



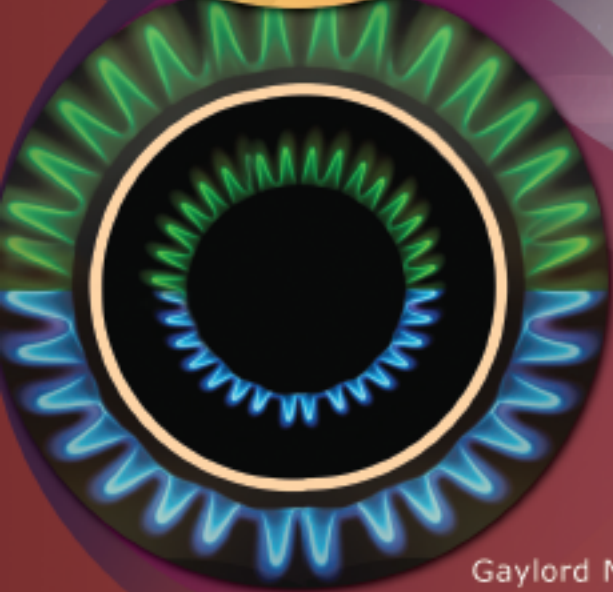
# Sponsorship & Marketing

*reach your prime target audience*

*reinforce your brand*

# Opportunities

*increase your visibility*



**Autovation<sup>®</sup>**  
*The Smart Utility* **2011**  
*Conference & Exposition*

*September 25-28, 2011*

Gaylord National Resort and Convention Center Washington, DC



## Sponsorship Opportunities for Autovation® 2011 The Smart Utility Conference and Exposition

Utility executives from around the world will meet at Autovation 2011 in Washington, DC to learn how to optimize operations through the latest utility technology innovations. Make sure your company is represented.

### Establish Your Company as a Leader in Utility Technology at Autovation 2011

Utilimetrics and its members have helped shape the utility automation industry for nearly 25 years. Autovation, Utilimetrics' premier educational event, showcases the latest smart utility innovations and solutions to an audience of decision makers and buyers from utilities of all sizes and all stages of smart meter and utility automation deployment.

Become an Autovation sponsor and establish your company as a leader in the utility technology field. Recognition before, during and after the event expands your company's visibility; brand recognition and market reach among thousands of utility professionals.

**STAND OUT** among your competitors and **SPEAK** to your **TARGET AUDIENCE**: utility innovators who help drive the evolution of smart metering and utility automation technologies.

Take advantage of the packages in this brochure, or work with Utilimetrics to develop a program that fits your business needs and budget. Your benefits:

- Highly concentrated exposure to a wide audience of current and prospective customers at IOU, electric cooperative and municipal utility companies
- Extensive visibility in Autovation promotional materials and on the association website
- Recognition as an industry leader during this dynamic growth period in the utility-automation environment

Contact Utilimetrics headquarters today at +1.847.480.9628 or [info@utilimetrics.org](mailto:info@utilimetrics.org) to ensure your company has a leading role at the world's premier utility technology event.

*reach key decision makers*

#### More than just another smart grid show

Sure, there are plenty of utility technology shows planned for 2011, but none will have Autovation's history, educational focus, respect, reputation, and utility attendance.

#### The Autovation Advantage:

- 24 years of education and networking opportunities for utility professionals
- More than 1,000 educational sessions
- More than 3,500 speakers
- Nearly 30,000 attendees

*You can't buy experience!*  
Autovation is time tested. We've been promoting utility automation and providing first-rate education for utility professionals for nearly 25 years.

### Additional Sponsorship Opportunities

In addition to Autovation, Utilimetrics has other sponsorship opportunities including webinars, seminars, Utilimetrics *News Link* and the online Smart Utility Marketplace. For information, call +1.847.480.9628 or send an e-mail to [info@utilimetrics.org](mailto:info@utilimetrics.org).

# Autovation 2011 Sponsorship Benefits



Choose from diamond, platinum, gold, silver, bronze or contributing sponsorships – whichever fits your goals and budget.

