check Credit Card – M/C Visa Number _____ Exp _____

Questions? Email: info@nporexpo.net Phone: 804-795-9009 Fax: 804-795-9546

Payment is due in accordance with the payment schedule on the Exhibitor Contract. For any advertising and promotional opportunities reserved after the Exhibitor Registration End Date, payment will be due in full at time of order. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancellable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products / positions throughout the show cycle that may not be listed on this form.