

### MARKET:

Naples

### AGE DEMOGRAPHIC:

**50-64** 65,386  
**65+** 76,286  
**TOTAL** 141,672  
 (44.7% of the year-round population of Collier County)

### ATTENDANCE:

5,000 (estimated)

### LOCATION:

Naples Italian American Club  
 7035 Airport Pulling Road North  
 Naples, FL 34109  
 (239) 597-5210

### DATES:

March 5 & 6, 2008  
 Wednesday & Thursday

### HOURS:

10:00 AM - 4:00 PM (both days)

### MOVE IN:

March 4, Tuesday  
 2:00 pm - 6:00 pm

### MOVE OUT:

March 6, Thursday  
 4:00 pm - 7:00 pm

### BOOTH INVESTMENT:

Size	Investment
8' x 8'	\$ 695
16' x 8'	\$1295
24' x 8'	\$1845
32' x 8'	\$2345
16' x 16'	\$2345

Exterior Bulk Space \$2.50/sq.ft  
 (250 sq.ft. minimum)

### PREMIUMS:

<b>Corner</b>		\$ 125
<b>Ends</b>	(2 corners)	\$225
<b>Electric</b>	(110v)	\$ 65/outlet
	(220v)	\$125/outlet
<b>Data Base</b>	(attendees)	\$225
<b>Inserts</b>	(per 1000)	\$ 75

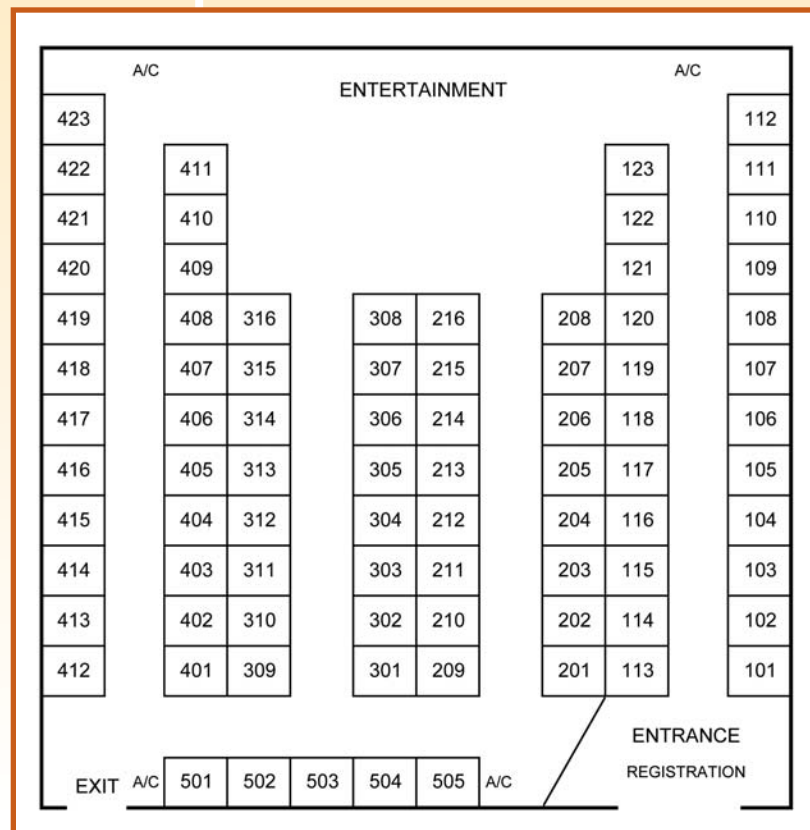
### BOOTH SPECIFICATIONS:

Booth includes an 8 foot high draped backdrop, 3 foot high side drapes, a 6 foot-long skirted table, 2 chairs and a 7'' x 44'' identification sign. Additional display materials are available through Expo Marketing, Inc's Show Decorating Department at an additional charge

### TERMS:

A fifty percent (50%) deposit is required within fourteen (14) days of receipt of the lease agreement. The balance is due February 5, 2008. Payment can be in the form of a company check, cash or credit card (VISA or MASTERCARD).

### FLOOR PLAN:



**FOR INFORMATION OR BOOTH RESERVATIONS  
 CALL 239.466.6300 OR 866.466.6300 TODAY!**