SVC Bulletin

The SVC Bulletin is read by more than 18,000 working in the vacuum coating community and related sciences and technologies. The Bulletin is available in print and digital versions and is distributed internationally using the extensive SVC E-mail list of subscribers. Book your ad for all three issues of the Bulletin in 2015 and take advantage of the multiple ad discount.

TechCon Exhibit Guide

Advertise in the popular TechCon Exhibit Guide (TEG) to increase company exposure to attendees at the annual TechCon Exhibit. The TEG is a valuable resource that gets used before, during and after the TechCon. The digital version includes hyperlinked ads that enable deep linking and immediate access to an advertiser's web site.

Web Site Advertising

...on the SVC Web Site:
- Prime banner ad positions help you reach the global vacuum community 24/7
- Web Banners and Corporate Sponsor Logo Program
- Used Equipment Bulletin Board
- Members! Post a Resume in the Career Center.

...on the TechCon Web Site:
- Banner Ads
- VISIT US NOW links
- Press Releases

E-Marketing Programs

SVConnections

Affordable E-news advertising that gets you noticed all year long

Corporate Sponsor Newsletter – TECHTalk

This digital publication provides an opportunity for SVC Corporate Sponsors to promote the latest corporate and product news. Banner advertising opportunities are available.

Featuring technology blogs by noted experts, member profiles and event highlights.
SVC Bulletin

The SVC Bulletin informs and educates with its balanced mix of news and technology. The Bulletin is published three times each year (spring, summer, and fall), and is read by more than 18,000 professionals working in the vacuum coating community and related sciences and technologies.

The Bulletin features many original contributed technical articles which are also archived in the SVC Digital Library. Reprints of key technical papers presented at the most recent TechCon are often included.

Each issue also contains TechCon previews and highlights of important work presented at the TechCon, SVC committee activities, Corporate Sponsor news and profiles, and Society and Industry news. An editorial calendar for an upcoming issue is available upon request to advertisers.

Products and Services Section

This section features products and services that have recently been introduced to the vacuum coating community. Listings in this section are accepted from 2015 Display Advertisers and will be published on a space-available basis. This is an added benefit for our valued group of display advertisers.

The Bulletin is read by an international list of subscribers to our digital publications. This enhanced version offers readers direct hyperlinks to advertisers, easy navigation and searchable content.

TechCon Exhibit Guide (TEG)

The TechCon Exhibit Guide (TEG) showcases the products and services of exhibiting companies participating in the annual SVC TechCon Exhibit.

This is an excellent opportunity for Exhibitors to promote their presence at the TechCon Exhibit. The advance, first class mailing of the TEG will go to thousands of potential visitors working near the TechCon location.

The digital version of the TEG is sent to an international list of SVC subscribers. Advertising in the TEG is an excellent opportunity for exhibiting companies and others to emphasize products and services offered to the vacuum coating community.


In the digital publication environment, page 0 opposite the front cover grabs attention.

For only $585, any full-page ad in the Digital Version of the Bulletin and the TechCon Exhibit Guide can be reproduced adjacent to the front cover of the Digital publication.

Indicate your interest in this upgrade on the advertising insertion order on page 6 by selecting Ad Selection D when purchasing a full-page ad.

For more information, contact SVC at 505-856-7188 or svcinfo@svc.org
TechCon and SVC Web Sites
Advertising Opportunities

2015 TechCon Web Site

TechCon Web Site Advertising

The 2015 SVC TechCon Web Site is the hub of critical conference and exhibit information viewed by exhibitors, presenters, and potential attendees throughout the months and weeks preceding, during and after the conference. Make sure your company is represented!

