



**The TRACKER Magazine 2011**  
Official 2011 SHOT SHOW Rate Card and Order Form  
Sands Convention Center Las Vegas, NV  
January 18-21, 2011

**REACH ALL PRE-REGISTERED ATTENDEES WITH  
THE TRACKER... A PRE-SHOW "MAGAZINE"**

**DEADLINE DATE FOR ARTWORK IS November 9, 2011**

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Reach **every** pre-registered attendee (approximately 15,000+) before the event even begins by putting your company's message in this highly targeted *Pre-Marketing piece*.

Receive a **FREE booth highlight with logo** when you purchase of a full page 4/C ad. You'll see a **measurable difference**. Some suggestions to include are:

- Announce a demo or a special event in your booth, with your booth highlighted on the floor plan
- Offer At-Show Specials in a 4C full page ad highlighting your product/service
- Generate sales leads by informing all pre-registration attendees where you are located
- **Receive a FREE booth highlight with company logo on the pre-marketing floor plan with the purchase of any full-page 4C ad.**

You'll begin receiving exposure prior to the Event. This is an audience that has the purchasing authority to drive your sales at the event. That's a buying group you want to get before the competition.

**Questions: Call Michele Oppenhimer at (203) 840-5445 or [moppenhimer@reedexpo.com](mailto:moppenhimer@reedexpo.com)**

|                                  |         |                                    |         |
|----------------------------------|---------|------------------------------------|---------|
| Full Page 4/C.....               | \$3,200 | Cover 2 (Inside Front Cover) ..... | \$4,200 |
| Cover 3 (Inside Back Cover) .... | \$4,000 | Cover 4 (Back Cover).....          | \$4,600 |

**Receive a FREE booth highlight with company logo on the floorplan on this pre-marketing tool.**

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**Please indicate with a check mark above and simply sign and fax it to Michele Oppenhimer (203) 840-9445**

Exhibitor \_\_\_\_\_ Customer ID # \_\_\_\_\_ Agency \_\_\_\_\_  
Name/Title \_\_\_\_\_ Name/Title \_\_\_\_\_  
Phone \_\_\_\_\_ Phone \_\_\_\_\_  
Fax \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_ Email \_\_\_\_\_  
Signature \_\_\_\_\_ Signature \_\_\_\_\_

**We collect this data in order to provide you with information about 2011 SHOT SHOW and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at [www.shotshow.org](http://www.shotshow.org) or call our Privacy Administrator at 888-306-2344, or from outside the US at 203-840-5810.**

**TERMS:** Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the Show cycle that may not be listed on this form. Ads with coupons will not be accepted.

**CHECKS SHOULD BE MADE PAYABLE TO: National Shooting Sports Foundation, Inc., P.O. Box 7247-7586, Philadelphia, PA 19170-7586. All advertising material must be consistent with SHOT Show Product Display and Eligibility Rules which can be found at [www.shotshow.org](http://www.shotshow.org)**