



COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

NORTHERN VIRGINIA CHAPTER

NAIOP Bus Tour and Trade Show MAY 10, 2012

MARKETING OPPORTUNITIES

GUIDEBOOK ADVERTISING

NAIOP Northern Virginia is producing an 8½ by 11 coil bound guidebook which will be used the day of our **Bus Tour** and will have months of shelf life following the tour. The booklet will contain commentary on the overall real estate market, articles on the latest development trends, property listings, and the most up-to-date market maps. Each market section will be introduced by a 17 by 11 foldout which will include two 8½ by 11 four-color ad positions, and a map with descriptive and statistical information about the market.

POSITION

Covers, 4/c
Inside Front
Back
Inside Back

MEMBER ONLY

\$ 3,500
SOLD!
SOLD!

MARKET MAPS (2 sides per map)

Market Maps 4/c	\$ 2,500
Herndon	Both available
Route 28 South/Route 50	Both available
Fairfax Center/I-66	One available
Tysons Corner	One available
Reston	One available
Dulles North/Eastern Loudoun	Both available

PAGES

	MEMBER	NON-MEMBER
Full page, 4/c	\$ 1,500	\$ 2,250
½ page, 4/c	\$ 1,000	\$ 1,500
¼ page, 4/c	\$ 750	\$ 1,000
Full page, b/w	\$ 1,000	\$ 1,500
½ page, b/w	\$ 500	\$ 750
¼ page, b/w	\$ 250	\$ 500

GUIDEBOOK DEADLINES

SPACE RESERVATIONS DUE: March 23
DIGITAL MATERIALS DUE: March 30

All production materials must be digitally supplied.

TRADE SHOW

RESERVE YOUR SPACE for the **2012 NAIOP Northern Virginia Bus Tour Trade Show** to be held at the start of the tour. Don't miss this opportunity to exhibit your project or services!

Over **500 people** from the commercial, industrial and mixed-use real estate industry are expected to attend! Exhibitors will be listed on the trade show layout by project name and/or firm name and will know exactly how to find you!

Bus Tour participants will walk through the Trade Show to fill their bus tour tote bags with goodies and giveaways from your booth! **We encourage you to be creative! Make sure your logo is included in every bag!** We simply ask that your item be unique, unbreakable and carry out the 2012 bus tour theme.

Fees quoted are for the use of a 10' x 8' space, a 6' skirted table, and two tickets for the Trade Show and breakfast. One Bus Tour Guidebook is also included in the registration fee. **Please note that tickets to ride the bus ARE NOT included. Bus Tour tickets must be purchased separately.**

Booth Specs: 10' x 8' space with 3' high pipe and drape with 6' skirted table
(Additional items available upon request)

Hours: 7:30 a.m. to 9:45 a.m. (Breakfast included)

Cost: \$ 850 for members
\$1,350 for non-members

Booth assignments are contingent upon receipt of payment and a signed trade show booth reservation form. Please note the important deadlines listed below:

TRADE SHOW DEADLINES

EARLY BIRD RESERVATIONS DUE: March 30

The Trade Show has sold out the last two years. Do not miss out on this opportunity.

CONTACT INFORMATION:

Advertising:

Michelle Melvern, 703-845-7080, mmelvorn@naiopva.org

Trade Show:

Kathleen D'Amato, 703-845-7080, kdamato@naiopva.org



COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION
NORTHERN VIRGINIA CHAPTER

1729 King Street, Suite 410, Alexandria, Virginia 22314
Phone 703-845-7080 Fax 703-845-7081 www.naiopva.org