

2017 MHEC Expo Advertisement Opportunities

SPECIALTY ADVERTISEMENT

Type	Cost	Available	Eligibility	Description of Ad
Lanyards	\$ 1,000	1	Contracted Supply Partner, Expo attendance not required	NEW THIS YEAR! Have your company name or logo printed exclusively on the lanyard worn by all MHEC EXPO 2017 attendees and exhibitors 1,500 pieces required.
Demonstration Workshops	\$ 600	6	Exhibitors only	NEW THIS YEAR! Members and supplier surveys and discussions have indicated interest in product demonstration or workshop opportunities at EXPO. We are excited to announce that this year's floor plan will have two demo areas. Exhibitors will have the opportunity to provide hands on demonstrations or workshops to member attendees. These areas are located at booth 107 and 708, are equipped with a projector, screen and microphone and have classroom style seating for 25-30. Interested Exhibitors must submit their demo or workshop proposal to the MHEC with their preferred time slot for approval. Approved proposals are assigned on a first come first serve basis. Available times: (2) at 9-9:45 am, (2) at 10:30-11:15 am and (2) at 1:00-1:45pm
K-12 Campaign: Furniture Supplier Floor Graphic	\$ 100	no limit	K-12 furniture supplier exhibitors only	NEW THIS YEAR! This year the MHEC is partnering with the Massachusetts School Building Authority (MSBA) in an effort to highlight MHEC furniture suppliers that provide products for the K-12 market. MSBA on behalf of its member attendees has asked the MHEC to encourage any capable supplier to feature samples of their school furnishings at their booths or other locations. The MSBA will be sending a special EXPO invitation to their members who have school building projects that are approaching substantial completion, encouraging them to attend the event. You can identify your booth as a K-12 campaign participant with a specifically designed floor graphic affixed to floor at the entrance of your booth. The graphic is 18" x 7" full color.

EXPO PROGRAM ADS

The program provides attendees with complete information about the event. The program will be distributed at the event and published on the MHEC website prior to the event. The MHEC also distributes the program throughout the year at member training events and supplier fairs. **Must be submitted in jpeg format to expo@mhec.net no later than July 7, 2017. PDF's will not be accepted.**

Type	Cost	Available	Eligibility	Description of Ad
Full Page (7.5"w x 9"h)	\$ 500	2	Contracted Supply Partners, Expo attendance not required	Full Color; Please note: only two available on a first come basis
Half Page (7.5"w x 4.5"h)	\$ 250		Contracted Supply Partners, Expo attendance not required	Full Color
Quarter Page (3.5"w x 4.5"h)	\$ 175		Contracted Supply Partners, Expo attendance not required	Full Color
Business Card (2"w x 3.5"h)	\$ 125		Contracted Supply Partners, Expo attendance not required	Full Color