FRESH SUMMIT
CONVENTION + EXPO

October 19-21, 2017 | New Orleans, Louisiana USA

MARKETING OPPORTUNITIES
Stay fresh with more than 20,000 attendees!
TELL FRESH SUMMIT ATTENDEES WHERE TO FIND YOU

OFFICIAL SHOW DIRECTORY

AUDIENCE AND DISTRIBUTION
Available at registration and throughout the convention center to more than 20,000 attendees.

CONTENT
Includes comprehensive exhibitor listings, floor plans and more.

NEW! QUICK START GUIDE

Be the first to greet Fresh Summit attendees

Handed to attendees as they check into their hotels and available at the convention center, the Quick Start Guide is filled with key details attendees need, such as shuttle bus schedules, badge pick-up information and more!

US$15,000

DEADLINES
Space reservation/payment due: Aug. 29, 2017
Materials due: Sept. 6, 2017

NEW FOR 2017!

PREMIUM PAGES

BACK COVER US$8,500
INSIDE FRONT COVER US$8,000
INSIDE BACK COVER US$8,000
OPPOSITE TABLE OF CONTENTS US$6,000
OPPOSITE SCHEDULE US$6,000

STANDARD RATES

Full Page US$4,900
1/2 Page US$3,430
1/3 Page US$2,690
1/4 Page US$1,965
1/6 Page US$1,225

All rates are net. Cancellations are nonrefundable.

CONTACT YOUR ACCOUNT MANAGER TODAY

Julie Hainje
+1 913-696-3669
jhainje@ascendmedia.com
EXCLUSIVE
GET TOP-SHELF VISIBILITY WITH PREMIUM PLACEMENTS

NEW! OWN THE MAIN CATEGORY
- Get the first Full Page ad following your main product category.*
- Exclusive! Yours will be the only ad under the main product category header.

*Ad will be the closest available Full Page to the beginning of your category — which could be across from your category, or a page in front or behind.

US$6,500

NEW! TABBED DIVIDERS
- Tabbed pages allow buyers to quickly identify and reference key information within the directory.
- Displays ads are on heavy cardstock.
- Advertiser chooses front or back of a specific tab.

US$7,000 per side

EXHIBIT HALL MAP PREMIUM
- Two full-page ads fold out to exhibit hall map.
- Banner ad* on floor map page
- Your booth highlighted on map page
- Your name on the map, with a line to your booth

*Ad size subject to change

US$10,000

EXCLUSIVE
ASK THE EXPERT ADVERTORIALS
A Q&A positioning you as a subject-matter expert on your category
- Exclusive! No one but you can cover your specific category.
- A full-page Q&A – we’ll provide the questions.
- Layout will include a photo of you, your booth or product.

Advertorial only US$6,500
With an adjacent Full Page ad US$9,685

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Julie Hainje
+1 913-696-3669
jhainje@ascendmedia.com
BUNDLE UP AND SAVE

Spread your message throughout the Fresh Summit Directory with bundles designed to maximize your visibility at Fresh Summit AND save you some green!

**FULL PAGE BUNDLE**  US$5,405
- Full Page ad
- Sub-Category Display ad
- Highlighted Listing with Logo

**HALF PAGE BUNDLE**  US$3,725
- Half Page ad
- Sub-Category Display ad
- Highlighted Listing with Logo

**QUARTER PAGE BUNDLE**  US$2,125
- Quarter Page ad
- Sub-Category Display ad
- Highlighted Listing with Logo

**EXCLUSIVE**

Opportunities for 10 x 10 and 10 x 20 exhibitors

**Sub-Category Display Ad**
- Stand out from other listings when buyers search by a specific product sub-category.

**Highlighted Listing with Logo**
- Boost visibility on your listing’s page when buyers reference companies by name. We highlight your listing’s background and logo.

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Julie Hainje
+1 913-696-3669
jhainje@ascendmedia.com
ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT
Subject to acceptance by Ascend Integrated Media LLC
All advertising subject to PMA approval.

