



2012 CHRISTIAN RESOURCES EXHIBITION

exhibiting@cre

Stand Tariffs & Advertisement Rates
for Exhibition Handbooks



EXETER 2012

South West of England

Christian Resources Exhibition

Wednesday 25 & Thursday 26 January



EXHIBITION STANDS



HOW TO BOOK YOUR STAND...

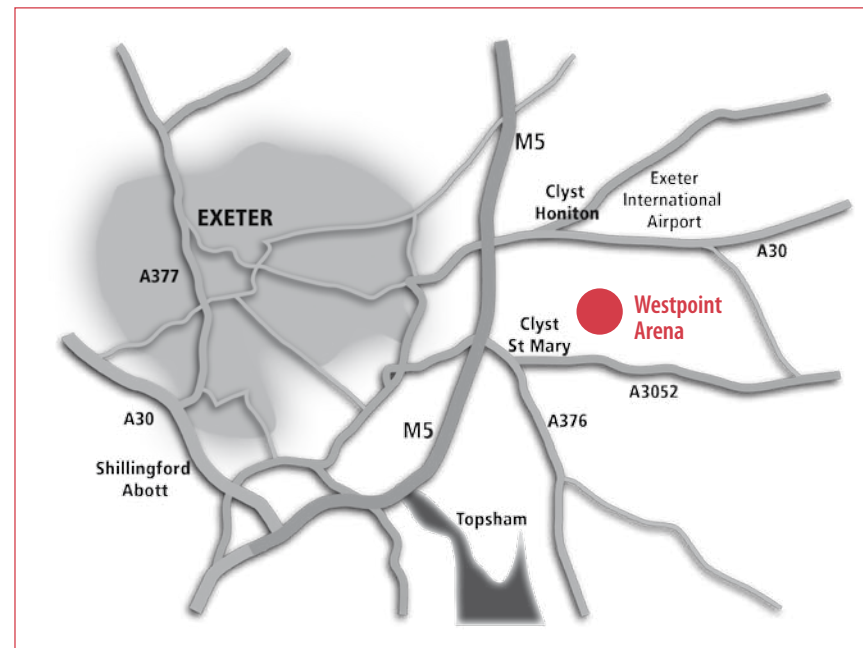
- 1 Consult** the floor plan and choose your preferred stand – go to www.creonline.co.uk
- 2 Phone** our Booking Hotline – 01793 418218 to reserve your preferred stand.
- 3 We will confirm** your booking/s and send you the first invoice.

... and take advantage of these EXHIBITOR BENEFITS

Access the promotional benefits that CRE provide to help you reach your customers. All are cost-effective and absolutely free of charge.

- Take advantage of a **FREE** 50-word listing in the Exhibition Handbooks available to all exhibition visitors. A valuable all-year-round reference guide.
- Promote your company or organisation on our website 365 days a year with a **FREE** listing in our online directory.
- Send the **FREE** promotional leaflet with **FREE** complimentary ticket to your customers and supporters.

South West of England **Christian Resources Exhibition 2012** is at Exeter's Westpoint Arena



EXETER STAND TARIFFS *Tariffs are calculated per square metre of floor space:*

CHARITY TARIFFS

Premier Charity Exhibition Space
£125.00 per sq.m.

Premier Corner Charity Exhibition Space
£135.00 per sq.m.

Standard Charity Exhibition Space
£115.00 per sq.m.

Standard Corner Charity Exhibition Space
£125.00 per sq.m.

COMMERCIAL TARIFFS

Premier Commercial Exhibition Space
£130.00 per sq.m.

Premier Corner Commercial Exhibition Space
£150.00 per sq.m.

Standard Commercial Exhibition Space
£130.00 per sq.m.

