

ADVERTISING OPPORTUNITIES

FORM 1 (part 1/8)

Distributed to targeted buyers and visitors, these publicity materials will enable them to identify areas of interest and plan their visits effectively. Book your advertisements now to ensure your message gets the maximum exposure. All advertisements are in full colour and full page unless otherwise specified.

Exhibitors are entitled to a 50% discount off published rates for all print advertisements in Frontpage newsletters and Show Directory.

Please tick the appropriate box to indicate the show(s) you are participating:

IFFS / AFS 2017 Nook Asia 2017

Frontpage — 1 Edition (Jan 2017)

15 Dec 2016

Distributed before the show commences

Readership: 80,000

Position Published	Price	Size	Width	Height
<input type="checkbox"/> Back Cover	S\$ 8,800	Type Area	190mm	277mm
		Trim Area	210mm	297mm
		Non-Bleed	190mm	277mm
		Bleed	216mm	303 mm
<input type="checkbox"/> Inside Front	S\$ 6,600	Type Area	190mm	277mm
		Trim Area	210mm	297mm
		Non-Bleed	190mm	277 mm
		Bleed	216mm	303 mm
<input type="checkbox"/> Inside Back	S\$ 6,600	Type Area	190mm	277mm
		Trim Area	210mm	297mm
		Non-Bleed	190mm	277mm
		Bleed	216mm	303 mm
<input type="checkbox"/> First Page	S\$ 6,600	Type Area	190mm	277mm
		Trim Area	210mm	297mm
		Non-Bleed	190mm	277mm
		Bleed	216mm	303 mm
<input type="checkbox"/> Run-of-page	S\$ 5,500	Type Area	190mm	277mm
		Trim Area	210mm	297mm
		Non-Bleed	190mm	277mm
		Bleed	216mm	303 mm

FORM 1 (part 2/8)

Please tick the appropriate box to indicate the show(s) you are participating:

IFFS / AFS 2017 Nook Asia 2017

Frontpage - Show Daily (3 Issues)

Material Deadline: 31 December 2016

Distributed during the show: 9-12 March 2017

Readership: 40,000 per issue

Position Published	Price	Size	Width	Height
<input type="checkbox"/> Back Cover	S\$ 9,700	Type Area	250mm	370mm
		Trim Area	280mm	400mm
		Non-Bleed	250mm	370mm
		Bleed	290mm	410mm
<input type="checkbox"/> Inside Front	S\$ 7,700	Type Area	250mm	370mm
		Trim Area	280mm	400mm
		Non-Bleed	250mm	370mm
		Bleed	290mm	410mm
<input type="checkbox"/> Inside Back	S\$ 7,700	Type Area	250mm	370mm
		Trim Area	280mm	400mm
		Non-Bleed	250mm	370mm
		Bleed	290mm	410mm
<input type="checkbox"/> First Page	S\$ 7,700	Type Area	250mm	370mm
		Trim Area	280mm	400mm
		Non-Bleed	250mm	370mm
		Bleed	290mm	410mm
<input type="checkbox"/> Run-of-page	S\$ 6,100	Type Area	250mm	370mm
		Trim Area	280mm	400mm
		Non-Bleed	250mm	370mm
		Bleed	290mm	410mm

FORM 1 (part 3/8)

Please tick the appropriate box to indicate the show(s) you are participating:

IFFS / AFS 2017 Nook Asia 2017

Show Directory

Material Deadline: 31 December 2016

Readership: 80,000

Position Published	Price	Size	Width	Height
<input type="checkbox"/> Back Cover	S\$ 8,800	Type Area Trim Area Non-Bleed Bleed	140mm 148mm 140mm 154mm	202mm 210mm 202mm 216mm
<input type="checkbox"/> Inside Front	S\$ 6,600	Type Area Trim Area Non-Bleed Bleed	140mm 148mm 140mm 154mm	202mm 210mm 202mm 216mm
<input type="checkbox"/> Inside Back	S\$ 6,600	Type Area Trim Area Non-Bleed Bleed	140mm 148mm 140mm 154mm	202mm 210mm 202mm 216mm
<input type="checkbox"/> First Page	S\$ 6,600	Type Area Trim Area Non-Bleed Bleed	140mm 148mm 140mm 154mm	202mm 210mm 202mm 216mm
<input type="checkbox"/> Run-of-page (Single Spread)	S\$ 5,500	Type Area Trim Area Non-Bleed Bleed	140mm 148mm 140mm 154mm	202mm 210mm 202mm 216mm
<input type="checkbox"/> Run-of-page (Double Spread)	S\$ 8,800	Type Area (per page) Trim Area Non-Bleed Bleed	140mm 296mm 288mm 302mm	202mm 210mm 202mm 216mm

*Note: Publication is a perfect bind. Be aware of images placed in center of a double spread.

