

Application Form 2.2
PREVIEW brochure

Chargeable and no-charge opportunities



27-th MIDF, INTERNATIONAL EXHIBITION
DENTAL SALON 2010
 MOSCOW, CROCUS EXPO
 April 26-29, 2010

Form **2.2**

Updates possible only until 19.02.2010 To be filled in block letters.

The Customer:

<p><input type="checkbox"/> Ad in the Exhibition Preview issue (>40000 copies)</p> <p>Especially issued pre-exhibition review is sent a month prior to the exhibition via direct mail along with personal invitation and entry ticket to more than 40 000 addresses in Russia, CIS countries, abroad and distributed at the exhibition (5000 copies). Advertising spaces are restricted. Page size - 170x240 mm.</p> <p>The largest printed media distribution in Russia.</p> <p><i>Art work requirements: TIF (300 dpi), JPEG (no compression), EPS, Corel Draw 12 (pictures rastered, text in curves)</i></p>	<p>Advertising Costs</p> <ul style="list-style-type: none"> • double page (DIN A3, 340x240 mm) _____ EUR 3500 * <input type="checkbox"/> • 2nd page of the cover (170x240 mm) _____ EUR 2500 * <input type="checkbox"/> • 3rd page of the cover (170x240 mm, inside) _____ EUR 2500 * <input type="checkbox"/> • 4th page of the cover (170x240 mm) _____ EUR 3000 * <input type="checkbox"/> • first page of the block (170x240 mm) _____ EUR 2300 * <input type="checkbox"/> • row page (170x240 mm) _____ EUR 1500 * <input type="checkbox"/> • last page of the block (170x240 mm) _____ EUR 2300 * <input type="checkbox"/> <p>• Media pack "Catalogue"+"Preview" ad: - 10% discount</p> <p>BONUS ! When ordering the advertising package on the 4th page of the cover the ad on the cover of the Conference Program FREE OF CHARGE! The Conference program is issued up to 1500 copies and enclosed to the folder of the conference delegate</p>
--	---

<p>Stand events (presentations, lectures, master-classes, celebrations, lotteries, public distribution of samples, press-conferences, etc.*). Point target group of the event:</p> <table style="width: 100%;"> <tr> <td><input type="checkbox"/> 1. Dental implant</td> <td><input type="checkbox"/> 5. Endodontic</td> <td><input type="checkbox"/> 9. Lasers</td> </tr> <tr> <td><input type="checkbox"/> 2. Dental technician</td> <td><input type="checkbox"/> 6. Dental cosmetic</td> <td><input type="checkbox"/> 10. CAD/CAM</td> </tr> <tr> <td><input type="checkbox"/> 3. Orthodontic</td> <td><input type="checkbox"/> 7. Hygien</td> <td><input type="checkbox"/> 11. Children</td> </tr> <tr> <td><input type="checkbox"/> 4. Orthopedic</td> <td><input type="checkbox"/> 8. Managment</td> <td><input type="checkbox"/> 12. Diagnostic</td> </tr> </table> <p>Point in the following order: event name (180 signs with blanks), lecturer or speakers name, date, time, event name:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<input type="checkbox"/> 1. Dental implant	<input type="checkbox"/> 5. Endodontic	<input type="checkbox"/> 9. Lasers	<input type="checkbox"/> 2. Dental technician	<input type="checkbox"/> 6. Dental cosmetic	<input type="checkbox"/> 10. CAD/CAM	<input type="checkbox"/> 3. Orthodontic	<input type="checkbox"/> 7. Hygien	<input type="checkbox"/> 11. Children	<input type="checkbox"/> 4. Orthopedic	<input type="checkbox"/> 8. Managment	<input type="checkbox"/> 12. Diagnostic	<p>FREE OF CHARGE</p>
<input type="checkbox"/> 1. Dental implant	<input type="checkbox"/> 5. Endodontic	<input type="checkbox"/> 9. Lasers											
<input type="checkbox"/> 2. Dental technician	<input type="checkbox"/> 6. Dental cosmetic	<input type="checkbox"/> 10. CAD/CAM											
<input type="checkbox"/> 3. Orthodontic	<input type="checkbox"/> 7. Hygien	<input type="checkbox"/> 11. Children											
<input type="checkbox"/> 4. Orthopedic	<input type="checkbox"/> 8. Managment	<input type="checkbox"/> 12. Diagnostic											

* The organizer has the right to change the volume of publishable materials and to refuse the publication.

<p>Product novelties represented on the customers stand (the customer guarantees permission with the product manufacturer). Please indicate the country of origin, the title of novelty and its use(up to 160 symbols).</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>FREE OF CHARGE</p>
--	------------------------------

* All prices are given net of value added tax 18%.

General manager: _____ / _____
LEGALLY BINDING SIGNATURE NAME.

COMPANY STAMP

Date " _____ " _____ 200_