



MAXIMISE YOUR PRESENCE, BEFORE, DURING, AND AFTER
THE BATTERY SHOW

THE BATTERY SHOW

The Expo for Advanced Batteries

25, 26, 27 October 2011 NOVI, DETROIT, MICHIGAN, USA

The Battery Show is happy to announce that Showtime Media Services will be producing the : **NEW** Official Conference Program : **NEW** Official Show Preview and the **NEW** Official Show Catalogue for The Battery Show from the 25-27 October 2011 at the Suburban Collection Showplace, Novi, Detroit, Michigan, USA.



NEW OFFICIAL CONFERENCE PROGRAM

Promoting the vast array of industry specialists speaking at the event, the program is distributed to approximately 16,000 industry specialists.



NEW OFFICIAL SHOW PREVIEW

A pre-show magazine covering new services, product launches at the exhibition, promotions, mergers, contracts, anything immediately of interest to the industry, submitted by exhibiting companies.



NEW OFFICIAL SHOW CATALOGUE

On-site Show Catalogue supporting the event, including vital show information such as the conference schedules, floor plan and exhibitor profiles.

NEW OFFICIAL CONFERENCE PROGRAM

The Official Conference Program is an opportunity to reach out to senior level battery buyers, designers, scientists and technicians from automotive OEM's, electric utilities, portable electronics manufacturers as well as State and Federal Government. The program will be A5 in size approx 16 pages detailing all of the Presentations being given at the event. The Program will allow industry specialists to review

and choose the talks they would like to receive and book these. We have for the first time a limited availability for sponsorship and promotion within the program. A maximum of 3 companies will be allowed to purchase promotions within the program giving them exclusivity towards the 16,000 recipients. The programs are mailed through our registered database and media partner networks.

THE OFFICIAL SHOW PREVIEW

The Preview will be an A4 sized publication mailed out six weeks before the show to our vast database of industry specialists, including all pre-registered visitors. The Show Preview will include show specific information and will also feature news pieces submitted by exhibiting companies, and is a good opportunity to promote any new products, technologies, industry or company developments pre-show, reaching out to 16,000 industry specialists and prospective visitors. Please submit news only for the Preview

of approx 75-150 words, covering new services, product launches at the exhibition, promotions, mergers, contracts, anything immediately of interest to the industry. Pictures can accompany these editorial pieces. The Show Preview provides the opportunity for all exhibitors to submit a free of charge news bulletins, however due to high demand placement is not guaranteed. Sponsorship of the Show Preview is an opportunity to raise your company profile providing a premium position and enhanced visibility.

THE OFFICIAL SHOW CATALOGUE

The Show Catalogue will be available at the entrance of the show to all the visitors and will be referred to as an industry reference book post event. 3,000 copies will be printed this year, providing visitors with key information about the show: Floor plan, A-Z listing of exhibitors, conference details and the free exhibitor entries of all companies exhibiting at the show. The Catalogue will also include an editorial section, which is a free of charge service available to all exhibitors. The catalogue will have a new look and size, which is 210 x 210mm.

GENERAL INFORMATION

Please supply us with articles focusing on specific products or services, on research and development or an opinion piece from the wider industry. Send in up to 400 words + pictures for an article in the Catalogue or a news piece – 150 words + picture - for the Preview or Catalogue.

Send your articles to our editor, Luke Murphy, to editorial@showtimemedia.com, or call +44 (0)1462 420009 option 3, for further information. Please note that all articles for both issues will be selected at the discretion of our editor.

RATE CARD

Double page spread	\$7,450	Floor plan Sponsorship	\$5740
Outside back cover	\$4950	20mm x 210mm advertisement strips across the A-Z exhibitor listing page, the floor plan double page spread, plus a double page spread of editorial inside the publication. (not available on the Conference Program or Official Preview).	
Inside front cover	\$4350		
Inside back cover	\$4350		
Full page colour advert	\$3690	Bellyband attached to a double page spread	\$8475
1/2 page advert	\$2130	Wraps around the publication and open up on double page spread, first company to be seen in the publication.	
Logo next to entry (Catalogue)	\$245		
Essential Contact	\$415	Bookmark advert	\$9020
50 words text + company details and logo (Preview).		90mm x 90mm bookmark fixed as roaming advert to the publication with a ribbon, plus A4 advertising page. (not available on the Conference Program or Official Preview).	
Front cover Sponsorship	\$5350	Inserts	\$POA
20mm x 210mm advertisement banner across bottom of Front Cover, Welcome and Contents pages (first right-hand and left-hand pages of publication), plus a double-page spread of editorial inside the publication.		Limited to 3 inserts per publication, which can be loose or bound.	
Exhibitor Entry Sponsorship	\$4920	Discount Structure	
20mm x 210mm advertisement strips across bottom of each page of Exhibitor Entries, and across cover page of the section 15 pages minimum– plus a double page spread of editorial inside the Catalogue.		Please note that advertising packages regarding these publications are available to provide you with the most cost effective advertising options. Contact us directly for further information.	

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