



watersmart | 2011
INNOVATIONS

South Point Hotel and Conference Center
Las Vegas, Nevada

OCTOBER 5 – 7, 2011

WaterSmartInnovations.com

Conference and Exposition

ON-SITE PROGRAM BOOK

media/promotion kit

& ADVERTISING SPECIFICATIONS

WaterSmart Innovations Conference and Exposition

THE SINGLE MOST INFLUENTIAL
WATER-EFFICIENCY EVENT OF THE YEAR!

South Point Hotel and Conference Center
Las Vegas, Nevada

OCTOBER 5 – 7, 2011
WaterSmartInnovations.com
Conference and Exposition

The Southern Nevada Water Authority, in partnership with the U.S. Environmental Protection Agency's WaterSense program and other forward-thinking organizations, invites you to join a new wave in water efficiency – the fourth WaterSmart Innovations Conference and Exposition.

WaterSmart Innovations is the premier venue for showcasing new water-efficiency technology to industry and business from around the globe, and establishing your company as an international leader in innovative water-efficiency technology and services.

Through our partnerships with some of the largest organizations in water management, you'll be assured that WaterSmart Innovations has the reach to find the prospects you seek. And, by advertising in our conference program, you'll gain valuable exposure to key individuals with the authority to purchase water-efficiency products and services throughout the United States and around the world.



Advertising Rates & Specifications

ONSITE PROGRAM BOOK

Advertising Rates

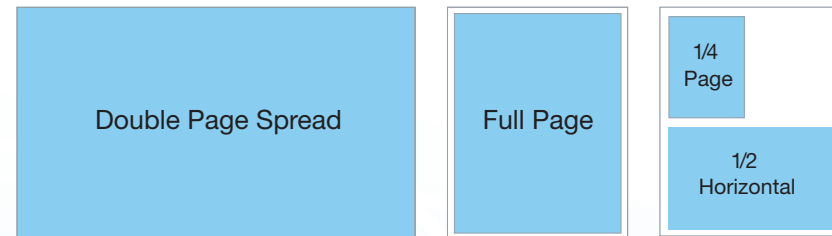
4-COLOR	WIDTH x DEPTH	FEE
Double page spread (bleed)	17" x 11.125"	\$2,495
Full page (bleed)	8.625" x 11.125"	\$1,395
1/2 page horizontal (no bleed)	7.875" x 4.625"	\$895
1/4 page (no bleed)	3.75" x 4.625"	\$425
Inside Back Cover (full page, bleed optional)		\$1,695
Back Cover (full page, bleed optional)		\$1,895
Center Spread (double page spread, bleed optional)		\$2,695

Deadline and Late Fees

All advertising must be submitted by **Friday, August 19, 2011**. Any advertising submitted after that date is subject to a \$250 late fee.

SPECIFICATIONS: DISPLAY WIDTH X DEPTH

Trim size	8.375" x 10.875"
Live area	7.875" x 10.375"
Bleed size (full page only)	8.625" x 11.125"
Double page spread (bleed)	17" x 11.125"
Full page (no bleed)	7.875" x 10.375"
Full page (bleed)	8.625" x 11.125"
1/2 page horizontal (no bleed)	7.875" x 4.625"
1/4 page (no bleed)	3.75" x 4.625"



Submitting Your Materials

FILE PARAMETERS AND GRAPHIC FORMATS

We accept PDF, TIF and EPS formats. Application files – such as Quark, InDesign, Illustrator, Photoshop, Word, Power Point, Excel, etc. – are not accepted, and we do not accept film or camera-ready art. Before saving any file please convert all fonts to outline. PDF files should be press optimized – single file composite form (not separated) that includes embedded fonts and EPS or TIF images of at least 300 dpi resolution. (PDF/X-1a.) Embedded JPEG files are not accepted. Files must be prepared as CMYK. Embedded images must also be in the CMYK color space. All RGB images must be converted to CMYK mode in an image editor, such as Adobe Photoshop, before being inserted into your layout application.

Attention, PC users – We are a Macintosh-based operation. To ensure proper conversion of your files, it is recommended that you convert your PC file to PDF, which is a universal, cross-platform format that transfers flawlessly between PC and Mac environments. Distilling your files to PDF can usually be done without problems. This process has built-in preflight parameters that generally ensure that your ad will not incur any output problems. Do not use PDF Writer to generate your PDF files. You must use Acrobat Distiller.

Submitting Your Material

The preferred method for advertising submission is via our secured FTP site. The best way to access our FTP site is via an FTP client such as Panic's Transmit, Fetch Softworks' Fetch, Global Landscape's Cute FTP, etc.

Server or Host: ftp.lvwwd.com

Enter User Name: WSI2011

Password: C0SRVH2O

You can also mail your submissions to:

Tom Bradley Jr.

WaterSmart Innovations

1001 S. Valley View Blvd., MS 780

Las Vegas, NV 89153

Under special circumstances, we will also accept submissions via email at tom.bradley@snwa.com. (If it's below 6 megabytes in size.)

DISCLAIMER – Mail-in submissions via CD or DVD, etc., will not be returned. Files uploaded to our secured FTP will be opened by authorized staff only. You will be contacted only in the event that your ad submission has not been received, or if there are problems with your submission.

To ensure color and font accuracy, a color proof is always recommended. WaterSmart Innovations cannot guarantee the translation or appearance of your advertisement if a proof has not been provided. Proofs can be mailed to the address listed above.

Advertising questions? Contact Tom Bradley Jr. at 702-822-8365 or tom.bradley@snwa.com.

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