Utilimetrics  
Sponsorship  
& Marketing  
Opportunities  
Have a High ROI



85%

of attendees either approve or recommend products and services for procurement

87%

of attendees intend to do business with exhibitors

99%

of attendees visit the exhibit hall

	DIAMOND \$50,000+	PLATINUM \$40,000- \$49,999	GOLD \$18,000- \$39,999	SILVER \$8,000- \$17,999	BRONZE \$3,000- \$7,999	CONTRIBUTING \$1,000- \$2,999
Complimentary Booth Badges	10	7	4	2		
One Meeting Room Based on Space Availability	x					
Logo on Utilimetrics Banner over Registration	x					
Full Page Ad in Final or Preliminary Program	4-C	B/W				
Complimentary Speaker Sponsorship <small>Based on availability</small>	2	1				
Bolded Listing in Preliminary Program List of Exhibitors <small>Based on deadlines</small>	x	x	x			
Sponsor Logo Near Exhibitor Listing in Final Program	x	x	x	x		
Member mailing labels for One-Time Use	x	x	x	x		
Link on website	x	x	x	x	x	
Bolded Listing in Final Program List of Exhibitors <small>Based on deadlines</small>	x	x	x	x	x	x
Sponsor Ribbon for Booth Display	x	x	x	x	x	x
Individual Sponsor Ribbons for Booth Personnel	x	x	x	x	x	x
Sponsorship Acknowledgement in Programs, Newsletter, Press Releases & Web site <small>Based on deadlines</small>	x	x	x	x	x	x
Signage	x	x	x	x	x	x
Onsite Opening/Closing Screen Acknowledgement	x	x	x	x	x	x

Sponsorship benefits are based on meeting production deadlines.



# Autovation 2011 Sponsorship Opportunities



## Aisle Signs

Autovation attendees spend numerous hours in the Exhibit Hall. Make sure they see your company logo as they walk up and down every aisle and right to your booth.

**\$12,000**

(includes 4-color logo on Exhibit Hall signs and all sponsorship benefits for Silver Level)

## Audio-Visual

This sponsorship provides exclusive signage in several locations. Signs acknowledging the day's Audio-Visual Sponsor will be displayed near all concurrent session rooms — where all other vendor signage is prohibited. No more than one company may sponsor a single day; a special three-day full sponsorship is available.

**3 Days \$12,000**

(includes all sponsorship benefits for Silver Level)

**Monday or Tuesday \$6,000**

(includes all sponsorship benefits for Bronze Level)

**Wednesday \$3,000**

(includes all sponsorship benefits for Bronze Level)

## Big Picture Sponsor

Big Picture sessions are led by the top thought leaders in the industry. Pick one of three simultaneous sessions to sponsor. Each Big Picture Session sponsor will be acknowledged on signage by the session room where other vendor signage is prohibited. Additionally, sponsors will be acknowledged in promotional materials and on the Autovation webpage. Acknowledgment on the webpage will include a link to the sponsoring organization's website.

**\$7,500 each**

(includes exclusive signage, on-screen acknowledgement and all sponsorship benefits for Bronze Level)

## Business Center & Internet Lounge

The Business Center — located in the Exhibit Hall and replete with Internet access, printer and other essentials — provides multiple marketing opportunities. Components include:

- Exclusive signage with sponsor's logo in the Business Center & Internet Lounge
- Sponsor can provide paper, pens and other items with company's logo for use at Business Center & Internet Lounge workstations
- Right to place exhibit booth adjacent to business center, if Exhibit Hall layout allows at the time sponsorship is secured

**\$14,000**

(includes all sponsorship benefits for Silver Level)



## Autovation 2011 Sponsorship Opportunities, continued

*maximize your exposure*

### **Concierge Booth**

The Concierge Booth will be the go-to source for information about Washington, DC for Autovation attendees – make sure they see your company's name and logo at this focal area. Components include:

