



On-site Convention Program Advertising Contract

CHIA Convention & Exhibit

June 11-14, 2017 with Exhibits June 11-13, 2017
Sacramento Convention Center, Sacramento, California

Company Name: _____

Contact Name: _____ E-mail: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

On-site Convention Program Advertising Fees

<input checked="" type="checkbox"/>	Page	Dimensions w" x h"	Exhibitor Rate	Non - Exhibitor Rate
<input type="checkbox"/>	Back Outside Cover	8 ½ x 11 + ¼" bleed	\$1,100	\$1,400
<input type="checkbox"/>	Front Inside Cover	7 ¼ x 10 + ¼" bleed	\$1,000	\$1,300
<input type="checkbox"/>	Back Inside Cover	7 ¼ x 10 + ¼" bleed	\$1,000	\$1,300
<input type="checkbox"/>	Full Double-Page Center	17 x 11 + ¼" bleed	\$1,000	\$1,300
<input type="checkbox"/>	Full Page	7 ¼ x 9	\$ 500	\$ 900
<input type="checkbox"/>	Half Page	7 ¼ x 4	\$ 300	\$ 600

Attendee Bag Inserts – EXTRA EXTRA!!

Have your flyer, brochure, or booth prize draw slip inserted in all the CHIA attendee bags!

- Must be preprinted
- Cannot be larger than 8 ½ x 11
- Must be mailed to CHIA by May 30, 2017

<input checked="" type="checkbox"/>	Exhibitor Rate	Non - Exhibitor Rate
<input type="checkbox"/> Attendee Bag Insert	\$ 400	\$ 675

Ad Specifications

The 8 ½ x 11 CHIA Convention & Exhibit Program is printed in full color

- **Must be Camera-ready**
- **Format:** AI, EPS, INDD, Word DOC, or PDF only
- **Color:** CMYK
- **Border:** Required
- **Resolution:** Screens and Halftones must be at 150 dpi and 225 resolutions
- **Type:** Smaller than 10 pt not recommended
- Must be correct dimensions, as stated above, to be printed
- If placed art or photos included, must provide original files

Terms and Conditions

- CHIA retains the right to reject or cancel any advertising, for any reason, at any time. CHIA disclaims any endorsement of products or services advertised.
- All rates are based on camera-ready artwork that follows the stated ad specifications and size dimensions.
- If CHIA needs to return, resize or recreate ad, an additional \$100 fee will be charged. CHIA reserves the right to bill advertisers for any necessary alterations if ad does not confirm to all specifications.
- CHIA is not responsible for errors or content in advertisement.
- Payment must be rendered with contract, with the exception of companies that submitted contract at the Exhibitor Meeting and will be invoiced for the full amount on December 1, due January 1.

Deadlines

- Program Advertising Contract to reserve space --- Due by April 21, 2017
- Camera-ready Ad --- Due by May 5, 2017

Payment Method

Payment method must be submitted with contract. CHIA accepts checks and all credit card types. An attached Purchase Order/Insertion Number will be accepted with a complete billing address for Invoice submission, and full payment must be received within 30 days.

Total Amount Paying: \$ _____ Attached PO No. _____ Enclosed Check No. _____

Credit Card No. _____ Exp Date (Mo/Yr): _____

Billing Address (if different than above): _____ Zip: _____

Cardholder Name (Print Name): _____ Cardholder Signature: _____

Acceptance

I hereby acknowledge that I am authorized to complete and return this contract. I have read, understand and agree to the terms and conditions. Submission of this contract does not waive the right of CHIA to reject this contract.

Print Name: _____ Signature: _____ Title: _____ Date: _____

Electronically submit Contract and Ads to Exhibit@CaliforniaHIA.org