

CAMX

THE COMPOSITES AND ADVANCED MATERIALS EXPO



WE FORM THE FUTURE

COMBINED STRENGTH. UNSURPASSED INNOVATION.

OCTOBER 19 – 21 | 2021

KAY BAILEY HUTCHISON CONVENTION CENTER | DALLAS, TX | theCAMX.org

Connect with attendees before, during and after the show
with a CAMX 2021 Exhibitor Integrated Media Package

2021 INTEGRATED MEDIA PACKAGES

PRODUCED BY

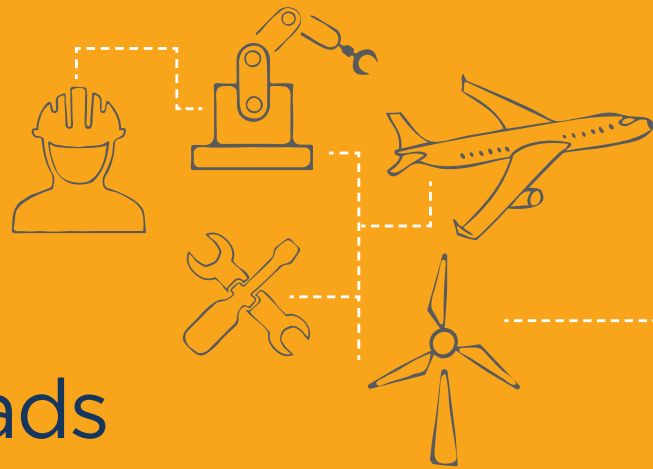


OFFICIAL MEDIA PARTNERS



CAMX

THE COMPOSITES AND ADVANCED MATERIALS EXPO



Generate targeted leads at CAMX 2021!



Increase visibility and connect with attendees before, during and after the show with a CAMX 2021 Exhibitor Integrated Media Package

Before CAMX

The months before the show are critical to get your message in front of this prime audience and drive them to your booth. These products help you maximize your reach in advance of CAMX.

- CAMX Connection e-newsletter
- MyCAMX.org Agenda Planner
- *CompositesWorld* show issues (September and October)

During CAMX

Advertising in these products helps you stand out from the crowd during the busy days at CAMX by promoting your company and the featured products and services in your booth.

- CAMX Show Daily
- CAMX Show Directory
- MyCAMX.org Agenda Planner
- *CompositesWorld* show issues (September and October)

After CAMX

Invest in these products to keep your message top-of-mind once attendees return to work after CAMX and to reinforce why they need to do business with you.

- CAMX Connection e-newsletter
- CAMX Show Directory
- MyCAMX.org Agenda Planner
- *CompositesWorld* show issues (September and October)



2021 INTEGRATED MEDIA PACKAGES

Save 15% on your CAMX 2021 Integrated Media Package when you invest in at least 3 of the following advertising opportunities:

- Deluxe OR Premier MyCAMX Online Listing Package
- CAMX Show Directory
- CAMX Connection e-newsletter
- CAMX Show Daily



BONUS SAVINGS!

Companies participating in the Integrated Media Package discount program will also earn an additional 15% discount on advertising in the September and October 2021 show issues of *CompositesWorld*.

Integrated Media Packages will apply towards frequency discounts.



IN PRINT

CAMX SHOW DIRECTORY ADVERTISING

Full Page, 4-color \$3,775

Half Page, 4-color \$2,725

Quarter Page, 4-color \$1,885

Inside Front Cover, 4-color \$4,615

Inside Back Cover, 4-color \$4,615

Back Cover, 4-color \$5,350

Marketplace, B/W \$625

CAMX DIRECTORY AD CLOSE:
9/1/2021

AD MATERIALS DUE:
9/15/2021

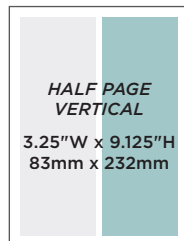
SHOW DIRECTORY AD SPECIFICATIONS



BLEED:
8.375"W x 11"H
214mm x 281mm

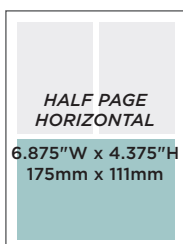
TRIM:
7.875"W x 10.5"H
200mm x 267mm

LIVE AREA:
7.375"W x 10"H
187mm x 254mm



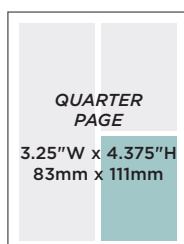
**HALF PAGE
VERTICAL**

3.25"W x 9.125"H
83mm x 232mm



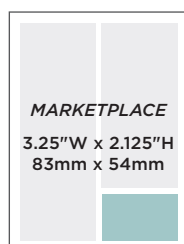
**HALF PAGE
HORIZONTAL**

6.875"W x 4.375"H
175mm x 111mm



**QUARTER
PAGE**

3.25"W x 4.375"H
83mm x 111mm



MARKETPLACE

3.25"W x 2.125"H
83mm x 54mm

Advertising in the **CAMX Show Directory** and the **CAMX Show Daily** reinforces your brand and promotes your booth at the show!

