



Enhance your presence during the 2015 event to reach the CPI decision makers.
Chemical Engineering is proud to serve as an official media partner of the CHEM SHOW.

CHEM SHOW MICROSITE SPONSORSHIP

MAKE THE MOST OUT OF YOUR SHOW PARTICIPATION

The new CHEM SHOW Microsite offers many ways for the CPI community to connect with the latest news, trivia, event information and bookstore specials. As an exclusive sponsor, your ad will appear alongside the countdown clock on **every page** of chemengonline.com, as well as on the various banner positions on the microsite. The clock will count down the days until CHEM SHOW 2015.

Exclusive Price: \$8,000
(site remains live until December 1)

Includes all ad positions on microsite (including advertising position on clock)

Share of Voice Sponsorship (alternative):
2 sponsors (\$4,500 each)
3 sponsors (\$2,900 each)

ADVERTISING BENEFITS

- » The microsite's flexible framework provides endless opportunities to put your marketing message in front of this influential audience while driving traffic to your own site
- » Banner ads are positioned in certain areas of the microsite that provide the best visibility without being invasive to the visitors of members
- » Your company's products and services will receive larger exposure to an ever-expanding, active and engaged audience
- » Your company's name will be acknowledged on all marketing material promoting *Chemical Engineering's* CHEM SHOW Microsite (including e-newsletters and website promotion)

Contact your local sales representative for a special proposal.

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The screenshot displays the 2015 CHEM SHOW Microsite interface. At the top, there's a 'Super Leaderboard (970x90) or Leaderboard Size (728x90)' and a 'COUNTDOWN TO WEFTEC 2015' clock showing 74 days, 20 hours, 25 minutes, and 13 seconds. A red arrow points to the clock with the text 'Clock Position (77x77)'. Below the clock, there's a '2015 CHEM SHOW' banner. The main content area is divided into sections: 'WATER-RELATED ARTICLES', 'WETEC STORE SPECIALS', and 'EVENT'. There's also a 'Take the Quiz!' section with a 'CHEMICAL ENGINEERING' logo and a 'How well do you know Chicago?' quiz. At the bottom, there's an 'Event info' section and a 'Complimentary Passes' section. On the right side, there are two 'Medium Rectangle' ad positions: 'Top (300x250)' and 'Bottom (300x250)'. Below these, there's a 'JOB LISTINGS' section with a search bar and a list of job openings.