

MARKET:

Ocala

AGE DEMOGRAPHIC:

50-64 60,355
65+ 70,476
TOTAL 130,831
 (44.1% of the year-round population of Marion County)

PREMIUMS:

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

ATTENDANCE:

6,000 (estimated)

LOCATION:

On Top Of The World Communities
 8447 SW 99TH Street
 Ocala, FL 34481
 352-854-0805

Circle Square Cultural Center
 8395 SW 80TH Street
 Ocala, FL 34481

DATES:

February 6 & 7, 2008
 Wednesday & Thursday

HOURS:

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

MOVE IN:

February 5, Tuesday
 2:00 pm - 6:00 pm

MOVE OUT:

February 7, Thursday
 4:00 pm - 7:00 pm

BOOTH INVESTMENT:

Size	Investment
8' x 6'	\$ 695
16' x 6'	\$1295
24' x 6'	\$1845
32' x 6'	\$2345
16' x 12'	\$2345

Exterior Bulk Space \$3/sq.ft
 (250 sq.ft. minimum)

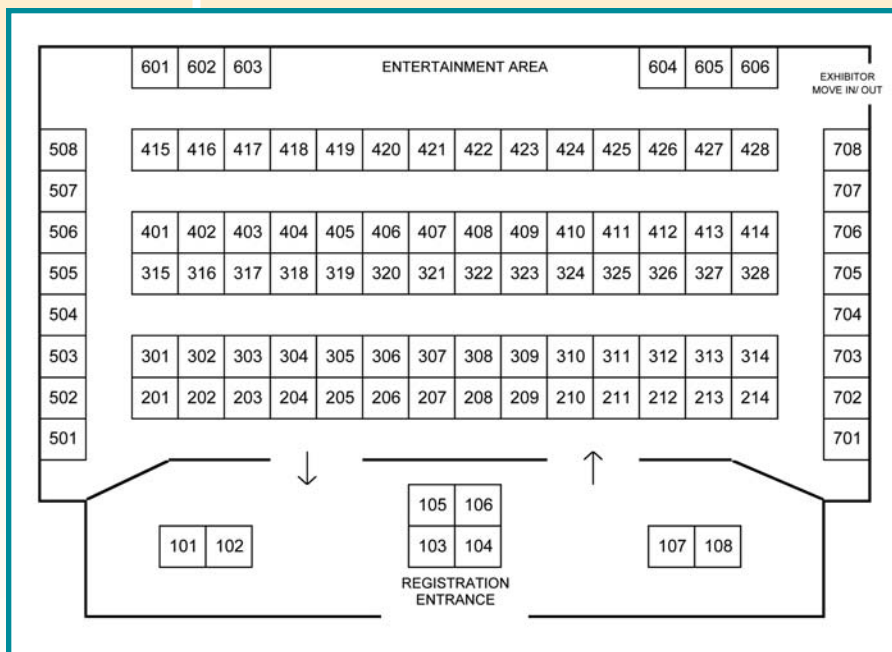
BOOTH SPECIFICATIONS:

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 January 6, 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!**