



OFFICIAL 2016 NFPA CONFERENCE & EXPO EVENT GUIDE

Connect with potential customers exactly when they are looking for information about products and services

June 13–16, 2016 • Las Vegas, NV

More than 4,500 NFPA members come to the NFPA Conference & Expo looking for ways to do a better job... solve a problem... save money...make



more money...update their knowledge...keep up with the competition...and more. Whatever their reasons for attending, they will never be more receptive to new ideas. And that's why your Event Guide advertisement is a "must buy" that will reach thousands of interested fire and life safety professionals — including architects, consultants, facilities managers, and municipal officials.

Advertisers in the NFPA Event Guide must be Exhibitors at the NFPA Conference & Expo.

Event Guide Rates

UNIT (Rates are for 4-color except as noted)

Spread	\$4,890
Full Page	\$3,260
1/2 Page Island	\$2,420
1/2 Page	\$2,210
1/2 Page (Black and White)	\$1,470
Cover 2	\$3,890
Cover 3	\$3,260
Cover 4	\$4,440
Back Page of "Education Sessions"	\$6,100

All selections except 1/2 page B&W include enhanced listing in the C&E Mobile App.

AD CLOSING DATE — April 7, 2016

AD MATERIAL DEADLINE — April 14, 2016

The best way to reach the influential attendees of the largest fire and life safety event of its kind in North America

Your Event Guide Ad includes a Mobile Phone App

The NFPA C&E Mobile App will display listings of exhibitors and advertisers directly to conference attendees' mobile phones. As an Event Guide advertiser, your company will get an enhanced company listing, logo, and links to your website and/or video—included with your Event Guide ad rate.



➤ Mechanical Specifications

PUBLICATION TRIM SIZE: 5.5" w x 8.375" h. Standard 1/8-inch bleed. For 2/3- and 1/2-page bleed ads, bleed is figured on sides and bottom only (not top). Crop marks should be included for bleed ads only.

FULL PAGE, BLEED	5.5" w x 8.375" h
FULL PAGE, NON-BLEED	4.75" w x 7.625" h
1/2-ISLAND BLEED	5.5" w x 5.375" h
1/2-ISLAND NON-BLEED	4.75" w x 5" h
1/2-PAGE BLEED	5.5" w x 4.125" h
1/2-PAGE NON-BLEED	4.75" w x 3.75" h
BINDING —Perfect	

➤ Advertising Materials

For questions, please contact:

Dorinda Ferguson

Advertising Operations Manager

NFPA Journal, 1 Batterymarch Park, Quincy, MA 02169

P 617.984.7323 F 617.984.7090 E dfergason@nfpa.org



NATIONAL FIRE PROTECTION ASSOCIATION

The leading information and knowledge resource on fire, electrical and related hazards

nfpajournal.org

Three Additional Ways to Reach Your Prime Prospects...

Make your company's message visible on the Conference & Expo floor and in the palm of attendees' hands

1

Video Wall

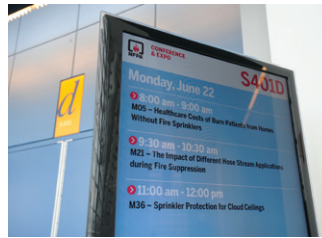
The large 8 ft. x 4.5 ft. video wall will be located in the busy conference registration area, where your video can grab the attention of everyone who passes by. Videos—recommended 30 to 90 seconds in length each—will rotate continuously throughout the entire four day event, guaranteeing multiple impressions for your message at all times of the day.

2

Digital Signage

Back by popular demand!

Eye-catching digital signage in high traffic areas throughout the Conference & Expo will allow you to put your message and logo in front of attendees at the moment they are seeking vital information.



Electronic signboards in the Registration Area, outside the General Session Auditorium, and other high-traffic areas will offer a rotating schedule, assuring multiple appearances for each advertiser at every location.

▶ Advertising Rates

VIDEO WALL \$5,000 net

Located in the registration area, videos will loop throughout the entire Event.

DIGITAL SIGNAGE \$3,500 net

Ads will rotate with others in five high-traffic areas: Convention Center Entrance, Registration Area, Grand Ballroom, Expo Hall, and Elevator Area.

▶ Specifications

HIGH-TRAFFIC AREA SIGNAGE SPECS: png or jpeg file, 1920 x 1080 pixels, 72 dpi, landscape orientation

QUICKTIME VIDEO FILE SPECS: Video dimensions should match the appropriate still image specs; Frame rate should be 30 fps, compressed using the h.264 video codec, and delivered as a QuickTime file.

MATERIAL DEADLINE — May 20, 2016

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Mobile App for the 2016 Conference & Expo

NFPA is again offering advertising on the C & E mobile phone app. In 2016 the available positions include: a watermark, splash ad, banner ads, and enhanced listings.

Contact your Regional Sales Representative for all opportunities and pricing.

- Available for download to all smartphones
- 2016 app will be live May 2016 and remain active for one year
- App will be promoted in the NFPA Conference & Expo Event Guide, on the NFPA.org website, Twitter, Facebook, the Blog, and signage around the conference venue



▶ Advertising Rates

WATERMARK \$5,000 net

SPLASH AD \$4,000 net

BANNER AD \$1,000 net

MATERIAL DEADLINE — April 22, 2016

▶ Advertising Materials

For questions, please contact:

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