The **CAMX Show Directory** serves as a year-round go-to resource guide for industry professionals before, during and after the show.

Stand Out From the Crowd

All advertisers in the CAMX Show Directory receive highlighted company listings throughout the printed guide.

The CAMX Show Directory is available to **5,600+ CAMX 2021 registrants**

- At registration
- At all show entrances
- In publication bins throughout the event
- Electronically to all attendees prior to the event





Advertising in the **CAMX Show Daily** is the ideal way to announce new products and special promotions and to invite attendees to visit your booth.

Designed to grab the attention of attendees as they plan their day at the show, the **CAMX Show Daily** is written by the market-leading and globally renowned **CompositesWorld** editorial team and provides attendees with information on the day's events and what's new and interesting at the show.

The CAMX Show Daily is available to **5,600+ CAMX 2021 registrants**

- At registration
- Personally distributed at all show entrances
- In publication bins throughout the event
- In lobbies of official show hotels
- On CAMX 2021 hotel shuttles

SHOW DAILY AD SPECIFICATIONS

| | | |
|---------------------------------------------------------------|-----------------------------------------------------------|--------------------------------------------------------|
| FULL PAGE /COVERS | BLEED: 9"W x 12"H 228mm x 305mm | |
| | TRIM: 8.5"W x 11.5"H 216mm x 292mm | |
| | LIVE AREA: 7.5"W x 10.5"H 190mm x 266mm | |
| HALF PAGE HORIZONTAL 7.5"W x 5.0"H 190mm x 127mm | HALF PAGE ISLAND 5.0"W x 7.0"H 127mm x 190mm | QUARTER PAGE 3.625"W x 5.0"H 94mm x 127mm |

For more information, please contact Becky Taggart.
513-527-8800 | btaggart@gardnerweb.com

CAMX SHOW DAILY ADVERTISING

| | |
|---------------------------------------|--------------------------------|
| Full Page, 4-color | \$3,775 |
| Half Page - Island, 4-color | \$3,145 |
| Half Page - Horizontal, 4-color | \$2,725 |
| Quarter Page, 4-color | \$1,875 |
| Inside Front Cover, 4-color | \$5,350 |
| Inside Back Cover, 4-color | \$5,350 |
| Back Cover, 4-color | \$5,350 |
| CAMX SHOW DAILY AD CLOSE: 9/1/2021 | AD MATERIALS DUE: 9/15/2021 |

PRINT FILE REQUIREMENTS:

Please submit print advertisements as an Adobe PDF/ X-1a file.

HOW TO SUBMIT FILES:

1. **UPLOAD FILE:**
(20 MB OR LESS)
files.gardnerweb.com/upload

2. EMAIL FILE:

(5 MB OR LESS)
btaggart@gardnerweb.com

3. SHIP CD/PROOFS TO:

Advertising Department
Gardner Business Media, Inc.
6915 Valley Avenue
Cincinnati, OH 45244-3029

CAMX

THE COMPOSITES AND ADVANCED MATERIALS EXPO

DIGITAL



Build interest in your exhibit and reinforce your brand message with Enhanced Online Listing Packages and by advertising on MyCAMX and in the CAMX Connection e-newsletter.

CAMX 2021 FLOORPLAN BANNER ADVERTISING

| | |
|----------------------------------------------------|--------------------------------------------|
| Integrated Directory Search (IDS) Exclusive Banner | \$ 4,715 (includes MyCAMX Premier Package) |
| Online Hall Exclusive Banner | \$ 3,145 (includes MyCAMX Premier Package) |
| Product Category Banner (1 per category) | \$ 2,620 (includes MyCAMX Premier Package) |

BANNER AD SPECIFICATIONS

INTEGRATED DIRECTORY SEARCH (IDS) EXCLUSIVE BANNER

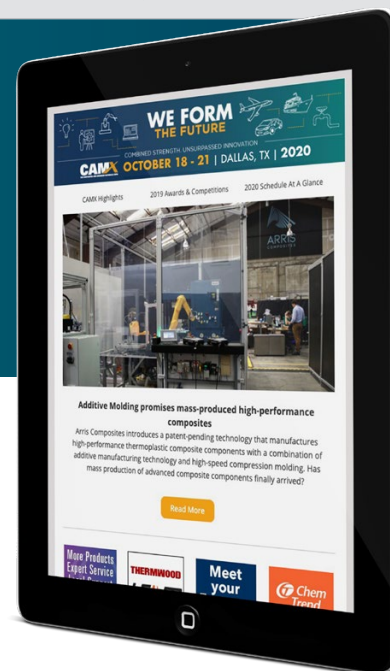
Dimensions: Displays at 180 x 150 pixels; requires a 360 x 300 pixel image upload for Retina devices. DPI: 72 File types: JPG, PNG or GIF (static)

