

# IFAI GUIDE

## TO EXHIBITING & ADVERTISING



*Delivering new business  
in print, in person and online*



## IN PRINT » IN PERSON » ONLINE

Dear Colleague,

For almost 100 years, the Industrial Fabrics Association International has served as the central resource for businesses in the specialty fabrics industry. Never has that resource been more important than it is today. The pace of change has accelerated, and the complexity of business has increased exponentially.

Your association has many options to help you meet these challenges. We offer unique and targeted access to customers that will help you to thrive in this dynamic market—exhibiting at trade shows and advertising both in print and online.

IFAI Expo 2009 is the largest and best specialty fabrics trade show in North America. IFAI's seven targeted magazines provide audiences who read the publications for important business information, keep them for future reference and use them to find suppliers.

Geosynthetics 2009 is the most important geosynthetics show, surpassing attendance at most international venues. Paired with the leading magazine *Geosynthetics*, it offers a “can’t miss” opportunity to establish market share in this quickly growing niche.

Best of all, your investment in IFAI means that you’re supporting the industry on which your business depends. As a not-for-profit organization, IFAI returns all profits by delivering services to the members of IFAI. Whether it’s providing education, networking, government relations or standards work, IFAI is constantly serving the needs of your market. Advertising and exhibit revenue allow IFAI to offer many programs at little or no cost to the members. If you’re not yet a member, what are you waiting for? It’s a great deal!

Warm regards,

Mary Hennessy  
V.P. Communications

Todd Lindemann  
V.P. Conference Management



# IN PRINT» Upholstery Journal

*The definitive resource for upholstery applications*

## The commercial seating, transportation and furniture market

The U.S. upholstery fabric industry is undergoing new developments in custom applications and specialty markets. With greater foreign competition in the home furniture market, U.S. upholstery suppliers are seizing new opportunities in the custom furniture, commercial seating, transportation interior and health-care markets. These market segments are expected to increase in the coming years, creating stable growth in the United States and worldwide.

## The audience

The **20,028** readers of *Upholstery Journal* are entrepreneurial business owners with unique skills that open a variety of opportunities. Their products are as diverse as:

- » Automotive interiors
- » Recreational vehicles
- » Theater seating
- » Hotel furniture
- » Restaurant seating
- » Airplane interiors (private and commercial)
- » Mass transportation seating (trains and busses)
- » Antique restoration for private customers and museums
- » New custom furniture
- » Marine interiors



ONLINE» *See page 22*



*IFAI was instrumental in helping us design an ad for Upholstery Journal that is not only increasing our aircraft customer base, but is also working to promote our auto and marine lines. Our relationship with our account representative ensures that we get the best placement, and we feel IFAI's charges for advertising are a good value, since Upholstery Journal more closely targets our customer base than any other upholstery trade magazine out there.*

Tom Kosobayashi, Pyramid Trim



## ADVERTISING RATES

AD SIZE [4-color]	MONTHLY ISSUES		
	6X	4X	1X
FP	\$3,195	\$3,495	\$3,785
2/3 P	\$2,155	\$2,995	\$3,260
1/2 I	\$2,295	\$2,485	\$2,665
1/2 H	\$2,175	\$2,355	\$2,525
1/3 P	\$1,815	\$1,965	\$2,085
1/6 P	\$1,515	\$1,595	\$1,665
CV 2	\$3,815		
CV 3	\$3,655		
CV 4	\$4,055		
TOC	\$3,555		
Edit (2/3 P)	\$2,365		
Page 1	\$3,555		
Center spread	\$6,135		

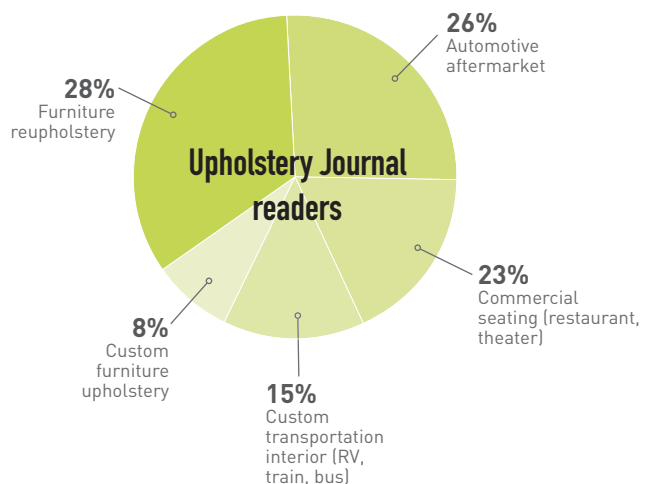
All other special positions, add 10%.

For a 12X rate, subtract 3% on all insertions.

An advertising agency discount of 15% is available to all agencies and to companies submitting their own ad placements.

IFAI members earn a 3% discount on all ads.

U.S. upholstery suppliers are seizing new opportunities in the custom furniture, commercial seating, transportation interior and healthcare markets.



