



WE FORM THE FUTURE

COMBINED STRENGTH. UNSURPASSED INNOVATION.

SEPTEMBER 9-12 | **2024**

SAN DIEGO CONVENTION CENTER

SAN DIEGO, CA

theCAMX.org



THE COMPOSITES AND ADVANCED MATERIALS EXPO

2024 INTEGRATED MEDIA PACKAGES

PRODUCED BY



OFFICIAL MEDIA PARTNERS



Generate targeted leads at CAMX 2024!



Increase visibility
and connect with
attendees before,
during and after
the show with
a CAMX 2024
Exhibitor Integrated
Media Package

Before CAMX

The months before the show are critical to get your message in front of this prime audience and drive them to your booth. These products help you maximize your reach in advance of CAMX.

- **CAMX Connection** e-newsletter
- **MyCAMX.org** Agenda Planner
- **CompositesWorld** show issues (August and September)

During CAMX

Advertising in these products helps you stand out from the crowd during the busy days at CAMX by promoting your company and the featured products and services in your booth.

- **CAMX Show Daily**
- **CAMX Show Directory**
- **MyCAMX.org** Agenda Planner
- **CompositesWorld** show issues (August and September)

After CAMX

Invest in these products to keep your message top-of-mind once attendees return to work after CAMX and to reinforce why they need to do business with you.

- **CAMX Connection** e-newsletter
- **CAMX Show Directory**
- **MyCAMX.org** Agenda Planner
- **CompositesWorld** show issues (August and September)



2024 INTEGRATED MEDIA PACKAGES

Save 15% on your CAMX 2024 Integrated Media Package when you invest in at least 3 of the following advertising opportunities:

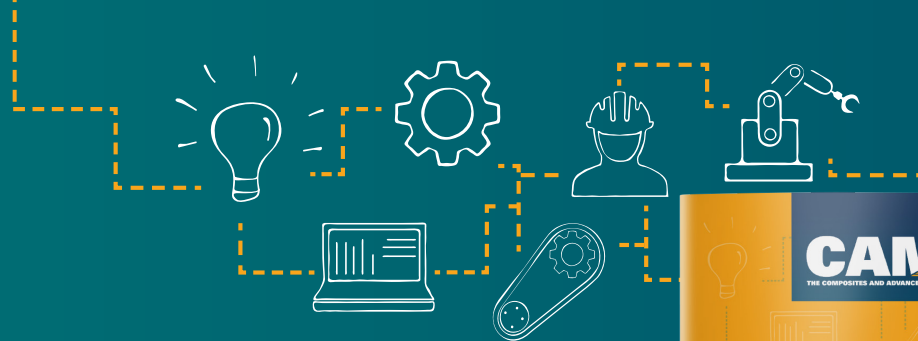
- Deluxe OR Premier MyCAMX Online Listing Package
- CAMX Show Directory
- CAMX Connection e-newsletter
- CAMX Show Daily

BONUS SAVINGS!

Companies participating in the Integrated Media Package discount program will also earn an additional 15% discount on advertising in the August and September 2024 show issues of *CompositesWorld*.

Integrated Media Packages will apply towards frequency discounts.





IN PRINT

Advertising in the **CAMX Show Directory** and the **CAMX Show Daily** reinforces your brand and promotes your booth at the show!



The **CAMX Show Directory** serves as a year-round go-to resource guide for industry professionals during and after the show.

Stand Out From the Crowd

All advertisers in the CAMX Show Directory receive highlighted company listings throughout the printed guide.