Choose advertising options that enhance pre-conference marketing activity, including:

- **Rotating banner ads** on the TechCon Web Site with URL link of your choice. Ads can be static or animated. For a visual of the various banner ad positions and their specifications, visit: [http://bit.ly/2015TechConAdvertising](http://bit.ly/2015TechConAdvertising). Ad positions are also indicated with red arrows on the images at left:

  - EP-1A - Banner ad on the Exhibit Web Site with URL link (468 pixels wide x 60 pixels high) ............................... $895
  - EP-1B - Banner ad on the Exhibit Web Site with URL link (120 pixels wide x 240 pixels high) ............................... $750
  - EP-1C - Banner ad on the Exhibit Web Site with URL link (120 pixels wide x 120 pixels high) ............................... $595

  (Complimentary with a TechCon Gold Sponsorship - see page 8)

Exclusively for Exhibitors:

- **EP-2 - VISIT US NOW!** company logo and link (gif or jpeg; less than 30KB and not exceeding 250 pixels wide x 120 pixels high) .......................................................... $525

  (Complimentary with a TechCon Gold Sponsorship - see page 8)

- **EP-3 - Unlimited Press Releases** that highlight news, products and show specials and are linked to the Exhibitor Profile. Cost for 3 Press Releases: (TechCon Sponsors receive complimentary unlimited press releases.) … $95

TechCon Banner ads will display from September 2014 through June 2015

SVC Web Site Advertising

Web Banner and Corporate Sponsor Logo Programs

The two rotating web banner ad locations and the rotating corporate sponsor logo are both located on the main page of the Web Site and include a URL link to the web site of choice.

- **W-1 - Web banner ad on the home page of the SVC Web Site** – Rotating banner ad includes a URL link (240 pixels wide x 120 pixels high - static/no animation) (12 months) ................................. $500

- **W-2 - Corporate Sponsor logo on the main page of the SVC Web Site** – Rotating logo includes a URL link (240 pixels wide x 84 pixels high - static/no animation) (12 months) ................................. $200

- **W-3 - Used Equipment Bulletin Board Listing** – Text only – 500 characters – (2 months) ........................ $110

To participate in this Web Banner advertising program, indicate your choice on the advertising insertion order on page 6.
Society of Vacuum Coaters  |  2015 Media Kit

SVConnections E–Marketing Program

E-mail marketing to the extensive SVC database (over 10,000 contacts) is a useful tool for SVC to communicate the latest news about the vacuum coating industry to our readers. In addition, e-marketing assists our advertisers and exhibitors to reach their potential customers all year long.

**SVConnections** is presented as a monthly E-mail update to inform the vacuum coating community of news of special interest and to promote SVC advertisers. Each issue is archived on the SVC Web Site.

*The 2015 program includes the following:*

- **EM-1** – Static Banner ad with URL link:
  200 pixels wide x 300 pixels high–Maximum file size 40KB (12 monthly issues) $950
  The advertiser provides all necessary artwork and may change the link and/or image each month. The E-mail is deployed on the first Wednesday of each month. The advertiser may select the start month; ads must run in consecutive months.
  Send banner ads in .jpg format to svcoffice@svc.org and provide the URL to which the image will link.

**SVC TECHTalk – Exclusive Corporate Sponsor E-Marketing Program**

This is an exclusive opportunity for all Corporate Sponsors to broadcast their NEWS HEADLINES through a quarterly E-mail blast – on a complimentary basis to over 10,000 contacts on the SVC marketing database. The program will also be of unique interest to the SVC readership, featuring technical blogs from notable persons, and other SVC news of interest highlighting SVC personalities and events. Each issue will be archived on the SVC Web Site.

**Corporate Sponsor News and/or New Product Spotlight News Releases**

The Corporate Sponsor submits a news release and URL link to where the News Release resides. News release headline with link will be published in the issue. One news release is accepted per Corporate Sponsor in both the “Corporate Sponsor News” and “Product Spotlight” sections of TECHTalk. The links will be posted in the order that they are received prior to the deployment of the E-mail blast. Issues deploy in January, April, July and October.

Advertising opportunities are available to Corporate Sponsors in five banner locations.

