

Official 2007 CEDIA EXPO Pocket Floor Map

Map out your success today.

Contact **Dan Broze** at **(913) 344-1304** or **dbroze@ascendmedia.com** to reserve your space.

Dear Exhibitor:

We are delighted to inform you that CEDIA will partner with Ascend Media to develop and produce an official Pocket Map for CEDIA EXPO 2007. We would like to take this opportunity to offer you an excellent advertising opportunity and increase your company's visibility to more than 28,000 industry professionals from around the world.

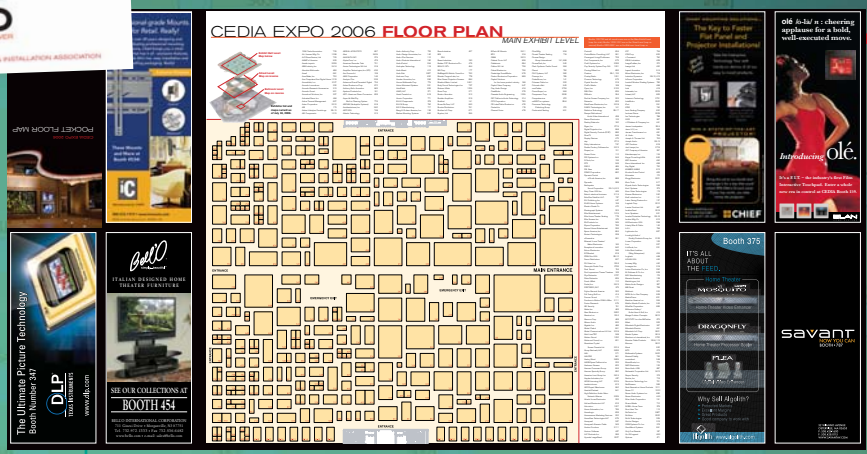
CEDIA will publish a Pocket Map that will be available to all attendees at no charge. The Pocket Map will be distributed in the registration area, all information booths and in the material distribution bins throughout the Colorado Convention Center.

The rate card for the CEDIA Pocket Map is enclosed. A sales specialist from Ascend Media will contact you regarding the enclosed opportunity or you can reserve space by simply checking off your desired ad size and faxing the form to Ascend Media on or before the space deadline. If you have questions or wish to secure advertising space, please contact Dan Broze at (913) 344-1304 or at dbroze@ascendmedia.com.

Boost you company's visibility and call today to advertise in the CEDIA EXPO 2007 Pocket Map.

Sincerely,

Jennifer Roth
CEDIA
Tradeshow Manager



When more than 28,000 attendees hit the show floor at CEDIA EXPO, they'll have their pocket Floor Map in hand. Distributed at registration, the floor map is the attendee's must-have tool for navigating the show floor and finding exhibitors they want to meet. Your advertisement:

- Reaches the industry's opinion leaders as they seek out the latest in product innovations.
- Is one of only 17 positions available on this highly popular navigation tool.
- Captures the attention of leading decision-makers at the industry's No. 1 show.

Advertising information

Size	Dimensions (width x height)	Four-Color
Back Panel	3-1/4" x 8"	\$4,700
Full Panel	3-1/4" x 8"	\$3,500

Priority points! Your advertising purchase counts toward your CEDIA EXPO priority points. Call for details. All monetary sponsorships confirmed by 1/31/07 will be applied to CEDIA EXPO 2008 Priority Points. Sponsorships confirmed after 1/31/07 will be applied to CEDIA EXPO 2009 Priority Points.

Deadlines

Space reservation due: **June 8, 2007**
Materials due: **June 15, 2007**

All rates are net.

ASCEND MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Media, LLC



Deadlines

Space reservation/payment due:
June 8, 2007

Materials due: June 15, 2007

Sales Contact

Dan Broze
Ph. (913) 344-1304
Fax (913) 344-1417
E-mail dbroze@ascendmedia.com

Addresses

Please send insertion orders to:
Ascend Media, LLC
Attn: Dan Broze
7015 College Blvd., Suite 600
Overland Park, KS 66211
Ph. (913) 344-1304
Fax (913) 344-1417
dbroze@ascendmedia.com
www.ascendmedia.com

Please send ad materials to:
ads@ascendmedia.com

Please remit payments to:
Ascend Media, LLC
P.O. Box 414674
Kansas City, MO 64141-4674

Sign and return to:

Dan Broze
Ascend Media, LLC
7015 College Blvd.,
Suite 600
Overland Park, KS
66211
Fax (913) 344-1417
Ph. (913) 469-1110



CEDIA EXPO 2007

Please complete the following information:

Advertiser: _____ Agency (if applicable): _____

Billing Information: Agency Advertiser Contact Name: _____

Billing Address: _____ City, State, Zip: _____

Phone: _____ Fax: _____ E-mail: _____

CEDIA EXPO Pocket Floor Map

Job #70122

Back Panel _____ \$4,700

Full Panel _____ \$3,500

Please write your initials next to selected ad opportunities. **Total Amount:** \$ _____

Terms

Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A faxed, signed copy of this agreement is also binding.

Advertising agency and/or client are liable should one or the other default. Any ad agency signing for a client will be held responsible for the fulfillment of this non-cancelable contract.

All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum \$500 late fee will be charged for materials received after the materials deadline.

Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

Option to pay by credit card

Visa Mastercard American Express Discover Expiration Date _____

Card Number _____ Authorized Signature _____

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title

PO# (if necessary)



SEPTEMBER 5-9, 2007 DENVER, CO

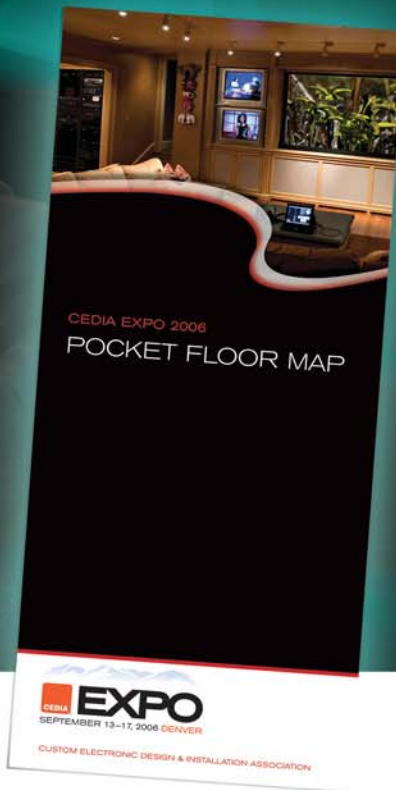
Advertising representative:
ASCEND MEDIA
7015 College Blvd., Suite 600
Overland Park, KS 66211

Lead them to **you.**

Contact Dan Broze at (913) 344-1304
or dbroze@ascendmedia.com today
to reserve your preferred placement.

Don't get lost in the crowd.

Make sure leading
decision-makers
in the residential
electronics systems
industry can find
your company
at CEDIA EXPO 2007.



SEPTEMBER 5-9, 2007 DENVER, CO



SEPTEMBER 13-17, 2006 DENVER

CUSTOM ELECTRONIC DESIGN & INSTALLATION ASSOCIATION