- Sponsor name and four-color logo to be displayed on signage; booth will be situated near registration
- Right to display a marketing flyer at the Concierge Booth

**\$7,500**

(includes all sponsorship benefits for Bronze Level)

### **Conference Preliminary Program**

The Preliminary Program is the main vehicle to promote the conference and exposition. It is mailed to 5,000 potential attendees, including Utilimetrics members, non-members, and the media. It is also available as a PDF on the Utilimetrics website. The sponsor's logo and a "special thanks" will be displayed in a prominent place in the program – maximizing your exposure to the marketplace even before the conference starts! Includes a black and white full page ad produced by sponsor. Artwork due to Utilimetrics April 8, 2011.

**\$10,000**

(includes all sponsorship benefits for Silver Level)

### **Conference Final Program**

The Final Program is distributed and used by all attendees during the conference and as a resource following the conference. It is also available as a PDF on the Utilimetrics website. The sponsor's logo and a "special thanks" will be displayed in prominent places in the program – enhancing your image to this important audience. Includes full page ad produced by sponsor. Artwork due to Utilimetrics by July 11, 2011.

**\$15,000**

(includes all sponsorship benefits for Silver Level)

### **Conference Final Program Addendum**

A Final Program Addendum will be placed in all Autovation attendee tote bags. "Special thanks" with the sponsor's logo will be included in the Addendum.

**\$5,000**

(includes all sponsorship benefits for Bronze Level)

### **Continental Breakfast Sponsor**

**Monday \$8,000**

**Tuesday \$8,000**

(includes exclusive signage at the event and all sponsorship benefits for Silver Level)



# Autovation 2011 Sponsorship Opportunities, continued

*display your logo*

## **Day Sponsor**

This sponsorship highlights one company per day on Monday, September 26; Tuesday, September 27 and Wednesday, September 28, 2011. Increase the cost-effectiveness and impact your marketing plan! This is a popular sponsorship opportunity and availability is limited. Be sure to reserve your company's Day Sponsorship soon. Exclusive logo during the specific day near registration, sessions and Exhibit Hall.

**Monday \$10,000**

**Tuesday \$10,000**

**Wednesday \$5,000**

(includes all sponsorship benefits for Silver Level)

## **Education Tracks**

Education tracks focus on today's most critical issues ranging from system integration to demand response to cyber security. There are usually two paper presentations in each session. Utilimetrics reserves the right to secure the speakers' approval for sponsorship. Please contact Utilimetrics Headquarters for available education track sponsorships.

**\$5,000**

**\$3,500**

(includes all sponsorship benefits for Bronze Level)

## **Exhibit Hall Luncheon**

**Monday \$10,000**

**Tuesday \$10,000**

(includes exclusive signage at event and all sponsorship benefits for Silver Level)

## **Exhibit Hall Networking Beverage Breaks**

**\$5,000 each**

(includes exclusive signage at event and all sponsorship benefits for Bronze Level)

## **Flash Drives**

- Sponsor logo and website printed on a 1GB flash drive
- Conference proceedings will be pre-loaded on flash drives
- Flash drives will given to utility attendees at Registration

**\$25,000**

(Includes all sponsorship benefits for Gold Level)



# Autovation 2011 Sponsorship Opportunities, continued

*exclusive sponsorships*

## **General Sessions**

This package allows sponsors to display their company names and logos at our highly attended General Sessions. Act quickly to take advantage of these high-visibility opportunities. Components include:

- Sponsor's video loop can appear on large screens before welcoming remarks, during session break if applicable and at conclusion of featured session
- Exclusive signage in General Session room

**Opening General Session \$15,000**

**Closing General Session \$12,000**

(includes all sponsorship benefits for Silver Level)

## **Grand Prize Raffle**

Utility professionals will line up for a chance to win one exceptional prize (prize to be determined). Reach your target audience with this high-visibility opportunity. Components include:

- Sponsor name and logo on signage at raffle table for the drawing on September 27. Raffle table will be on display in the Exhibit Hall.
- Sponsor name and logo on the Grand Raffle flyer, which will be given to utility attendees at Registration.