- **EM-2** – Top Horizontal banner, not animated (1 per issue) with URL link:
  500 pixels wide x 90 pixels high. (maximum file size 40KB) (12 monthly issues) $800
  .............................................................................................................................................. (4 issues) $2,800

- **EM-3** – Vertical banners, not animated (4 per issue) with URL link:
  130 pixels wide x 260 pixels high. (maximum file size 40KB) (1 issue) $500
  .............................................................................................................................................. (4 issues) $1,700

**SVC Corporate Sponsor Program**

The SVC Corporate Sponsor Program links organizations interested in furthering the use and development of vacuum and plasma deposition techniques for PVD processing with the information exchange resources of the Society.

Corporate Sponsors play a vital role in the Society by ensuring that the technical programs are responsive to the interests of the vacuum coating community.

Many representatives from Corporate Sponsor companies are involved in the Technical Advisory Committees and the Standing Committees that shape the future focus of SVC. Each sponsor, in turn, receives many benefits.

A list of benefits for Corporate Sponsors is available on the SVC Web Site at:

http://www.svc.org/AdvertisingSponsorships/Corporate-Sponsor-Program.cfm

Corporate Sponsor membership dues are $1,100 for the first calendar year of application, and $550 per year thereafter. These dues include the personal annual membership for one Corporate Sponsor representative.

*Please contact SVC if you are interested in discussing the SVC Corporate Sponsor Program. 505-856-7188 or viviennemattox@svc.org*
### SVC Bulletin

<table>
<thead>
<tr>
<th>Selection</th>
<th>Ad Size</th>
<th>Width x Height (inches)</th>
<th>B&amp;W</th>
<th>4-Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Full page OBC*</td>
<td>8.25 x 10.75 (trim size, build with bleed)</td>
<td>NA</td>
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<td>Full page Opposite IBC*</td>
<td>8.25 x 10.75 (trim size, build with bleed)</td>
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<td>B-4</td>
<td>Full page Opposite IFC*</td>
<td>8.25 x 10.75 (trim size, build with bleed)</td>
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<tr>
<td>C</td>
<td>Full page interior**</td>
<td>(build to: live area OR trim size with bleed)</td>
<td>NA</td>
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<tr>
<td>D</td>
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<td>K</td>
<td>Classified ads</td>
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Call for Details

### TechCon Exhibit Guide

<table>
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<tr>
<th>Selection</th>
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<tr>
<td>B-3</td>
<td>Full page Opposite IBC*</td>
<td>8.25 x 10.75 (trim size, build with bleed)</td>
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<td>B-4</td>
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<td>$585</td>
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<tr>
<td>E</td>
<td>1/2 page horizontal</td>
<td>7 x 4.875</td>
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<tr>
<td>F</td>
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Call for Details

### Web Site and E-Marketing Programs

#### 2015 TechCon Web Site Advertising

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<th>Selection</th>
<th>Ad Size</th>
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<th>4-Color</th>
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</thead>
<tbody>
<tr>
<td>EP-1A</td>
<td>Banner Ad with URL link</td>
<td>(468 px wide x 60 px high)</td>
<td>$895</td>
</tr>
<tr>
<td>EP-1B</td>
<td>Banner Ad with URL link</td>
<td>(120 px wide x 240 px high)</td>
<td>$750</td>
</tr>
<tr>
<td>EP-1C</td>
<td>Banner Ad with URL link</td>
<td>(120 px wide x 120 px high)</td>
<td>$595</td>
</tr>
<tr>
<td>EP-2</td>
<td>VISIT US NOW - Company logo with URL Link of your choice</td>
<td></td>
<td>$95</td>
</tr>
<tr>
<td>EP-3</td>
<td>Unlimited Press Releases – (Product Pages or Show Specials) on the Exhibitor’s Profile page (up to 3 Press Releases)</td>
<td></td>
<td>$95</td>
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#### SVC Web Site Advertising

