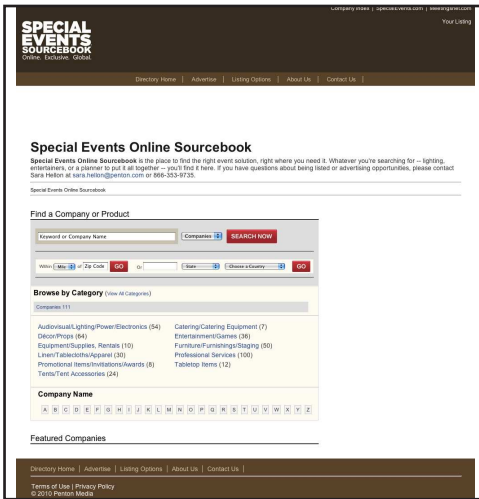


SPECIAL EVENTS SOURCEBOOK

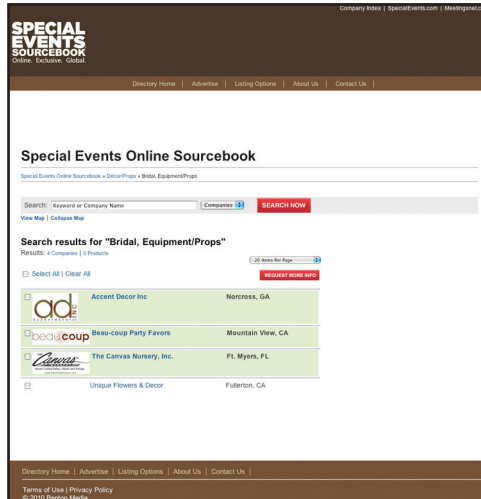
Online. Exclusive. Global.

2011 Online Sourcebook Listing Order Form

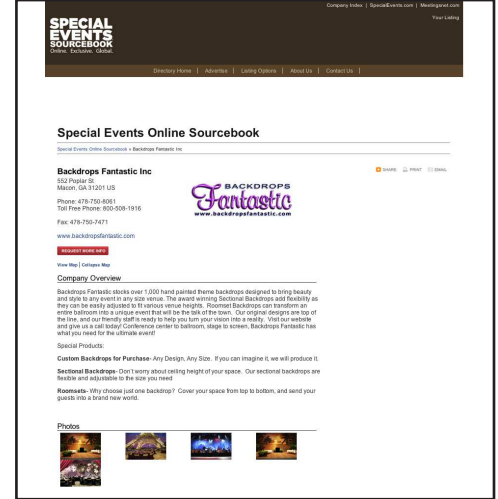
The Special Events Online Sourcebook is the exclusive, targeted marketing resource seen by over 45,000 event professionals! Visit us at specialevents.com



Home Page



Search Page



Company Page

1.) Choose from this selection of online listing packages and order today.

Basic Listing - \$75/year

- Company name, address, phone, fax, e-mail link listed in 3 categories
- Purchase additional categories for \$25 each

Gold Membership - \$200/year

- Company name, address, phone, fax, e-mail link listed in 5 categories
- Active web address link
- Full color logo on your company page
- 50-word optimized copy
- Purchase additional categories for \$25 each
- Additional information tabs

Only \$200 for the entire year!
(less than .60 per day)

Platinum Membership - \$375/year

Get all this plus priority placement in all categories!

- Company name, address, phone, fax, e-mail link listed in 5 categories
- Active web address link
- Full color logo on your company page
- Full color Featured Supplier Listing with logo on the search results page
- 150-word optimized company description
- Purchase additional categories for \$25 each
- 52-character tagline on search results page
- List additional contacts (up to 10)
- Full Media Package: photos, videos, audio clips, white papers, and product spotlights

Only \$375 for the entire year!
(about \$1 per day)

Additional Marketing Opportunities

Category Sponsorship

- Banner ad and Boombox ad in Sponsored Category
- Company appears #1 on search results page

Featured Company

- Logo appears on Home Page & Search Page

Contact Sara Hellon at 866.353.9735 or at sara.hellon@penton.com

FAX OR E-MAIL ALL ACCOMPANYING PAGES BY 3/15/2011 TO: 913.514.9012 or sara.hellon@penton.com

2011 Online Sourcebook Listing Order Form

2.) Choose your payment options

Order Now!

Check One Listing Package:

- Basic Listing.....\$75/year
- Gold Membership.....\$200/year
Less than .60 per day
- Platinum Membership.....\$375/year
about \$1 per day
- Extra Categories.....\$25 each _____

Total \$ _____

Payment: Check or Credit Card

Check Enclosed

Make checks payable to Penton Media
Mail to: Penton Media
9800 Metcalf Avenue
Overland Park, KS 66212
Attn: Buyers Guide Dept. SEOS

Credit Card

- MC VISA AMEX DISCOVER

Credit Card Number: _____

Exp. Date: _____

Card Holder Name (Print): _____

Card Holder Signature: _____

2.) Complete the following Company Information below---

FOR PUBLICATION ONLINE:

Company/Division _____

E-Mail _____ Web Site URL _____

Address _____ City _____ State/Province _____ Zip Code _____ Country _____

Phone _____ Toll Free Phone (if different) _____ Fax _____

Sales Contact Name: _____ Title _____

AUTHORIZATION INFORMATION (Note: Information below is for processing, and not for publication.)