## Upholstery Journal editorial calendar

February/March	April/May	June/July	August/September	October/November	December/January
Commercial interior seating Expanding your shop Custom chaise how-to	New Product Showcase Eco-fabrics Antique techniques	Design & Craftsmanship Awards Interior fabric trends Ergonomic hand tools	Custom auto interior Leather uses and care Custom furniture market SEMA preview	Pattern matching how-to Printing on upholstery fabrics The benefits of nanotechnology in new fabrics	2010 Buyer's Guide— A complete guide to the products and services used in upholstery
<b>Ad close/Materials due</b> Dec 25, 2008 / Jan 1, 2009	<b>Ad close/Materials due</b> Feb 20, 2009 / Mar 6, 2009	<b>Ad close/Materials due</b> Apr 25, 2009 / May 6, 2009	<b>Ad close/Materials due</b> Jun 18, 2009 / Jul 2, 2009	<b>Ad close/Materials due</b> Aug 20, 2009 / Sep 2, 2009	<b>Ad close/Materials due</b> Oct 22, 2009 / Nov 5, 2009
<b>Bonus distribution*</b> 2009 Quad-Zone Convention, Feb 18-21, League City, Texas Advanced Textiles 2009, TBD, Brussels, Belgium IFAI Canada, Super Expo 2009, Mar 5-7, Calgary, Alberta, Canada	<b>Bonus distribution*</b> Australian Canvas & Synthetics Products Association (ASCASPA) 2009 Convention, May 30-Jun 1, Melbourne, Victoria, Australia		<b>Bonus distribution*</b> IFAI Expo 2009, Sep 23-35, San Diego, Calif.	<b>Bonus distribution*</b> SEMA 2009, Nov 3-6, Las Vegas, Nev Automotive Aftermarket Products Expo (AAPEX) 2009, Nov 3-5, Las Vegas, Nev.	

\*Bonus distribution fulfillment is subject to availability and in some cases may be restricted by show management.



# ONLINE» Web site marketing

During 2009 each of IFAI's magazines will introduce its own Web site that will be a "go to" location for readers and web visitors. They will contain quick reference materials, white papers, article archives and expanded content stimulated by stories in the printed version.

Content sponsorships, banner ads and video ads are available on the site. Contact your account manager for special opportunities.

Web site advertising allows you to reach your target audience while they are researching information in key product areas.

## Sponsor high traffic visitor content

**Content sponsorships** are available for many different parts of the Web site. For instance, you could sponsor a product section of the *Review* Buyer's Guide or a category in the International Achievement Awards photo gallery. Sponsors are identified on *all pages* of the section with a logo and a tag that reads "This section of the Buyers Guide..." or "This category of the International Achievement Awards, generously sponsored by (your company name and logo)."

*Content sponsorships pricing dependent on location.*

## Use electronic media to tell your story in sound and motion

**Video spots** are another exciting Web site opportunity that can give your company powerful visibility. Ask your sales rep for details. *Video spot pricing dependent on location and length of video.*

## Banner ads create powerful brand recognition

**Web site banners** gives advertisers highly visible branding exposure. Banners are available in vertical side ads.

*Banner ad pricing:*

3 months	\$1,500
6 months	\$2,500
12 months	\$4,500



# Exhibit marketing

## IN PRINT» **Attract more traffic to your booth with show specific advertising**

Advertising in the show issues of *Specialty Fabrics Review* magazine and *Geosynthetics* magazine is an effective and low cost way to create a lasting impression of your company. Whether it's for Geosynthetics 2009 or IFAI Expo 2009, the show issues are jam-packed with valuable information, making these issues important references during and after the show.

See page 6 for more information about the IFAI Expo Guide and the September *Review*. See page 10 for the Geosynthetics Show Guide and the *Geosynthetics* February/March issue.

## IN PERSON » **Show sponsorships provide high profile exposure**

One of the most effective ways of getting attention at an important event is through high visibility sponsorships. At IFAI Expo 2009 in San Diego and at Geosynthetics 2009 in Salt Lake City, there are many very attractive ways for your company to stand out from the competition and build brand recognition.

Gain maximum exposure with sponsorship of a high profile event like one of the keynote speakers, or stand out from the crowd with a coffee break or an aisle sign. We have many attractive options to reach your goals and fit your budget.

*The following is a partial list of sponsorship opportunities*

- Name badge lanyards
- Aisle signs
- Coffee breaks
- Special topic sessions
- Fabric briefcase for conference proceedings
- IFAI Annual Meeting refreshments
- Opening receptions
- Cyber Café
- Entrance banners

(Some opportunities are not available at both events)

**LET US  
HELP YOU  
DESIGN  
A NEW AD**

IFAI has talented designers who are happy to help you design a new ad for your marketing campaign. Talk to your account manager about your ideas.

## Contact us

Account Managers, Advertising/Exhibits Sales

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*Delivering new business  
in print, in person and online*