<table>
<thead>
<tr>
<th>Selection</th>
<th>Ad Size</th>
<th>B&amp;W</th>
<th>4-Color</th>
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</thead>
<tbody>
<tr>
<td>W-1</td>
<td>Rotating Banner Ad on Home Page With a URL link to your Web Site</td>
<td>240 px wide x 120 px high (static/no animation) (12 months)</td>
<td>$500</td>
</tr>
<tr>
<td>W-2</td>
<td>Rotating Corporate Sponsor Logo on Home Page</td>
<td>240 px wide by 84 px high (12 months)</td>
<td>$200</td>
</tr>
<tr>
<td>W-3</td>
<td>Used Equipment Bulletin Board Listing – 500 characters</td>
<td>(2 months)</td>
<td>$110</td>
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#### E-Marketing Programs

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<th>Ad Size</th>
<th>B&amp;W</th>
<th>4-Color</th>
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<tbody>
<tr>
<td>EM-1</td>
<td>Static Banner with URL link</td>
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<td>(12 issues)</td>
</tr>
<tr>
<td>EM-2</td>
<td>Top Horizontal Banner with URL link</td>
<td>500 px wide x 90 px high</td>
<td>(1 issue)</td>
</tr>
<tr>
<td>EM-3</td>
<td>Vertical Banner with URL link</td>
<td>130 px wide x 260 px high</td>
<td>(1 issue)</td>
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## SVC Publications • Sponsorships • Banner Ads • E-Marketing

### Insertion Order

<table>
<thead>
<tr>
<th>PUBLICATIONS - Print And Digital</th>
<th>AD SELECTION</th>
<th>ENHANCED DIGITAL(D)*</th>
<th>IS AD A PICK-UP?</th>
<th>B&amp;W Ad Price</th>
<th>4-COLOR Ad Price</th>
<th>TOTAL PRICE</th>
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<td>Summer 2015 Bulletin</td>
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<td></td>
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<tr>
<td>Fall 2015 Bulletin</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2015 TechCon Exhibit Guide (TEG)</td>
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</tbody>
</table>

*Ad selection “D” available only with the purchase of a full page, 4-color ad in the print version of the Bulletin or TEG.

Print Advertising Subtotal

Subtract 10% for multiple print ads on the same order

2015 TechCon Sponsorships Please indicate sponsorship(s) and add to cost of advertising in far right column.

- Gold Sponsor $2,800
- Silver Sponsor $1,900
- Bronze Sponsor $950
- Networking Lounge Sponsor $4,950
- Exhibit Beer Blast $3,950 SOLD
- USB Flash Drives $3,900
- Frozen Treats $2,500

Sponsorships Subtotal

### TechCon Web Site • Exhibitor’s Profile Page

- EP-1A: Banner Ad on the TechCon Web Site with URL Link (468 pixels wide x 60 pixels high) $895
- EP-1B: Banner Ad on the TechCon Web Site with URL link (120 pixels wide x 240 pixels high) $750
- EP-1C: Banner Ad on the TechCon Web Site with URL link (120 pixels wide x 120 pixels high) $595
- EP-2: VISIT US NOW: Link and company logo with URL Link on the Exhibitor’s Profile Page $525
- EP-3: Unlimited Press Releases (Product Pages or Show Specials) on the Exhibitor’s Profile page $95

### SVC Website

- W-1: Banner Ad on SVC Web Site (12 months) $500
- W-2: Corporate Sponsor Logo SVC Web Site (12 months) $200
- W-3: Used Equipment Bulletin Board on SVC Web Site (2 months) $110