**\$10,000**

(includes all sponsorship benefits for Silver Level)

**\$5,000 co-sponsor**

(includes all sponsorship benefits for Bronze Level)

## **Hotel Key Sponsor**

Get your company's logo in everyone's pocket! Put it on the room keys of the Gaylord National Resort, the official Autovation hotel. This Autovation opportunity is available for a limited time; sign up by June 30, 2011, to become the Hotel Key Sponsor. Components include:

- Company logo on room keys distributed to all attendees staying at the Autovation headquarters hotel. Keys will be printed with a four-color logo. (Artwork to be provided by sponsor. Must be in accordance with key card specifications.)

**\$15,000**

(includes all sponsorship benefits for Silver Level)

## **Materials Sponsor**

When attendees reach into their registration bags or read the name badge of a colleague, make sure they see your company is an Autovation supporter. Components include:

- Black and white sponsor logo on portfolios included in registration bag
- Black and white sponsor logo on lanyards distributed with name badges

**\$20,000**

(includes all sponsorship benefits for Gold Level)



# Autovation 2011 Sponsorship Opportunities, continued

*unprecedented visibility*

## **Mini-Lounge**

(includes one mini-lounge on exhibit show floor)

Several mini-lounges will be scattered in the Exhibit Hall. Sponsor one and get the exclusive right to place marketing items (pens, pads, napkins, etc.) in that lounge. Components include:

- Exclusive signage with sponsor's logo near the assigned mini-lounge
- Sponsor may supply logo-imprinted giveaways (at sponsor's expense) for additional impact

### **\$8,000**

(includes all sponsorship benefits for Silver Level)

Note: All sales activities must take place within the sponsor's booth. Sales activities will not be permitted in the mini-lounges.

## **Networking Receptions**

Gain exposure by sponsoring an evening reception, a social event that brings meeting attendees together before the evening's activities begin. Components include:

- Exclusive signage near the reception area
- Sponsor may supply logo-imprinted napkins or a giveaway (at sponsor's expense) for additional impact

### **Monday \$15,000**

### **Tuesday \$15,000**

(includes all sponsorship benefits for Silver Level)

## **Opening Reception**

This sponsorship allows your company to make a big splash at the Autovation Opening Reception on Sunday. Components include:

- Exclusive signage at the event
- Cocktail napkins with sponsor logo at beverage stations
- Drink tickets with sponsor logo

### **\$20,000**

(includes all sponsorship benefits for Gold Level)

## **Outreach Sponsor**

If your marketing budget is small but your ambitions are large, become an Outreach Sponsor. This cost-effective opportunity ensures your company gets the attention it deserves.

### **\$2,500**

(includes all sponsorship benefits for Contributing Sponsor level)



## Autovation 2011 Sponsorship Opportunities, continued

*ultimate in name recognition*

### **Pens**

Custom-designed pen with your company's name and/or logo will be included in each attendee's registration tote bag.

**\$5,000**

(includes all sponsorship benefits for Bronze Level)

### **Relaxation Station**

The Relaxation Station will be one of the most popular booths at Autovation. Attendees will enjoy a brief massage by a licensed professional massage therapist. Sponsor may provide t-shirts with corporate recognition for all massage personnel to wear at the booth. Sponsor will have the opportunity to provide a company giveaway at the Relaxation Station.

**\$12,000**

(includes all sponsorship benefits for Silver Level)

### **Schedule-At-A-Glance**

Autovation attendees will carry this attractive, handy reference guide around the duration of the conference. In fact, it will be the one thing they grab before flying out the door each day. The Schedule-At-A-Glance will list the daily activities. Sponsorship brings unprecedented visibility! Sponsorship includes:

- Recognition with sponsor logo on the Schedule-At-A-Glance, which will be inserted in each attendee attendee bag.
- Full page ad in the Final Program – deadline due date for receipt of artwork: July 11, 2011.

