

Business Expo Program Book Advertising



Florida State
Minority Supplier
Development Council

April 5-6, 2018

**33rd Annual
Business Expo**



Revenue Accountability Customer Service Excellence

Broward County Convention Center, Fort Lauderdale, FL

The Annual Business Expo Program Book is an affordable way to reach your target market. The program book is distributed during the expo and throughout the year during various Council events and activities. It will be exposed to over a thousand readers, including Minority Business Enterprises (MBEs), large corporations and government buyers.

PROGRAM BOOK DESCRIPTION

- Program book size: 8.5" x 11"
- About 66 pages (not including front or back cover)
- Full color, front & back cover
- Black & white, internal pages

Want a sample? View last year's program book at fmsmdc.org/businessexpo/downloads/32BExpo

AD SIZES & COSTS

Size	Width"	X	Height"	Cost
Full Page	7	X	9	\$700
Half Page	7	X	4.5	\$375
Quarter Page	3.5	X	4.5	\$180
Business Card	3.5	X	2	\$80

AD ORDER & PAYMENT

Complete & fax this form to (305) 762-6158
or order online at fmsmdc.org/businessexpo

Mailing Address:

Florida State Minority
Supplier Development Council (FSMSDC)
Reference: Business Expo Program Book Ad
9499 NE 2nd Avenue, Suite 201
Miami, FL 33128

AD SPECIFICATIONS

- Ads must be in black & white/grayscale
- No bleeds
- Files must be high resolution, minimum 300 DPI
- File formats: JPEG, PNG, PDF, or EPS

AD PLACEMENT

The placement of all ads is at the discretion of the FSMSDC. Sponsors will have priority placement.

SPONSORS

Sponsorship packages between \$3,000-\$15,000 include a Program Book ad(s). If you are unsure of your ad size, please call (305) 762-6151 and a team member will gladly assist you.

Interested in becoming a Business Expo Sponsor? Visit fmsmdc.org/businessexpo

DEADLINE TO PURCHASE

February 28, 2018 at 5 PM EST

AD SUBMISSION

Please submit ads no later than
March 9, 2018 at 5 PM EST to tricia@fmsmdc.org.
Emails must be no greater than 10 MB; larger files
can be sent via Dropbox.

QUESTIONS?

Call FSMSDC at (305) 762-6151



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**33rd Annual Business Expo Program Book
Advertisement Order Form
April 5-6, 2018 / Broward County Convention Center**

AD ORDER

<input type="checkbox"/> Full Page	\$700
<input type="checkbox"/> Half Page	\$375
<input type="checkbox"/> Quarter Page	\$180
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PROGRAM BOOK DETAILS

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- Black & white ads

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Full Page
7" X 9"



Half Page
7" X 4.5"



Quarter Page
3.5" X 4.5"



Business Card
3.5" X 2"

*ad sizes = width x height (in inches")

CONTACT INFORMATION

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____ WEBSITE _____

PAYMENT

- Check enclosed** make checks payable to Florida State Minority Supplier Development Council (FSMSDC)
- Credit Card:** VISA MasterCard American Express Discover

CREDIT CARD NUMBER _____

CVC# _____ EXP _____

Check if billing address same as contact address above

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

SUBMISSION

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Mail this completed form along with payment to:

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DEADLINE
Ad Purchase:

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- Files must be high resolution, minimum 300 DPI
- Acceptable image file formats: JPEG, PNG, PDF, or EPS
- We support files produced in Adobe Illustrator, Adobe Photoshop, Adobe InDesign or PDF.
- If necessary, include all fonts and images along with the file

All contributions are tax-deductible to the fullest extent allowed by law.
Florida State Minority Supplier Development Council | (305) 762-6151 | fmsdc.org/businessexpo