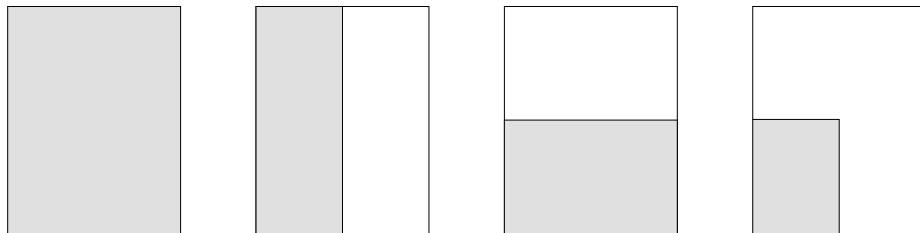
Standard Corner Commercial Exhibition Space
£140.00 per sq.m.

Call now to reserve your stand/s at the South West of England Christian Resources Exhibition

Booking Hotline: 01793 418218



Advertising Rates for the CRE Exhibition Handbook



Full page colour

Half-page colour

Half-page colour

Quarter-page colour

See Technical Data opposite for sizes.

	Full page	Half page	Quarter page
Exhibitor	£395.00	£285.00	£180.00
Non Exhibitor	£450.00	£325.00	£210.00

Special cover positions Outside back (OBC) – add 40%
Inside Front (IFC) and Inside Back (IBC) - add 25%

Guaranteed positions if available – add 10%

Inserts £90.00 per 1,000 according to size and weight

Print run 3,000 copies

All prices are exclusive of VAT

To discuss your advertising requirements please contact the Sales Department at Christian Resources Exhibition – email jack@creonline.co.uk or telephone **01793 418221**

- **EMAIL** the Handbook Advertising Booking Form to: jack@creonline.co.uk
- **POST** the Handbook Advertising Booking Form to:
**Christian Resources Exhibitions,
Trinity Business Centre, Stonehill Green, Westlea, Swindon SN5 7DG**
- **FAX** the Handbook Advertising Booking Form to **01793 418208**

Technical Data for the CRE Exhibition Handbook

All CRE handbooks will be produced in A5 format with sizes quoted height x width (mm)

Space	Type area	Bleed size	Trim size
Full page	190 x 123.5	216 x 154	210 x 14
Double page spread	190 x 277	216 x 303	210 x 297
<i>(Note – remember the Handbook is perfect bound and allowance should be made for the binding spine)</i>			
Half page (portrait)	190 x 60		
Half page (landscape)	93 x 123.5		
Quarter page (portrait)	93 x 60		

Please ensure that all images have a resolution of 300 dpi and are saved in CMYK.

Print Ready PDF files: Although we can accept *Postscript Level 2, Acrobat 4 compatible PDF files*, we cannot modify any elements of the supplied artwork. Please ensure that all images are 300 dpi with no colour profiles attached, the size is exact, at least 3mm bleed is included, fonts are embedded and all text is correct. Please enquire if you are unsure of any technical specifications as we can supply a more detailed explanation.

QuarkXpress: All elements of the document must be saved for CMYK process separation. All images and fonts must be supplied. Save as version 8.

Adobe Illustrator: Please convert all text to outlines, all colours to CMYK and ensure that any image files are embedded. Save as version Adobe CS4.

Freehand: Please convert all text to outlines, all colours to CMYK and ensure that any image files are embedded.

Image Files: Adverts can be saved as image files – please ensure resolution is 300dpi, and the image mode is CMYK. Save as tiff, eps or jpeg. (If saving as jpeg, please select 'high quality')

A colour proof must be supplied and any compressed files need to be indicated. Eventful Publishing accepts no liability for any errors that may occur when printing from digital files if these guidelines have not been followed.

Please contact us if you wish to supply digital artwork in formats other than those listed.

PLEASE NOTE: We cannot accept **MS-Word** or **Publisher** documents as finished artwork.

COPY DEADLINE FOR EXETER 15th December 2012

PLEASE SEND ADVERTISEMENT COPY DIRECT TO:

Address: Eventful Publishing, 43 Tabernacle Street, London EC2A 4AA
Telephone: 020 7324 4800
Fax: 020 7324 4801
Email: kirsty@eventfulpublishing.co.uk
Contact: Kirsty Whittle

Please mark all submissions clearly with your company/organisation's name and the event.