**\$15,000**

(includes all sponsorship benefits for Silver Level)

### **Speaker Ready Room**

**\$1,500**

(Includes exclusive signage and all sponsorship benefits for Contributing Sponsor Level)

### **Squeaky Clean Sponsor**

Need a way to reach out to attendees with a message they are sure to see first thing in the morning? Enhance your presence at Autovation by leaving your message in each Autovation attendee's hotel room. Components of this sponsorship, exclusive to 2011 exhibitors, include:

- Four-color sponsor logo and message on 3.25" X 8" size card. Cards will be placed on the shower heads in each attendee's guest room at the Gaylord National Resort.

**\$9,000**

(includes all sponsorship benefits for Silver Level)



## Autovation 2011 Sponsorship Opportunities, continued

*ultimate in name recognition*

### **Survey Kiosk**

Place your company's logo on exclusive signage at this high-visibility kiosk. The Market Survey Kiosk will be near the Exhibit Hall by registration.

**\$7,500**

(Includes all sponsorship benefits for Bronze Level)

### **Tote Bags**

Looking for the ultimate in name recognition? The sponsor's name and logo will appear on tote bags with the Autovation logo. Bags are given to all attendees.

**\$30,000**

(includes all sponsorship benefits for Gold Level)

### **Water Cooler Sponsor**

Be the talk around water coolers when you display your company's logo on all water coolers in the Autovation meeting space. Coolers will be placed near the general session room, exhibit hall, registration area and by breakout rooms.

**\$12,000**

(Includes sponsor logo on water cooler wraps and all sponsorship benefits for Silver Level)

# Additional marketing opportunities at Autovation 2011



To help your company increase its presence at Autovation 2011, Utilimetrics offers these enhanced marketing opportunities. To reserve your participation, complete the application form and e-mail, fax or mail back to Utilimetrics headquarters by June 30, 2011.

## Innovation Showcases

**\$1,000 each**

A limited number of sessions will be available to exhibiting companies to conduct in-depth discussions and demonstrations of product and service offerings, and a forum for questions and answers. Your Innovation Showcase title and time will be listed in the Preliminary Program (if contract and payment are received by deadline). The showcase title, time and description will be included in the Final Program (if received by deadline). Innovation showcases will also be mentioned in Autovation promotions and on the Utilimetrics website.

## Tote Bag Inserts

Include your eye-catching collateral in registration bags that all attendees receive. Utilimetrics permits materials produced by other organizations to be placed in the registration bags so each person who comes to Autovation will have the chance to learn about your company's products and services.

- Open to exhibitors and non-exhibiting companies.
- Participants can include a single brochure in the registration bag. Materials cannot exceed 9" X 12" in size or 12 pages in length.

Autovation exhibitors:

**\$1,200**

Non-exhibiting Autovation registrants:

**\$2,000**

Companies not attending Autovation:

**\$5,000**

## Scavenger Hunt

**\$500**

*(number of participants is limited)*

Each exhibitor who participates in the Scavenger Hunt will be listed on a game card that is distributed to all utility attendees. The winner will receive a cash prize. To win, attendees must have their cards stamped by the participating companies.

## Hotel Room Drops

Utilimetrics can deliver your company's collateral to the sleeping rooms of all Autovation attendees staying at the Austin Hilton. The room drop, which will include materials from all the hotel room drop participants, will take place the evenings of Sunday, September 25, and Monday, September 26 – the peak check-in days.

- Open to all exhibitors and non-exhibiting companies.
- Utilimetrics will deliver one brochure or item to hotel guests through hotel staff. Item must not exceed 9" x 12" in size, or 12 pages in length, or three ounces in weight.

Autovation Exhibitors:

**\$1,500**

Non-exhibiting Autovation registrants:

**\$2,500**

Companies not attending Autovation:

**\$5,000**

Note: Utilimetrics will schedule room drops only if at least three companies apply for the program. If this minimum is not met by June 30, Utilimetrics will issue refunds to companies that may have already issued payment.

