

THE WSA[®] SHOW

February 5-8, 2005 • Mandalay Bay & Sands Expo • Las Vegas, Nevada

SIGN ORDER FORM

7" X 44" • Black ink on white background

ORDER FORM IS NOW IN WSA EXHIBITOR KIT.

FORM IN KIT MUST BE COMPLETED TO RECEIVE A SIGN.

Signs ordered after January 15, 2005
or on-site are \$42.00 each

ANNOUNCEMENT CARD ORDER FORM

FORM MUST BE COMPLETED IN ORDER TO RECEIVE CARDS. Announcement card provides space for booth number, company and exhibitor's name. Fill in order form below and return with your application. Limit 100 cards per contract at no charge. \$20.00 for every 100 additional cards.

TOTAL # _____

NAME _____ COMPANY _____

STREET _____ PHONE # () _____

CITY/STATE/ZIP _____

CREDIT CARD AUTHORIZATION

A 3% SURCHARGE MUST BE ADDED FOR ALL CREDIT CARD TRANSACTIONS

If requesting additional space, do not include payment for additional space on this form. Please refer to the "ADDITIONAL SPACE REQUEST FEBRUARY 2005" form (page 6) to submit separate payment.

COMPANY _____

CARDHOLDER NAME _____

☐ VISA ☐ MC ☐ AMEX

TOTAL AMOUNT (payment summary - page 7) \$ _____
(MUST INCLUDE 3% SURCHARGE FOR CREDIT CARD PAYMENTS)

CREDIT CARD # _____ V CODE _____
(MC & Visa - additional 3 digits printed on reverse side of your card)

EXP. DATE _____ AUTHORIZED SIGNATURE **X** _____

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DIRECTORY ADVERTISING RESERVATION FORM

SIGN UP NOW FOR PRIME COVER SPACE FOR FUTURE WSA DIRECTORY, CALL WSA OFFICE (949) 851-8451

Color ONLY — Inside Front Cover or Inside Back Cover — \$425.00

Outside Back Cover \$625.00

PAYMENT MUST ACCOMPANY THIS FORM. WSA WILL NOT INVOICE FOR ADS.

_____ Page (s) Color (4-1/2 Wide x 7-1/2 Height) Border	\$300.00
_____ Page (s) Color (5-1/2 Wide x 8-1/2 Height) Bleed	\$300.00
_____ Page (s) Black & White (4-1/2 Wide x 7-1/2 Height) Border	\$150.00
_____ Page (s) Black & White (5-1/2 Wide x 8-1/2 Height) Bleed	\$150.00

All prices are net amounts to WSA. No commissions or positioning of ads.

ADVERTISING COPY DEADLINE NOVEMBER 1, 2004 (MUST RESUBMIT IF COPY WAS RETURNED)

★ ★ ★ **WSA WILL NOT ADD OR CHANGE BOOTH NUMBERS.** ★ ★ ★

☐ **Copy enclosed**

☐ **Copy will follow by November 1, 2004**

☐ **Repeat last ad**

IMPORTANT

Photocopies of ads will **NOT** be accepted.

Booth numbers will appear in ads only if submitted as part of the ad negatives. **WSA WILL NOT INSERT OR CHANGE BOOTH NUMBERS IN ANY ADS.**

BLACK AND WHITE ADS must be camera ready photo prints or **FILM NEGATIVES** right reading emulsion side down. Screen tints of 150 lines will be acceptable. Additional charges will be made for the following items: reductions, enlargements, paste-ups, shooting of half-tones, making prints of artwork and any typesetting. Charge of \$80.00 plus tax for negative output from disk. **Additional charges are invoiced by printer.**

FOUR COLOR PROCESS ADS: Color separated printing **FILM NEGATIVES** must be furnished (4 pieces) right reading emulsion side down 150 line screen, with color proofs. Additional charges will be made for any ad not received as specified. Charge of \$175.00 plus tax for color separations. Additional charges will be made for the following items: reductions, enlargements, paste-ups, shooting of half-tones, making prints of artwork and any typesetting. **Additional charges are invoiced by printer.**

PLEASE NOTE:

PAYMENT FOR ADS IS NON-REFUNDABLE

Company Name _____	
Single Company or Brand Name Listing for Directory Index: _____	
Address _____	
City _____	
State _____	Zip _____
Phone Number () _____	
FAX Number () _____	
Contact Name _____	
E-mail: _____	

**MANUFACTURERS & MEMBERS DIRECTORY
IS AVAILABLE TO ALL REGISTERED
BUYERS AND EXHIBITORS**

RETURN TO:

**WORLD SHOE ASSOCIATION
20281 SW Birch St., Suite 100
Newport Beach, CA 92660**

(949) 851-8451 FAX (949) 851-8523

PLEASE SEE OTHER SIDE FOR CORRECT AD SIZE

All ads finish to 5 1/2" x 8 1/2"

Bleed ad image must extend an additional 1/8" on each side
text must be within 5 1/2" x 8 1/2" finished size



← Bleed ad
finished size
5 1/2" x 8 1/2"

← Plus 1/8"

← Border ad
4 1/2" x 7 1/2"
within
5 1/2" x 8 1/2"