

# Preliminary Photos of Sponsorable Banners and Escalators

October 7, 2010

These photos can be used until the dedicated Plan Tour website is available with pricing. Please note that dimensions are approximate and represent the absolute largest size possible and do not take into account required borders and hanging points.

This is preliminary as stated above—final dimensions will be included on the Plan Tour website.

## Banner Pricing

Full pricing details and other conditions of sale are in the Sponsorship and Recognition Brochure. Basic rates appear below each photo.

\* Pricing for banners on each level is discrete---that is, if an exhibitor purchases one banner on the 400 level and one banner on the 200 level, each banner sells for the “first banner” rate on those levels. In this example, that rate would be \$15,000 per banner. An exhibitor may not buy more than three banners total.

## 400 Level Banners



\$15,000 for the first banner purchased by an exhibitor on the 400 level\*

\$12,000 for the second banner purchased by the same exhibitor on the 400 level\*

\$10,000 for the third banner purchased by the same exhibitor on the 400 level\*

### 300 Level Banners

The banners on the 300 Level are in approximately the same position above the escalators as indicated in the photo for the 400 Level banners. Unfortunately, there is no comparable photo of the 300 Level Banners available at this time.



\$8,000 for any of the three available positions, no discount for multiple banners on this level

### 200 Level Banners



\$15,000 for the first banner purchased by an exhibitor on the 200 level\*

\$12,000 for the second banner purchased by the same exhibitor on the 200 level\*

\$10,000 for the third banner purchased by the same exhibitor on the 200 level\*

## Escalator Runners

The escalators between the 400/300 Levels and the 300/200 Levels are identical so only one photo is provided. A "runner" is the chrome strip approximately waist high between the escalators. As illustrated in the photo below, there are two runners between the three escalator tracks. Dimensions per runner are 11" x 48'. Please note that dimensions are approximate and represent the absolute largest size possible and do not take into account required borders and mounting points.



Each runner costs \$12,000. The cost for taking both runners in the same set of escalators is \$20,000.