### E-Marketing Programs

- EM-1: SVConnections: Static Banner Ad with URL Link (12 issues) $950
- EM-2: Corporate Sponsor Newsletter TECHTalk: Top Horizontal Banner with URL link (1 issue) $800
- EM-2: Corporate Sponsor Newsletter TECHTalk: Top Horizontal Banner with URL link (4 issues) $2,800
- EM-3: Corporate Sponsor Newsletter TECHTalk: Vertical Banner with URL Link (1 issue) $500
- EM-3: Corporate Sponsor Newsletter TECHTalk: Vertical Banner with URL Link (4 issues) $1,700

Fax completed form to SVC at 505-856-6716 or E-mail svcinfo@svc.org

Advertiser Information (please print clearly)

Name
Company/Organization
MS/Building/PO Box
Street
City State/Province
Zip/Postal Code Country
Telephone Fax
Cell or Alternate Phone
E-mail
Web Site

Agency Information (please print clearly)

Name
Company/Organization
MS/Building/PO Box
Street
City State/Province
Zip/Postal Code Country
Telephone Fax
Cell or Alternate Phone
E-mail
Web Site

Payment from outside the USA should be in U.S. dollars and drawn on a correspondent U.S. bank. If using VISA, MasterCard, Discover, or American Express, complete the section below.

- Check
- Purchase Order
- VISA
- MasterCard
- Discover
- American Express

Card number Expired date 3-Digit Security Code

Cardholder's signature Zip Code

TOTAL

6 Society of Vacuum Coaters | 2015 Media Kit
SVC Preferred Placement Advertising Policy

Preferred placement for the Bulletin includes four color ads – on the inside front cover, opposite inside front cover, inside back cover, opposite inside back cover and outside back cover.

As a membership organization, the SVC strives to provide advertising opportunities for members, exhibitors, and other companies in vacuum coating and related sciences and technologies.

All requests for preferred placement must be made in writing. Requests are honored on a first-come, first-served basis.

If the preferred position is not available at the time of the request, the advertiser can submit a separate request for the same position for the following year. Current advertisers should submit a written request to retain their preferred placements; this request can be honored only if there are no other requests pending for the same space.

The SVC cannot accept space reservations by telephone, only queries about space availability. If you have questions about submitting a request, please contact Jacque Matanis at 505-897-7743 (jacquematanis@svc.org) or Vivienne Mattox at 505-856-7188 (viviennemattox@svc.org).

Use the Insertion Order in this Media Kit on page 6 for your Preferred Placement Request. Complete the form and submit it with a memo requesting a preferred position in one or more publications.

Cancellation Policy: Preferred Placement ad contracts cannot be cancelled.

For more information contact the Society of Vacuum Coaters:
505-856-7188 Fax: 505-856-6716; E-mail: svcinfo@svc.org; Web Site: www.svc.org

Submitting Electronic Ads for Print Publications

- High-resolution (300 dpi or greater) PDF files with all fonts embedded. Do not include any OPI (open prepress interface) images in the PDF—they are rejected as low resolution proxy images and create problems!
- Color images must be saved in CMYK format. Do not supply color images in RGB format.
- If file size is larger than 12 Megs, do not send by E-mail. Please use the SVC FTP site. For FTP upload information, send an E-mail request to svcinfo@svc.org.
- Disclaimer: Ads containing spot or Pantone colors will be converted to CMYK if time does not permit the advertiser to be contacted to resubmit the ad.

Ad Cancellations and Agency Discounts

- No cancellations will be accepted or refunds made after the closing date for each publication.
- Preferred Placement ad contracts cannot be cancelled.
- There is a 10% discount for multiple PRINT ad placement on the same order (see insertion order).
- Recognized advertising agencies are encouraged to contact SVC for special discounts.

