

What other communications activities are planned to promote the trade show?:

Industry sector information (attach relevant publications and material):
List in order of importance and identify specific products.

Advertising summary

Fiscal year:

Budget (including placement, 8% DSS service charge, creative fees and production)

Advertising objective(s) (What do you want to communicate in the ad? What do you hope to achieve?):
List in order of importance.

Target audience(s) (Who are you trying to reach?):
List in order of importance.