Company/Division _____

Billing Address _____ City _____ State/Province _____ Zip Code _____ Country _____

Your Phone _____ Your Fax* _____

Your Name _____ Title _____

Your E-Mail** _____

Signature (Required) _____ Date _____

Audiovisual/Lighting/Power/ Electronics

- Air Conditioning/Heating, Mobile
- Air Purifiers
- Audiovisual Equipment/Services
- Blacklight/Fluorescent
- Communication Systems
- Computer Hardware/Software
- Database Marketing System
- Fiber Optics
- Fountain Light Show
- Generators & Rentals
- Heaters, Electric
- Heaters, Infrared
- Heaters, Mobile
- Heaters, Patio
- Heaters, Propane
- Lighting
- Lights, Glow in the Dark
- Lights on Dimmers
- Loudspeakers
- Neon
- Power Distribution, Temporary
- Power/Generators
- Special Effects

Catering/Catering Equipment

- Barbecues, Equipment
- Barbecues, Portable Gas Broilers
- Barbecues, Smokers
- Barbecues, Wood Burning
- Bars, Portable
- Beverage Dispensers
- Beverages, Specialty
- Bridal Equipment
- Cakes
- Chafer Fuel
- Chafer Fuel Holders
- Chafers
- Coffee Makers
- Concession Equipment/Carts
- Concession/Food Service Stands
- Containers, Food-Holding
- Cooking Utensils
- Cookware, Commercial
- Cookware, Portable
- Cookware, Stockpot
- Foil
- Foodservice Equipment
- Foodservice Equipment, Specialty
- Foodservice Equipment, Transport
- Foodservice Equipment, Warmers/
Coolers/holders
- Griddles
- Grills
- Hot Plates
- Kitchen, Mobile
- Lazy Susans
- Lemon Covers
- Menu Boards

- Ovens/Broilers/Cookers
- Plastics, Microproof
- Refrigerator, Portable
- Roasters, Pig
- Serving Equipment, Bowls
- Serving Equipment, Buffet Service
- Serving Equipment, Disposable
- Serving Equipment, Food Display
- Serving Equipment, Ladles
- Serving Equipment, Platters
- Serving Equipment, Salad Bars
- Serving Equipment, Silver
- Serving Equipment, Storage
- Serving Equipment, Trays
- Specialty Food & Beverage
- Thermoses
- Wine/Alcohol
- Wine Buckets, Stands
- Wine Cabinets
- Wine Dispensers

Décor/Props

- Backdrops/Murals
- Balloons, Accessories
- Balloons
- Balloons, Helium
- Balloons, Hot Air
- Balloons, Imprinted
- Balloons, Latex
- Banners
- Bridal, Aisle Runners
- Bridal, Arches
- Bridal, Equipment/Props
- Bubble Machines
- Bunting
- Candles
- Candles, Mechanical
- Carousel Horses
- Centerpieces
- Columns/Urns/Pedestals
- Confetti
- Costume Makeup
- Costumes, Masks, Custom Apparel
- Decorations
- Decorative Items
- Decorative Items/Fabric
- Décor & Scenery Rentals
- Drapes, Background
- Flags
- Floral Accessories
- Floral, Artificial
- Floral, Fresh
- Flower Stands
- Foam Board
- Fountains, Ornamental
- Garlands
- Gazebos
- Ice Sculpture, Molds/Equipment
- Inflatables, Giant
- Laser Presentations
- Mannequins
- Plant Rentals
- Plastics, High-Height

- Polyurethane Foam
- Props, Custom
- Props, Novelty
- Props, Ornamental
- Props
- Ribbon
- Snowmaking Equipment
- Theme Packages
- Tiki Torches
- Video Walls
- Water Show
- Wedding Accessories

Entertainment/Games

- Activities/Experiences
- Aerial Effects
- Balloon Machines
- Balloon Rides
- Carnival Games
- Casino Equipment
- Celebrity Entertainment
- Dancing Waters
- Dunking Machines
- Educational Videos
- Entertainers/Entertainment
- Games
- Robots, Entertainment
- Video Gaming
- Virtual Reality

Equipment/Supplies, Rentals

- Badges, Security
- Bags
- Blackboards
- Cable Protectors
- Cartons, Dish
- Cartons, Glass
- Carts
- Chair Washers
- Cigarette Urns
- Crowd Control Equipment
- Dishwashers, Commercial
- Easels/Flip Charts
- Exit Signs
- Fans
- Fire Extinguishers
- Fountains, Drinking
- I.D. System
- Labels
- Laundry Equipment
- Maintenance Equipment
- Office Equipment
- Packaging
- Paper Goods
- Racks, Garment
- Ramps, Loading
- Registration Systems
- Restrooms, Portable
- Scent Machines
- Shrink-Wrap
- Signs
- Sinks, Portable
- Skirting Rack/Hanger Bars

