



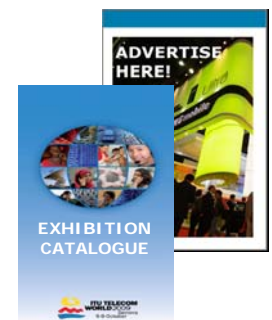
## OFFICIAL EVENT CATALOGUE

The WORLD 2009 Event Catalogue is the most frequently consulted document of the event. A valuable reference tool, it provides key information on event services and activities, profiles on exhibition and pavilion participants, plus plenty of additional information presenting a holistic overview of the entire event. Available in print, electronic and online versions, thousands of high-quality attendees revert to listings before, during and after the event.

Without a doubt, the Event Catalogue is a prime advertising opportunity!

### Benefits

- ✓ Excellent means of gaining extra visibility and maximising your company presence in a hardcopy reference tool available beyond the actual event
- ✓ Fantastic opportunity as your advertisement appears in the highly-consulted electronic catalogue through a flipping page software, in addition to the print version
- ✓ Leverage varied audiences with print, electronic and online versions over a significant time period
- ✓ Outstanding alternative to complement other visibility options, or should you unable to participate elsewhere
- ✓ All Exhibitors benefit from **discounts** of between 15 and 25% on the standard rates depending on the size of stand/office suite taken



### Advertising in the Print and Electronic Catalogue

For maximum exposure in the Catalogue, you have the opportunity of adding a full-page ad for CHF 7,000 (approx. US\$ 6,000) to complement your editorial entry. You can also choose from half-page at CHF 5,000 (approx. US\$ 4,500) to double-page spreads at CHF 10,000 (approx. US\$ 9,000). Or talk to us about some of the special positions. Certainly there is something to suit all marketing budgets.

### Advertising in the Web-based Catalogue

The web-based version of the Event Catalogue will be launched in May and continuously updated through October 2009. Choose from a number of online visibility options, such as a banner on the Catalogue home page for CHF 12,000 (approx. US\$ 11,000) for a broader visibility. Or, why not place a banner next to your company profile for CHF 2,000 (approx. US\$ 1,800). This last offer is exclusive to Exhibitors only.

### Contact

Our Event Catalogue team would be delighted to help you put together the optimal publicity plan for your company. Should you have any advertising queries, please email us at [exhibition.catalogue@itu.int](mailto:exhibition.catalogue@itu.int) or call us at +41 22 730 6209.

Catalogue	Standard Cost	CHF	15% Discount of rental space upto 199m <sup>2</sup>	20% Discount of rental space of 200 to 499m <sup>2</sup>	25% Discount of rental space of 500m <sup>2</sup> upwards
<b>Standard Position:</b>					
Single Page	<b>7000</b>	(USD 6000 approx.)	5950	5600	5250
Half Page	<b>5000</b>	(USD 4500 approx.)	4250	4000	3750
Double Page Spreads	<b>10000</b>	(USD 9000 approx.)	8500	8000	7500
<b>Special Positions:</b>					
Inside Front Cover	<b>9500</b>	(USD 8500 approx.)	8075	7600	7125
Inside Back Cover	<b>8500</b>	(USD 7600 approx.)	7225	6800	6375
Facing Contents Page	<b>9500</b>	(USD 8500 approx.)	8075	7600	7125
Facing Welcome Message	<b>9500</b>	(USD 8500 approx.)	8075	7600	7125
1st - 2nd Double page Spread	<b>11500</b>	(USD 10300 approx.)	9775	9200	8625
Logo	<b>1000</b>	(USD 900 approx.)	n/a	n/a	n/a
100 words	<b>450</b>	(USD 400 approx.)	n/a	n/a	n/a
<b>Web Catalogue</b>					
Banner on Catalogue Homepage	<b>12000</b>	(USD 11000 approx.)	10200	9600	9000
Banner on Exhibitor's Profile Page	<b>2000</b>	(USD 1800 approx.)	n/a	n/a	n/a