PRODUCT CATEGORY BANNER

Dimensions: Displays at 320 x 50 pixels; upload requires 640 x 100 pixel image for retina devices. DPI: 72 File types: JPG, PNG or GIF (static)

ONLINE HALL EXCLUSIVE BANNER

Dimensions: Displays at 320 x 50 pixels; upload requires 640 x 100 pixel image for retina devices. File types: JPG or PNG



CAMX E-NEWSLETTER ADVERTISING

(DISTRIBUTION 55,000+)

Advertising in the CAMX Connection e-newsletter promotes your brand and your presence at CAMX 2021 to a targeted audience of more than 55,000 past attendees and prospects in the composites industry!

The CAMX Connection features the most exciting and innovative products that will be on display at CAMX 2021.

| | |
|------------------------------------------------------------|----------|
| 12-Issue Package | \$ 5,985 |
| 6-Issue Package (Mar, May, July, Sept #1, Oct, and Nov) | \$ 2,995 |
| A La Carte Rate | \$ 550 |

| E-NEWSLETTER ADVERTISING | 12-ISSUE | 6-ISSUE |
|--------------------------|-----------|-----------|
| AD CLOSING | 3/4/2021 | 3/4/2021 |
| AD MATERIALS DUE | 3/11/2021 | 3/11/2021 |

E-Newsletter Issue Dates

| | | |
|----------------|--------------------|-------------------|
| MARCH 23, 2021 | AUGUST 11, 2021 | NOVEMBER 8, 2021 |
| APRIL 27, 2021 | AUGUST 24, 2021 | NOVEMBER 23, 2021 |
| MAY 25, 2021 | SEPTEMBER 13, 2021 | |
| JUNE 22, 2021 | SEPTEMBER 28, 2021 | |
| JULY 27, 2021 | OCTOBER 11, 2021 | |

120 x 100 pixels

E-NEWSLETTER AD SPECIFICATION:
File types: static JPG or GIF
File size: 10K maximum

Please contact Becky Taggart at btaggart@gardnerweb.com or 513-527-8800 for ad close and materials due dates for a la carte ad placements.

MyCAMX

Enhancing the content and creating an expanded showroom is extremely valuable for getting on attendees' short list of must-see companies!

| ONLINE LISTING PACKAGES | | |
|-------------------------|----------------------|-------------------------|
| BASIC A FREE | DELUXE B \$599 | PREMIER C \$1,395 |

| | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-------------------|--------------------|
| Company name, booth number, address, phone, url, logo & social media links | ◆ | ◆ | ◆ |
| Basic company description in showroom (50 word limit) | ◆ | | |
| Display of product categories and social media links in showroom | 5 | 10 | 25 |
| Technology gallery: Product images | 1 | | |
| Downloads or links to your collateral such as news releases, case studies, white papers, brochures, catalogs, etc. | 1 | 3 | 6 |
| Digital Business Cards <i>with chat functionality</i> Includes contact information, headshot, email functionality, and social links to make networking simple | 1 | 3 | 6 |
| Extended company description (up to 400 words) subject to editorial review | | ◆ | ◆ |
| Included in the Featured Exhibitors list on myCAMX home page | | ◆ | ◆ |
| Access to opt-in myCAMX leads | | ◆ | ◆ |
| Enhanced technology gallery: Product images | | 5 | 6 |
| Special offers for CAMX attendees including exclusive show discounts, giveaways, etc. | | 1 | 2 |
| Interactive demos (up to 15 minutes) | | | 1 |
| Inclusion in Featured Exhibitor Search | | | ◆ |
| Priority placement in myCAMX search results | | | ◆ |
| Technology gallery: Product images | | | ◆ |
| Online booth is highlighted with a corner peel image | | | ◆ |
| Enhanced technology gallery: Additional product images or videos | | | 4 |
| Attendee invitation tool* | | 50 invites | 150 invites |
| Interactive Demo a la Carte | | \$2,500 | \$1,700 |

*ATTENDEE INVITATION TOOL

STEP 1: As attendees register, they will be asked what types of products they are interested in seeing at CAMX. These answers will correspond to the CAMX product categories so that when attendees create a MyCAMX Planner at the end of registration, exhibitors will be suggested. (*maximum per attendee: 30*)

STEP 2: Based on the results of STEP 1, exhibitors will be allowed to email registered attendees and invite them to their booth!