- Sports Equipment
- Steamers, Garment
- Styrofoam (Polystyrene)
- Support Equipment
- Table Clips
- Tape, Cloth & Vinyl
- Trucks/Dollies, Folding Chairs
- Trucks/Dollies, Platforms
- Trucks/Dollies, Stack Chairs
- Trucks/Dollies, Tables
- Umbrellas
- Water Fountains
- Wristbands

Furniture/Furnishings/Staging

- Access Doors
- Aerial Lifts
- Beds
- Bleachers
- Canopies
- Carpet, Indoor/Outdoor
- Chairs
- Chairs, Child-Height
- Chairs, Folding
- Chairs, Stacking
- Dance Floors, Portable
- Exhibit Booth Equipment
- Fencing, Crowd Control
- Festival Booths
- Floor Covering
- Furniture
- Platforms, Dual-Height
- Platforms, Folding
- Platforms, Single-Height
- Room Dividers, Partitions
- Room Dividers, Portable
- Room Dividers
- Rope/Railing
- Scaffolding
- Seating, Spectator
- Staging
- Stanchions
- Structures, Temporary
- Tables
- Turf

Linen/Tablecloths/Apparel

- Aprons
- Chair Covers
- Chef Apparel
- Clothing, Formalwear
- Costumes
- Costumes/Uniforms
- Fabrics
- Linens
- Napkins, Disposable
- Napkins, Linen
- Placemats
- Skirting, Disposable
- Skirting, Fire-Retardant
- Skirting, Lace
- Skirting, Table/Stage
- Tablecloths, Disposable

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- Tablecloths, Fire-Retardant
- Tablecloths, Lace
- Tablecloths, Linen
- Tablecloths, Rental
- Tablecloths, Rolls
- Tablecloths, Vinyl
- T-Shirts
- Uniforms

Professional Services

- Advertising Agency
- Associations
- Audiovisual Services
- Balloon Design
- Calligrapher
- Caricature Artist
- Caterer (Independent Off-Premise)
- Consultants
- Design (Décor, etc.)
- Designer
- Destination Management Company
- Disc Jockey
- Educational Services
- Entertainment Agencies
- Event Design
- Event Planners, Corporate
- Event Planners, Social
- Floral Design
- Food & Beverage Management (at hotel, club, resort, event site, banquet facility)
- Import/Export Service

- Insurance Provider
 - Internet Support Services
 - Invitations/Printing/Signage/Name Tags
 - Lighting Design & Production
 - Marketing/Public Relations
 - Parking Services
 - Photography & Videography
 - Production Companies
 - Project Manager
 - Publications (with Publisher's approval)
 - Pyrotechnics & Fireworks
 - Registration Services
 - Representatives, Party Goods
 - Security Services
 - Seminars
 - Set/Stage/Special Effects Design & Build
 - Shipping & Moving
 - Silk-Screening
 - Sound
 - Speakers/Lecturers
 - Technical Support Specialists
 - Temporary Staffing Service/Event Staffing
 - Trade Show Services
 - Transportation Services
 - Video Production
 - Waste Management/Cleaning Services
- ## Promotional Items/Invitations/Awards
- Giftware

- Greeting Cards
- Invitations
- Lucites
- Party Favors
- Party Items, Personalized
- Promotional Items
- Tickets

Tabletop Items

- Candelabra, Brass
- Candelabra, Silver
- Candelabra, Stainless
- China
- China, Hotel Grade
- China, Porcelain
- Crystal
- Cutlery
- Cutlery, Plastic
- Disposable Products
- Flatware, Silver
- Flatware, Silver/Stainless
- Flatware, Stainless
- Glassware
- Holloware
- Napkins, Rings
- Plastics, Dinnerware
- Plastics, Drinkware
- Plastics, Serving Dishes
- Plates/Napkins

Tents/Tent Accessories

- Tent Accessories
- Tent Anchors
- Tent Heaters/Coolers
- Tent Liners

- Tent Poles
- Tents, Clearspan
- Tents, Fabric
- Tents, Party
- Tents, Stake Pullers
- Tent Stakes
- Tents
- Tent Washers

For more information call 866.353.9735

Digital Artwork Specifications

Logos: Company Page logos will display at a 250 pixels x 250 pixels. Search Results and Feature Company logos will display at 120 pixels x 40 pixels. For best quality, logos should be submitted as JPEG, GIF, or PNG. File size should not exceed 15k.

Photos: Photos will display as clickable thumbnails at 100 pixels x 67 pixels. The maximum number of images to display is 4. For best quality, images should be submitted as JPEG, GIF, or PNG with the maximum file size of 3MB.

Video Files: Video files should be a maximum file size of 75 MB. Acceptable formats are Windows, Quicktime, Flash and MP's.

Audio Files: Audio files should have a maximum file size of 35 MB.

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