FORM 1 (part 4/8)

Please tick the appropriate box to indicate the show(s) you are participating:

IFFS / AFS 2017 Nook Asia 2017

Exclusive Sponsorship

Description	Sponsorship Price	Details
<input type="checkbox"/> Lanyard	S\$12,000 (IFFS) S\$ 6,000 (Nook Asia)	Exclusive Principal Sponsor <i>(Sponsorship value inclusive of print production)</i>
<input type="checkbox"/> Show Bag	S\$12,000 - S\$23,000	Exclusive Principal Sponsor for IFFS and Nook Asia <i>(Sponsorship value inclusive of print production)</i>
<input type="checkbox"/> Visitor Badge	S\$ 8,000 - S\$12,000	Exclusive Principal Sponsor for IFFS and Nook Asia <i>(Sponsorship value inclusive of print production)</i>

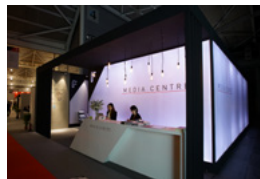
SOLD

SOLD

SOLD

Indoor On-site Sponsorship

Description	Sponsorship Price	Details
<input type="checkbox"/> Prestige Club Lounge Dress-Up	S\$15,000	Exclusive Principal Sponsor <i>(Sponsorship value inclusive F&B catering but excludes production/fabrication)</i>
<input type="checkbox"/> Media Centre Dress-Up	S\$15,000	Exclusive Principal Sponsor <i>(Sponsorship value inclusive F&B catering but excludes production/fabrication)</i>



FORM 1 (part 5/8)

Please tick the appropriate box to indicate the show(s) you are participating:

IFFS / AFS 2017 Nook Asia 2017

Digital / Web Advertising

Description	Published Price	Details
<input type="checkbox"/> Website Leaderboard Banner	(IFFS) S\$ 4,000 / month (Nook Asia) S\$ 3,000 / month	Appears on home page Dimensions: 1250 x 100 px Format: .JPG or .PNG
<input type="checkbox"/> Website Side Banner	(IFFS) S\$ 3,000 / month (Nook Asia) S\$ 2,500 / month	Appears on home page or sub-pages of the website Dimensions: 380 x 300 px Format: .JPG or .PNG
<input type="checkbox"/> Visitor Registration Acknowledgement Page Banner	S\$ 3,000	Appears after visitors and delegates complete their online pre-registration. Dimensions: 1250 x 100 px Format: .JPG or .PNG
<input type="checkbox"/> Visitor Registration Confirmation Email Banner	S\$ 3,000	Appears in delegates' confirmation emails received to view their admission badges. Dimensions: 829 x 73 px Format: .JPG or .PNG
<input type="checkbox"/> Frontpage E-Magazine Newsletter Banners	S\$ 3,000 / issue per month	Placed in e-publications containing industry news and key updates. Dimensions: 136 x 220 px Format: .JPG or .PNG

E-blasts / EDMs

IFFS keeps and maintains a sole proprietary database of 120,000 records from the furniture, furnishing, hospitality and contract manufacturing industry. Exhibitors can select the database segmented by visitors' profile, region or product categories.

No. Email Blasts	Price
<input type="checkbox"/> 1	S\$ 1,800
<input type="checkbox"/> 3	S\$ 3,200 (\$ 1,067 each)
<input type="checkbox"/> 6	S\$ 3,800 (\$ 633 each)

Please note:

- Do regional and visitor business profile targeting by filling up the Email Campaign Form at www.IFFS.com.sg/EDM-Form/
- Send your HTML material/artwork on time. Test and actual blast dates should keep a two-week gap period.
- Provide the email subject and sender name for the blast.
For example:
Sender Name: Oliver B - IFFS Exhibitor
Email Subject: Discover Italian Furniture from Oliver B

All advertisement bookings are only made available to exhibitors of International Furniture Fair Singapore 2017 / 34th ASEAN Furniture Show and Nook Asia 2017.





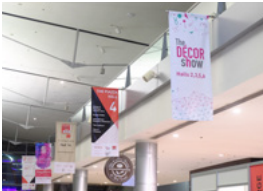
FORM 1 (part 6/8)

Please tick the appropriate box to indicate the show(s) you are participating:

IFFS / AFS 2017 Nook Asia 2017

Outdoor On-site Advertising

Material Deadline: 15 December 2016

Description	Published Price	Location	Includes
<input type="checkbox"/> Lamp Post Banner (min. 2 pcs) 1m (w) x 3m (h) single-sided	S\$ 1,600 per piece	Carpark and streets of Singapore Expo	Carpark Production of banner, installation & dismantle.
			