Available to
6,000+
CAMX 2024 registrants

- At registration
- At all show entrances
- In publication bins throughout the event

CAMX SHOW DIRECTORY ADVERTISING

Full Page, 4-color	\$4,215
Half Page, 4-color	\$3,100
Quarter Page, 4-color	\$2,115
Inside Front Cover, 4-color	\$5,220
Inside Back Cover, 4-color	\$5,220
Back Cover, 4-color	\$5,965
Marketplace, B/W	\$715
CAMX DIRECTORY AD CLOSE: 7/26/2024	AD MATERIALS DUE: 8/9/2024

SHOW DIRECTORY AD SPECIFICATIONS

<p>FULL PAGE</p>	<p>BLEED: 8.375"W x 11"H 214mm x 281mm</p>	<p>HALF PAGE VERTICAL</p> <p>3.25"W x 9.125"H 83mm x 232mm</p>
	<p>TRIM: 7.875"W x 10.5"H 200mm x 267mm</p> <p>LIVE AREA: 7.375"W x 10"H 187mm x 254mm</p>	
<p>HALF PAGE HORIZONTAL</p> <p>6.875"W x 4.375"H 175mm x 111mm</p>	<p>QUARTER PAGE</p> <p>3.25"W x 4.375"H 83mm x 111mm</p>	<p>MARKETPLACE</p> <p>3.25"W x 2.125"H 83mm x 54mm</p>



Designed to grab the attention of attendees as they plan their day at the show, the **CAMX Show Daily** is written by the market-leading and globally renowned **CompositesWorld** editorial team and provides attendees with information on the day's events and what's new and interesting at the show.

Available to **6,000+**
CAMX 2024 registrants

- At registration
- Personally distributed at all show entrances
- In publication bins throughout the event

Advertising in the **CAMX Show Daily** is the ideal way to announce new products and special promotions and to invite attendees to visit your booth.

CAMX SHOW DAILY ADVERTISING

Full Page, 4-color	\$4,215
Half Page - Island, 4-color	\$3,525
Half Page - Horizontal, 4-color	\$3,100
Quarter Page, 4-color	\$2,115
Inside Front Cover, 4-color	\$5,670
Inside Back Cover, 4-color	\$5,670
Back Cover, 4-color	\$6,175
CAMX SHOW DAILY AD CLOSE: 7/26/2024	
AD MATERIALS DUE: 8/9/2024	

SHOW DAILY AD SPECIFICATIONS

FULL PAGE /COVERS	BLEED: 9"W x 12"H 228mm x 305mm	
	TRIM: 8.5"W x 11.5"H 216mm x 292mm	
	LIVE AREA: 7.5"W x 10.5"H 190mm x 266mm	
HALF PAGE HORIZONTAL 7.5"W x 5.0"H 190mm x 127mm	HALF PAGE ISLAND 5.0"W x 7.0"H 127mm x 190mm	QUARTER PAGE 3.625"W x 5.0"H 94mm x 127mm

PRINT FILE REQUIREMENTS:

Please submit print advertisements as an Adobe PDF/X-1a file.

HOW TO SUBMIT FILES:

- 1. UPLOAD FILE:**
(20 MB OR LESS)
files.gardnerweb.com/upload
- 2. EMAIL FILE:**
(5 MB OR LESS)
pcaldwell@gardnerweb.com
- 3. SHIP CD/PROOFS TO:** Advertising Department
Gardner Business Media, Inc.
6915 Valley Avenue
Cincinnati, OH 45244-3029

For more information, please contact
Patty Caldwell.
513-527-8800 | pcaldwell@gardnerweb.com

CAMX

THE COMPOSITES AND ADVANCED MATERIALS EXPO

DIGITAL

Build interest in your exhibit and reinforce your brand message with Enhanced Online Listing Packages and by advertising on **MyCAMX** and in the **CAMX Connection** e-newsletter.



CAMX E-NEWSLETTER ADVERTISING

(DISTRIBUTION 24,500+)

12-Issue Package	\$6,675
6-Issue Package	\$3,365
A La Carte Rate	\$690

E-NEWSLETTER ADVERTISING	12-ISSUE	6-ISSUE
AD CLOSING	2 weeks prior to mail date	
AD MATERIALS DUE	1 week prior to mail date	

CAMX 2024 FLOORPLAN BANNER ADVERTISING

Integrated Directory Search (IDS) Exclusive Banner	\$5,210 (includes MyCAMX Premier Package)
Online Hall Exclusive Banner	\$3,525 (includes MyCAMX Premier Package)
Product Category Banner (1 per category)	\$2,995 (includes MyCAMX Premier Package)

BANNER AD SPECIFICATIONS

INTEGRATED DIRECTORY SEARCH (IDS) EXCLUSIVE BANNER

1940 x 180 pixel banner ad and 600 x 500 pixel banner ad for smaller screens (mobile/tablets) available on the **home screen** of the Official Online Exhibitor Directory. 1940 x 180 **and** 600 x 500 pixel images required for upload.