NOTES:

- Display ads exceeding the specified dimensions will be billed accordingly for additional space used.
- Read and follow artwork preparation information in the Ad Specifications section of this media kit.
- No cancellations will be accepted or refunds made after the closing date (see specific date for each publication).
- SVC is not responsible for any discrepancies (such as incorrect color, size, or fonts), when SVC specifications are not followed.
- Charges may apply for necessary alterations to your artwork to correct such errors.
The Benefits of Sponsorship
TechCon Sponsors are recognized as key players in the vacuum coating community and every sponsor is acknowledged during their sponsored event with prominent signage, on the SVC Web Site and in all SVC publications throughout the year. Participate in our Sponsor Program to reinforce your name recognition and demonstrate your commitment to the industry.

Gold Sponsor – $2,800
- Acknowledgement on the TechCon Web Site Sponsor page, including a Company Logo and Link
- Complimentary VISIT US NOW Link and Company Logo (a $525 value)
- Complimentary Banner ad on TechCon Web Site – 120 pixels wide by 120 pixels high (a $595 value)
- Acknowledgement in all SVC publications
- Acknowledgement on special signage in high traffic areas
- Wireless Internet Sponsor – during the Exhibit Open Hours on Tuesday and Wednesday
- Heurék! Session Refreshments Sponsor
- Unlimited Press Release Postings on the Exhibitor’s Profile page

Silver Sponsor – $1,900
- Acknowledgement on the TechCon Web Site
- Acknowledgement in all publications
- Acknowledgement on TechCon signage
- Sponsor for all refreshment breaks
- Snacks and non-alcoholic refreshments during the Beer Blast
- Technology Forum Breakfast Sponsor
- Unlimited Press Release Postings on the Exhibitor’s Profile page

Bronze Sponsor – $950
- Acknowledgement on the TechCon Web Site
- Acknowledgement in all publications
- Acknowledgement on TechCon signage
- Unlimited Press Release Postings on the Exhibitor’s Profile page

Networking Lounge Sponsor – $4,950
The Networking Lounge allows attendees to conduct business and make connections in a relaxing atmosphere at the conference. The sponsor may provide corporate signage/literature for display.

Exhibit Beer Blast – $3,950 SOLD!
Sponsor the beer kegs that are offered during the afternoon Grand Finale in the Exhibit Hall.

USB Flash Drive – $3,900
Sponsor the USB Flash Drives that contain the Final Program Abstracts and are given to all Full Conference Registrants.

Exhibit Reception Drink Ticket – $3,400
All TechCon registrants and exhibitors receive a ticket (featuring the Sponsor’s name) to enjoy a complimentary beer or wine at the Tuesday Reception in the Exhibit Hall.

Notepad Sponsor – $2,950
Notepads printed with your logo, slogan and/or booth information will be available for all attendees.

Badge Lanyards – $2,900
Badge lanyards containing your logo and the SVC logo will be distributed to all attendees.

Welcome Reception Drink Ticket – $2,900
All TechCon registrants and exhibitors receive a ticket (featuring the Sponsor’s name) to enjoy a complimentary beer or wine at the Welcome Reception on Sunday evening.

Specialty Coffee Station – $2,800
Sponsor a specialty coffee station during the Technical Sessions or in the Exhibit Hall. Includes coffee sleeves imprinted with your company logo.

Frozen Treat Station in the Exhibit Hall – $2,500
Sponsor a frozen ice cream treat station in the Exhibit Hall.

Registration Tote Bags – $2,350
Tote bags with five (5) company logos on the front and the SVC logo on the reverse will be distributed to all attendees.

On-line Registration Web Splash Page – $2,300
Put your company in front of every attendee who registers for the TechCon using the On-line Registration system. (December 2014 – April 2015)

Logo Bottled Water – $2,300
Bottled water with your logo will be supplied at breaks during the TechCon.

Hotel Reservation Web Splash Page – $750
Put your company in front of every attendee who makes their hotel reservation using our On-line Registration system. (December 2014 – April 2015)

If you are interested in a sponsorship, indicate your selection on the Advertising Insertion Order on page 6. If you have questions about any of the sponsorships or would like to confirm availability, contact SVC at 505-856-7188 or svcinfo@svc.org