

SHOW GUIDE ADVERTISING Order Form



Space Reservation Deadline: January 18, 2019 • Material Deadline: January 25, 2019

COMPANY:			
CONTACT:			
ADDRESS:			
CITY / STATE / ZIP:			
PHONE:		FAX:	
EMAIL:			
SIGNATURE:			

Premium Positions	Exhibitor Pricing / Non-Exhibitor Pricing*
Inside front cover	___ \$4,050 / \$4,860*
Inside back cover	___ \$4,050 / \$4,860*
Back cover	___ \$4,200 / \$5,040*

Preferred Positions	___ \$3,800 / \$4,560*
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Standard Positions	Size	Four Color	Black & White
	Two page spread	___ \$5,200 / \$6,240*	___ \$4,420 / \$5,304*
	Full page	___ \$3,250 / \$3,900*	___ \$2,760 / \$3,310*
	1/2 page	___ \$2,250 / \$2,700*	___ \$1,910 / \$2,290*
	1/4 page	___ \$1,000 / \$1,200*	___ \$ 775 / \$ 930*

Logo Listings	Four Color	Black & White
Logo by company listing	___ \$500	___ \$300

*Not available to Non-Exhibiting companies.

Special Placement: _____

Belly Band	___ \$5,000 / \$6,000*
Bookmark	___ \$5,000 / \$6,000*
Map	___ \$2,500 / \$3,000*

****Conditions of Publication:** Advertising is accepted for publication at the publisher's discretion. The advertiser and its agency, if any, are jointly and severally liable for payment of all charges. In the event of nonpayment by the agency, the advertiser must pay the publisher, even if the advertiser has already paid its agency. The advertiser and its agency, if any, represent and warrant that the advertisement is fair and accurate, based upon adequate substantiation and non-deceptive; that it does not infringe upon any copyright, trademark, service mark or other intellectual property or other right; that it does not violate any right of privacy or contain any libelous material; and that it does not constitute or contain any unlawful commercial or other misappropriation of the name or likeness of any person or entity. Advertisers and their agencies assume all liability for the content of their advertisements as submitted. The advertiser and its agency, if any, shall, in the event that the publisher is made a defendant in any action or proceeding by reason of having published the advertisement, pay the defense of and hold the publisher harmless against any and all liability or damages alleged to have resulted, in whole or in part, from said publication. Should an advertisement contain an error, the publisher shall not be liable to the advertiser or its agency unless an advertising proof has been requested by the advertiser or its agency and corrections have been submitted to the publisher sufficiently prior to publication to have permitted the corrections to be made. In that event, the publisher's liability to the advertiser and/or its agency shall not exceed the cost of the advertisement and, at the discretion of the publisher, shall be the cost of the space in which the error occurred. In no case shall the publisher be liable for the omission of any advertisement; in such event, the advertiser may choose either to receive a refund of any amount paid or to have the advertisement rescheduled and run, at the advertiser's cost, in a future issue of the publication. In no case shall the publisher be liable to the advertiser or its agency for consequential or other extracontractual damages.

Total Due \$ _____

___ Enclosed is my payment for \$ _____ Check made payable to HPBA (US funds/US Bank only)

Visa MasterCard American Express Credit Card Number: _____

Expiration Date: _____ CVV: _____ Name Appearing on Card: _____

Billing Address & Postal Code: _____

Signature:** _____ Today's Date: _____



EXHIBITION: March 14-16, 2019
EDUCATION: March 13-15, 2019
Kay Bailey Hutchison Convention Center
Dallas, TX

For information, Contact:

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