PRODUCT CATEGORY BANNER

Dimensions: Displays at 320 x 50 pixels; upload requires 640 x 100 pixel image for retina devices. DPI: 72 File types: JPG, PNG or GIF (static)

ONLINE HALL EXCLUSIVE BANNER

Exclusive. Includes one 728 x 90 pixel banner ad on the online exhibit hall. Displays at 728 x 90 pixels. Upload requires 1456 x 180 pixel image for retina devices.



Advertising in the **CAMX Connection** e-newsletter promotes your brand and your presence at **CAMX 2024** to a targeted audience of more than 24,500 past attendees and prospects in the composites industry!

The **CAMX Connection** features the most exciting and innovative products that will be on display at **CAMX 2024**.

E-Newsletter Issue Dates

JANUARY 25	MAY 23	AUGUST 15
FEBRUARY 22	JUNE 27	AUGUST 29
MARCH 21	JULY 18	SEPTEMBER 26
APRIL 25	AUGUST 1	OCTOBER 24

120 x 100 pixels

E-NEWSLETTER AD SPECIFICATION:
File types: static JPG or GIF
File size: 10K maximum

Please contact Patty Caldwell at pcaldwell@gardnerweb.com or 513-527-8800 for ad close and materials due dates for a la carte ad placements.

MyCAMX

Enhancing the content and creating an expanded showroom is extremely valuable for getting on attendees' short list of must-see companies!

	ONLINE LISTING PACKAGES		
	BEST VALUE PREMIER A	DELUXE B	BASIC C
	\$1,645	\$755	FREE
Company name, booth number, address, phone, url, logo & social media links	■	■	■
Basic company description in showroom (50-word limit)			■
Extended company description (up to 400 words) subject to editorial review	■	■	
Technology gallery: Product images	6	5	1
Enhanced technology gallery: Additional product images or videos	4		
Access to opt-in myCAMX leads	■	■	
Online booth is highlighted with a corner peel image	■		
Interactive demos (up to 15 minutes)	1		
Priority placement in myCAMX search results	■		
Display of product categories and social media links in showroom	25	10	5
Downloads or links to your collateral such as news releases, case studies, white papers, brochures, catalogs, etc.	6	3	1
Digital Business Cards with chat functionality Includes contact information, headshot, email function and social links to make networking simple	6	3	1
Special offers for CAMX attendees including exclusive show discounts, giveaways, etc.	2	1	
Attendee invitation tool*	50 INVITES	150 INVITES	
Interactive Demo a la Carte	\$1,800	\$2,650	

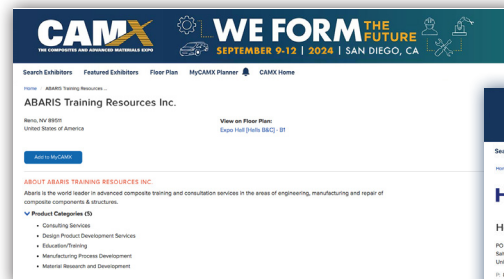
*ATTENDEE INVITATION TOOL

STEP 1: As attendees register, they will be asked what types of products they are interested in seeing at CAMX. These answers will correspond to the CAMX product categories so that when attendees create a MyCAMX Planner at the end of registration, exhibitors will be suggested. (Maximum per attendee: 30)

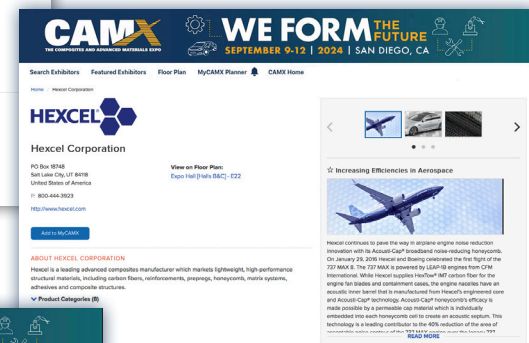
STEP 2: Based on the results of STEP 1, exhibitors will be allowed to email registered attendees and invite them to their booth!