**SPONSORSHIP OPPORTUNITIES:**

- Aisle Signs: \$12,000
- Audio-Visual - 3 days: \$12,000
- Audio-Visual - Monday: \$6,000
- Audio-Visual - Tuesday: \$6,000
- Audio-Visual - Wednesday: \$3,000
- Big Picture Sessions: \$7,500 each
- Business Center & Internet Lounge: \$14,000
- Concierge Booth: \$7,500
- Conference Preliminary Program Printing: \$10,000
- Conference Final Program Printing: \$15,000
- Conference Final Program Addendum Printing: \$5,000
- Continental Breakfast Sponsor - Monday: \$8,000
- Continental Breakfast Sponsor - Tuesday: \$8,000
- Day Sponsor - per day - Monday or Tuesday (please circle day): \$10,000
- Day Sponsor - Wednesday: \$5,000
- Education Track (sessions available to be specified): \$5,000
- Education Track (sessions available to be specified): \$3,500
- Exhibit Hall Luncheon - Monday or Tuesday - (please circle day): \$10,000
- Exhibit Hall Networking Beverage Breaks - each (please circle Monday or Tuesday): \$5,000
- Flash Drive Sponsor: \$25,000
- General Session (Opening): \$15,000
- General Session (Closing): \$12,000
- Grand Prize Raffle Sponsor (full sponsorship): \$10,000
- Grand Prize Raffle Sponsor (co-sponsorship): \$5,000
- Hotel Key Sponsor: \$15,000
- Materials Sponsor: \$20,000
- Mini-Lounge: \$8,000
- Networking Reception (Monday): \$15,000
- Networking Reception (Tuesday): \$15,000
- Opening Reception (Sunday): \$20,000
- Outreach Sponsor: \$2,500
- Pens: \$5,000
- Relaxation Station: \$12,000
- Schedule-At-A-Glance: \$15,000
- Speaker Ready Room: \$1,500
- Squeaky Clean Sponsor: \$9,000
- Survey Kiosk: \$7,500
- Tote Bags: \$30,000
- Water Cooler Sponsor: \$12,000

**ADDITIONAL AUTOVATION MARKETING OPPORTUNITIES**

- Innovation Showcases** - Each: \$1,000
  - Tote Bag Inserts**
  - Autovation Exhibitors: \$1,200
  - Non-Exhibiting Autovation Registrants: \$2,000
  - Companies Not Attending Autovation: \$5,000
- Scavenger Hunt** (for participation on game card where attendees will win cash) Each: \$500
- Hotel Room Drops**
- Autovation Exhibitors: \$1,500
- Non-Exhibiting Autovation Registrants: \$2,500
- Companies Not Attending Autovation: \$5,000

**Sponsorship benefits are based on meeting production deadlines.**

# Autovation • 2011

## Sponsorship Application and Contract

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Authorized Applicant (print name) \_\_\_\_\_

Authorized Applicant (signature) \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

It is understood that this application will become a binding contract upon acceptance by Utilimetrics. The application will be returned if it is not properly signed. Contract will not be processed without payment attached. All sponsorship payments are nonrefundable.

Sponsorship benefits are subject to deadline compliance.

Sponsorships are assigned on a first-come, first-served basis with 2010 Austin sponsors receiving first priority on items they previously sponsored.

**Send form with payment to:**



**Events Department**  
1400 East Touhy Ave., Suite 258  
Des Plaines, IL 60018 USA  
Phone: +1-847-480-9628  
Fax: +1-847-227-0411  
E-mail: info@utilimetrics.org

**PAYMENT INFORMATION**

Enclosed is a check for \$ \_\_\_\_\_ in U.S. funds, payable to Utilimetri

Charge my  MasterCard  Visa  American Express:

Account # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Amount \$ \_\_\_\_\_

Signature \_\_\_\_\_

Name on credit card (if different from above) \_\_\_\_\_

Billing Address (if different from above) \_\_\_\_\_

\_\_\_\_\_

# Autovation • 2011

September 12-15, 2010 • Austin Convention Center • Austin, Texas

## Program Advertising Application

Reach your target audience by advertising in the Autovation® 2011 Preliminary and Final Programs. Distributed to more than 10,000 prospective attendees through e-mail and print, the Preliminary Program is a great new way to get your message out to potential clients. The Final Program is distributed to all attendees at Autovation. Attendees keep and use this as a handy desk reference. To participate, fill out and return this form with payment to Utilimetrics at the address below.