2017 PMA FRESH SUMMIT
Please complete the following information:

Advertiser: ___________________________________________ Agency (if applicable): ______________________________

Billing Information: q Agency q Advertiser Contact Name: ______________________________

Billing Address: _______________________________________ City, State, Zip: ______________________________

Phone: ____________________ Fax: ______________________ Email: ______________________________

QUICK START GUIDE

Full Sponsorship ______US$15,000

DIRECTORY

<table>
<thead>
<tr>
<th>Standard</th>
<th>Big Impact, Small Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>US$4,900</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>US$3,430</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>US$2,690</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>US$1,965</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>US$1,225</td>
</tr>
<tr>
<td>Premium</td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>US$8,500</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>US$8,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>US$8,000</td>
</tr>
<tr>
<td>Map Premium</td>
<td>US$10,000</td>
</tr>
<tr>
<td>Ask the Expert Advertorial</td>
<td>US$6,500</td>
</tr>
<tr>
<td>Advertorial only</td>
<td></td>
</tr>
<tr>
<td>With an adjacent</td>
<td></td>
</tr>
<tr>
<td>Full Page ad</td>
<td>US$9,685</td>
</tr>
<tr>
<td>Opposite Schedule</td>
<td>US$6,000</td>
</tr>
<tr>
<td>Opposite Table of Contents</td>
<td>US$6,000</td>
</tr>
<tr>
<td>Own the Category</td>
<td>US$6,500</td>
</tr>
<tr>
<td>Tabbed Dividers</td>
<td>US$7,000 per side</td>
</tr>
</tbody>
</table>

| Bundles         |                        |
| Full Page Bundle | US$5,405              |
| 1/2 Page Bundle  | US$3,725               |
| 1/4 Page Bundle  | US$2,125               |
| Highlighted Listing with Logo | US$395     |
| Sub-Category Display Ad | US$710     |

Terms
• Signing this agreement indicates firm space commitment in accordance with the corresponding rate card.
• A signed copy of this agreement is binding.
• Advertising agency and/or client are liable should one or the other default. Cancellations are nonrefundable.
• All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum US $500 late fee will be charged for materials received after the materials deadline.
• Advertiser agrees that the publisher’s liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

TO PAY BY CREDIT CARD, please contact your account manager by phone or e-mail. Credit card payment is quick, easy and secure.

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title __________________________ Date ________________ PO# (if necessary) ________________

ASCEND INTEGRATED MEDIA LLC • 6710 W. 121st, Suite 100 • Overland Park, KS 66211
MATERIALS SPECIFICATIONS

MATERIALS REQUIRED FOR PRINT PRODUCTS
- PDF/X-1a files are required for all ads. View specifications at www.swop.org or www.adobe.com/designcenter/acrobat/articles/acropdfx.html.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (18-point offset).
- Only one ad per PDF document. (Submit full-page spreads as single-page files.)

DOCUMENT SETUP
- Use QuarkXPress or Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit www.adobe.com.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be OpenType (Type 1 or Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Reversed text must be a minimum of 10 points.

UNACCEPTABLE FILE TYPES
- Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Integrated Media sales representative.

SUBMITTING DIGITAL FILES
- You will receive an email address for file submission approximately six weeks prior to the materials deadline. If you have questions before this time please contact your Ascend Integrated Media representative.

PROOFS
- Contract proofs are recommended for all ads.
- A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP-approved.
- View specifications online at www.swop.org

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

DIRECTORY
Ad sizes and dimensions (width x height)
Publication size: 8-3/8" x 10-7/8" (trim)
Trim: Final page dimensions
Bleed: Size required for an ad to bleed off the edges of a page. (1/8" past trim)
Safety/Live Area: All text and graphics not intended to bleed. (1/4" from trim)

SPECIFICATIONS

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Page Horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>(no bleed)</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2&quot; x 5&quot;</td>
<td>(no bleed)</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>2-1/4&quot; x 10&quot;</td>
<td>(no bleed)</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>2-1/4&quot; x 5&quot;</td>
<td>(no bleed)</td>
</tr>
<tr>
<td>Sub-Category Display</td>
<td>2-1/4&quot; x 2-1/4&quot;</td>
<td>(no bleed)</td>
</tr>
<tr>
<td>Highlighted Listing</td>
<td>2-1/4&quot; x 1&quot;</td>
<td>(no bleed)</td>
</tr>
</tbody>
</table>

SUBMITTING RECOMMENDED PROOFS
Mail proofs to:
Ascend Integrated Media LLC
Attn: PMA
6710 W. 121st, Suite 100
Overland Park, Kansas 66209
+1 (913) 945-1942

PRODUCT LOGOS
Logos for Highlighted Listings should be submitted at 300 dpi at a minimum size of 2-1/4" x 1" in TIF, JPEG or EPS format (vector EPS preferred).

INSERTS
- Inserts should not exceed 8-3/8" x 10-7/8"; minimum size is 4" x 6".
- Prototype required.
- Bindery charges may apply.

Ask the Expert Advertorial
- Submit one photo plus contact information (name, email, phone number) for person to be interviewed for advertorial.
- Photos for advertorials should be submitted at 300 dpi or a minimum size of 3" x 5" in JPG, EPS or PDF format.