CAMX 2024 attendees will use MyCAMX to research and plan all aspects of their visit to the show. MyCAMX visitors create customized agendas listing the companies they want to see, and they can choose to share their information with the exhibitors they select – generating leads for you!

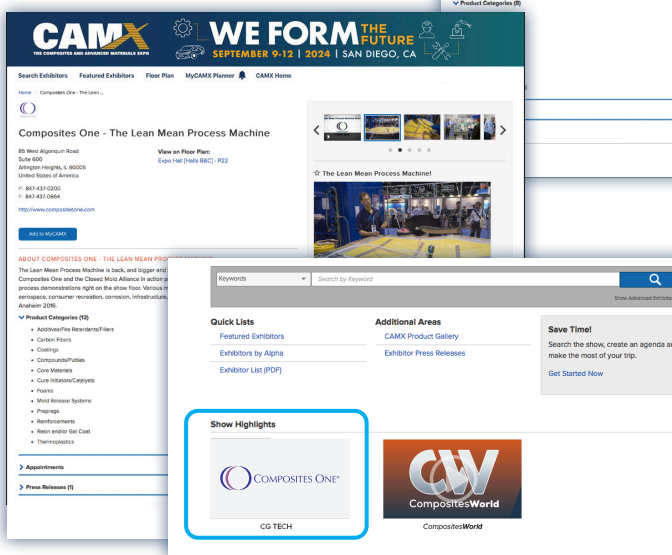
A



B



C



COMPANY LOGO SPECS

Dimensions: Displays at 300 x 100 pixels, requires a 600 x 200 pixel upload for Retina devices.
File types: JPG or PNG - DPI: 72
Color mode: RGB color

SHOWCASE FEATURES SPECS (IMAGE FEATURE)

Images must be minimum of 1200 pixels wide or 900 pixels tall. For optimal viewing on all devices uploaded images should be 2400 pixels wide or 1800 pixels tall.
File types: JPG or PNG

PRESS RELEASE SPECS

File types: DOC or PDF
Max file size: 5 MB

SHOWCASE VIDEO SPECS

Video Resolution: 1280 x 720 pixels (16 x 9 letterbox format)
File Type: .MOV, .WMV, .MP4
Max File Size: 100 MB
Duration: Videos cannot exceed 5 minutes

Your CAMX 2024 Integrated Media Package will:

- Drive increased traffic to your booth
- Build brand awareness
- And generate leads!

CAMX PRODUCED BY:



OFFICIAL CAMX 2024 MARKETING PRODUCTS VENDOR:



SALES OFFICES

Show Products Manager and International Sales

Jeff Sloan | CompositesWorld Brand VP
jeff@compositesworld.com
P: 719-289-3399

Eastern U.S.

Barb Businger | Regional Manager
barb@compositesworld.com
P: 330-635-8613

Southeast U.S.

Jack Kline | Regional Manager
jack.kline@gardnerweb.com
P: 513-550-3738

Western and Midwest

Michael Schwartz | Regional Manager
mschwartz@gardnerweb.com
P: 818-865-8881

Europe

Simone Mas | European Manager
smas@gardnerweb.com
P: +1-856-580-1414



WE FORM THE FUTURE

COMBINED STRENGTH. UNSURPASSED INNOVATION.

SEPTEMBER 9-12 | 2024

SAN DIEGO CONVENTION CENTER

SAN DIEGO, CA

theCAMX.org