COMPANY LOGO SPECS

Dimensions: Displays at 300 x 100 pixels, requires a 600 x 200 pixel upload for Retina devices.
File types: JPG or PNG - DPI: 72
Color mode: RGB color

SHOWCASE FEATURES SPECS (IMAGE FEATURE)

Images must be minimum of 1200 pixels wide or 900 pixels tall. For optimal viewing on all devices uploaded images should be 2400 pixels wide or 1800 pixels tall. File types: JPG or PNG

PRESS RELEASE SPECS

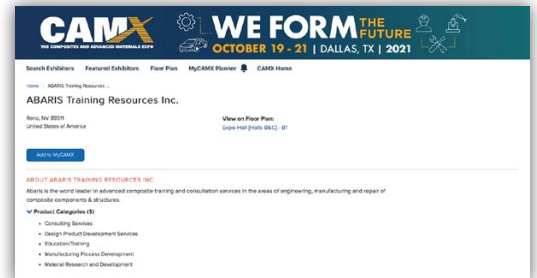
File types: DOC or PDF
Max file size: 5 MB

SHOWCASE VIDEO SPECS

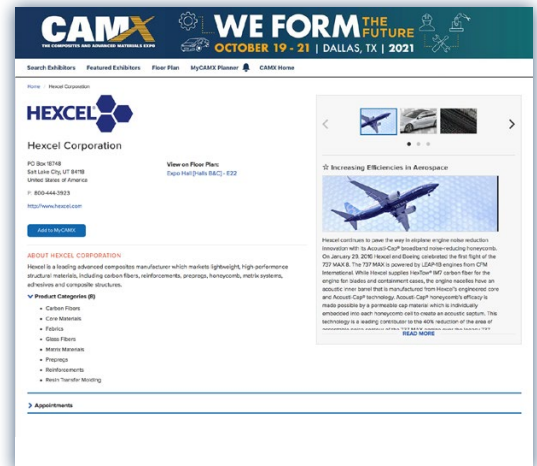
Video Resolution: 1280 x 720 pixels (16 x 9 letterbox format)
File Type: .MOV, .WMV, .MP4
Max File Size: 100 MB
Duration: Videos cannot exceed 5 minutes

CAMX 2021 attendees will use MyCAMX to research and plan all aspects of their visit to the show. MyCAMX visitors create customized agendas listing the companies they want to see, and they can choose to share their information with the exhibitors they select — generating leads for you!

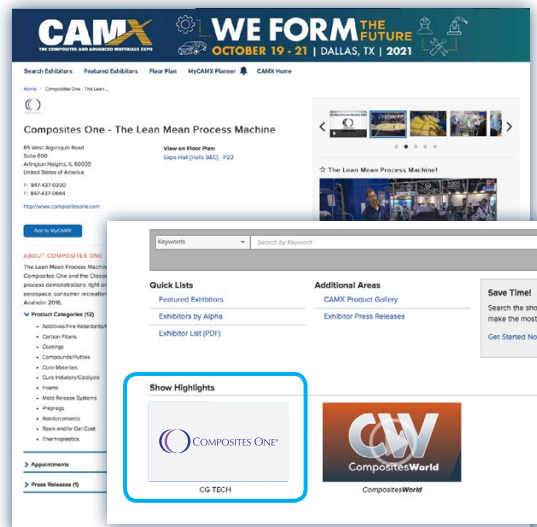
A



B

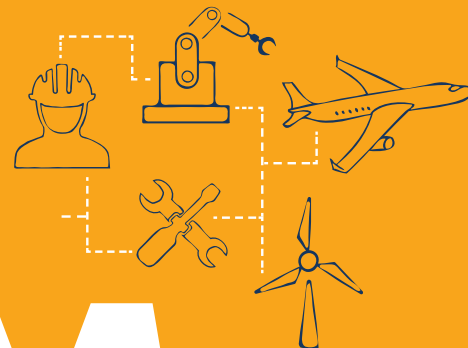


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COMBINED STRENGTH. UNSURPASSED INNOVATION.

OCTOBER 19 - 21

KAY BAILEY HUTCHISON CONVENTION CENTER

DALLAS, TX

2021

Your CAMX 2021 Integrated Media Package will:

- Drive increased traffic to your booth
- Build brand awareness
- And generate leads!

CAMX PRODUCED BY:



OFFICIAL CAMX 2021 MARKETING PRODUCTS VENDOR:



SALES OFFICES

Show Products Manager and International Sales

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Eastern U.S.

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F: 513-527-8801

Midwest U.S.

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Western U.S.

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theCAMX.org