<input type="checkbox"/> Atrium Glass Door Banner 5.8m (w) x 3.5m (h)	S\$ 3,600 per piece	Atrium, Hall entrances from 2-6	Production of banner, installation & dismantle.
<input type="checkbox"/> V-Shaped Banner 2.75m (w) x 6.5m (h)	S\$ 4,300 per set of 2 pieces		Advertiser to provide artwork.
<input type="checkbox"/> Atrium Glass Door Banner + 2 V-Shaped Banners	S\$ 7,000 per set		
<input type="checkbox"/> Glass Door Sticker (Single-sided) 0.6m (w) x 2.0m (h)	S\$ 2,000 per piece	Foyer 2	Production of sticker, installation & dismantle. Advertiser to provide artwork.
			
<input type="checkbox"/> Link way Banner 4.5m (w) x 1.0m (h)	S\$ 4,800 per piece	Foyer 2	Production of banner, installation & dismantle. Advertiser to provide artwork.
			
<input type="checkbox"/> Trumpet Banner 0.8m (w) x 2.0m (h)	S\$ 1,600 per piece	Foyer 2	Production of banner, installation & dismantle. Advertiser to provide artwork.
			

FORM 1 (part 7/8)

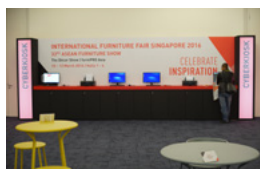
Please tick the appropriate box to indicate the show(s) you are participating:

IFFS / AFS 2017 Nook Asia 2017

Indoor On-site Advertising

Material Deadline: 15 December 2016

Description	Published Price	Location	Includes
<input type="checkbox"/> Cyber Kiosks Homepage of computer screen	S\$ 2,000 per computer screen/hall	Inside Hall	
<input type="checkbox"/> Side Panel	S\$ 4,000 per side panel / hall		
<input type="checkbox"/> In-Hall Hanging Banner (max. height not exceeding 6m from hall's flooring)	S\$ 2,000 per pc	Inside Hall, above exhibitor's booths confines	Advertising air space only, with installation & dismantling but excluding production.
<input type="checkbox"/> Exhibition Layout Sign (total 5 units)	S\$ 1,200 per unit/ each hall (total 5 halls)	Hall entrances & registration area	Advertiser needs to provide one company/ brand logo.
<input type="checkbox"/> Floor Stickers (22 pcs per set) Sticker size: 700 x 300mm	S\$ 4,800 per set	Floor leading to booth	Production, installation & dismantling of stickers. Advertiser needs to provide company brand/ logo for artwork.



- Exhibitors are entitled to a 50% discount off published rates for all printed advertisements in Frontpage magazines and Show Directory.
- All digital file submissions must be in high resolution of at least **300 dpi in PDF, JPEG or TIFF format without crop/printer marks and in CMYK colour mode**. All fonts should be converted to path/outlines.
- Please note that orders are valid only when accompanied with full payment. Cheques are to be made payable to:
INTERNATIONAL FURNITURE FAIR SINGAPORE PTE LTD

For payment via telegraphic transfer:

INTERNATIONAL FURNITURE FAIR SINGAPORE PTE LTD

Account No.: 003-902317-0
 Bank: The Development Bank of Singapore Ltd
 Address: Shenton Way Branch
 6 Shenton Way, DBS Building Tower One, Singapore 068809
 SWIFT Dest: DBSSSGSG

- **All rates are quoted in Singapore dollars and subject to the prevailing Goods & Services Tax (GST). Overseas Exhibitors are not required to pay GST.**
- **Payment made via telegraph transfer should include the bank charges, to be borne by the payer.**
- **Cancellation of an advertisement after signing this booking form will result in a cancellation fee amounting to 50% of the cost of advertisement booked.**
- **The payment for the advertisements has to be received before they are printed, published or produced.**

For customised sponsorship and advertising that meet your objectives and budget, please contact:

Chua Siew Bee
 siewbee@iff.com.sg
 (65) 6505 9176

You may also drop us an email at pr@iffs.com.sg and inform us your desired opportunity/package!

Enclosed is our cheque no.:	for SGD:	for the orders overleaf.
Company Name: (please print/type)		
Company Address: (please print/type):	Country:	
	Postal Code:	
Telephone: (please include country & area codes)	Fax: (please include country & area codes)	
Contact Person:	Email:	
Signature:	Company Stamp:	

Additional Notes:

Please email this form together with the page(s) indicating your preferred advertising medium(s) in the previous 7 pages to pr@iff.com.sg.



Email this form to:
International Furniture Fair Singapore Pte Ltd
 62 Sungei Kadut Loop, #04-19, Singapore 729507
 Tel: (65) 6569 6988 Fax: (65) 6569 9939 Website: www.IFFS.com.sg | www.NookAsia.com.sg