Company	
Contact Name	Title
Address	
City	State/Province
Postal Code	Country
Phone	Fax
E-mail	

**Ads will be accepted on a space-available basis and must be paid in full at time of application.**

**Send form with payment to:**

**Utilimetrics**  
1400 East Touhy Ave., Suite 258 • Des Plaines, IL 60018 USA  
Phone: +1-847-480-9628 • Fax: +1-847-227-0411  
E-mail: [info@utilimetrics.org](mailto:info@utilimetrics.org)

### PAYMENT INFORMATION

Enclosed is a check for \$ \_\_\_\_\_ in U.S. funds, payable to Utilimetrics

Charge my  MasterCard  Visa  American Express:

Account # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Amount \$ \_\_\_\_\_

Signature \_\_\_\_\_

Name on credit card (if different from above) \_\_\_\_\_

Billing Address (if different from above) \_\_\_\_\_

**Send artwork to:**

**Utilimetrics**  
1400 East Touhy Ave., Suite 258  
Des Plaines, IL 60018 USA  
e-mail: [info@utilimetrics.org](mailto:info@utilimetrics.org)



## Preliminary and Final Program Advertising Rates

### PRELIMINARY PROGRAM

- Full page vertical (black & white)** \$1,500  
(bleed: 8.75"W x 11.25"T) vertical  
(trim: 8.5"W x 11"T) vertical  
(live area: 8"W x 10.5"T) vertical
- Half page horizontal (black & white)** \$1,000  
(bleed: 8.75"W x 5.625"T) horizontal  
(trim: 8.5"W x 5.5") horizontal  
(live area: 8"W x 5.25") horizontal

### Premium Full Page Positions

**(Premium positions must be four color and already includes four color fee)**

- Inside front cover \$2,500
- Back cover \$3,500
- Inside back cover \$2,500

### Deadlines

Space reservation and artwork to Utilimetrics: **April 8, 2011**

### FINAL PROGRAM

- Full page vertical (black & white)** \$1,500  
(bleed: 8.75"W x 11.25"T) vertical  
(trim: 8.5"W x 11"T) vertical  
(live area: 8"W x 10.5"T) vertical
- Four-color on any full-page ad +\$1,000
- Half page horizontal (black & white)** \$1,000  
(bleed: 8.75"W x 5.625"T) horizontal  
(trim: 8.5"W x 5.5") horizontal  
(live area: 8"W x 5.25") horizontal

### Premium Positions

**(Premium positions must be 4-color and already includes four-color fee.)**

- Inside front cover \$3,000
- Back cover \$4,200
- Inside back cover \$3,000
- Center spread \$5,000

### Preferred Positions

- Place in first four pages of program +\$1,000
- Place in last four pages of program +\$1,000

### Additional Options

- Belly Band on Autovation Final Program \$5,000
- Provide a 4-inch, 4 color wrap that Utilimetrics will put around all Autovation Final Programs

### Deadlines

Space reservation and artwork to Utilimetrics: **July 1, 2011**

Advertising is on a first-come, first-served basis. Burn art file(s) to a CD and mail with color laser proof(s). Digital format: Press Optimized PDF (.pdf) with all fonts and graphics embedded, 133 line screen minimum. Utilimetrics assumes no liability for ads submitted without a proof. 4-color files should be saved as CMYK. RGB files will be converted to CMYK at the advertiser's expense. **Safety:** From the trim size, keep live matter 1/4" from trim on all four sides. Ads must conform to these dimensions. In the event they do not, the ad will be reduced or enlarged to fit designated space.