Who should exhibit?

Any company that provides resources or services for Christians and the church, as well as Christian-based organisations or charities keen to increase the awareness of themselves and meet new contacts/supporters.

Promotion to Visitors

Our innovative and far-reaching marketing and PR campaign for the 2012 exhibitions is already well underway, with plans afoot to deliver our most extensive and influential campaigns to date. All Christian denominations, organisations and church leaders will be invited to join us.

Our campaign includes:

- The **CREbuzz email campaign** that goes to over 30,000 potential visitors.
 - A highly targeted **direct-marketing campaign** from quality in-house sourced lists.
 - Advertising in key **Christian and specialist publications** prior to each exhibition with our large annual budget spend.
 - **www.creonline.co.uk** Our comprehensive and recently upgraded website.
 - An innovative, strong, **PR campaign** to Christian, national, local press and broadcast media to heighten and define the profile of the exhibition and of those participating in it.
- In addition** we provide several tools for exhibitors to equip you to promote your presence at CRE. These include:
- Promotional leaflets.
 - Editorial and artwork for use in your own publications.
 - Details of our media schedule, should you wish to advertise alongside the CRE promotion.
 - A complimentary ticket scheme.

If you have never exhibited before here are 10 great reasons to exhibit:

- 1 Launch your new products and services
- 2 Increase awareness of your organisation or business
- 3 Promote yourself to thousands of Churches across the UK
- 4 Meet new church leaders and decision-makers face-to-face in a cost-effective setting
- 5 Introduce yourself to new people. Each show has a very high proportion of first-time visitors.
- 6 Benefit from the entries on the website and in the exhibition handbook
- 7 Find great new sales opportunities
- 8 Discover new market prospects
- 9 Research your market and keep pace with change
- 10 Network with other exhibitors

Who will you meet at CRE?

If numbers were the only criteria for assessing the value of exhibiting at an exhibition then CRE would pass with flying colours. CRE however, offers more than that. It's the calibre of people visiting that makes CRE such an important place to be seen.

- At least 77% of visitors either influence or make the final decision when choosing products or services for their church or which charities to support.
- 75% of visitors are there to find new resources or services with around 40% looking to address a specific need in their ministry.
- 35% of visitors are ordained clergy – generally regarded as one of the most difficult sectors to reach with other marketing methods.
- 38% of visitors come as part of a team from their church – making on the spot decisions more likely.
- 91% of visitors expect to get ideas and inspiration from CRE – it's up to you to make sure they're not disappointed.

(Information based on a detailed survey of CRE Sandown 2009)

Handbook Advertisement Booking Form – EXETER

We require to book advertising space in the CRE Handbook.
Please reserve the following space(s):

Tick boxes as appropriate

- Full page
- Half page (portrait)
- Half page (landscape)
- Quarter page

EXTRAS

- Cover position (*subject to availability*)
- Guaranteed right-hand position
- Guaranteed left-hand position
- Loose insert

Contact Name: _____

Company/Organisation: _____

tick appropriate box Exhibitor Non-exhibitor

Address: _____

Postcode: _____

Email address: _____

Telephone: _____

Fax: _____

Signature: _____

Date: _____

**You will receive confirmation of your Advertising requirements by email.
An invoice will be sent with your voucher copy upon publication of the Exhibition Handbook.**

DETACH HERE



Christian Resources Exhibitions

Trinity Business Centre, Stonehill Green, Westlea, Swindon, SN5 7DG

T: 01793 418218 E: alexis@creonline.co.uk or jack@creonline.co.uk W: www.creonline.co.uk

Part of Bible Society

You can PRINT this page, complete the form and mail to:
Christian Resources Exhibitions
Trinity Business Centre, Stonehill Green, Westlea, Swindon, SN5 7DG