



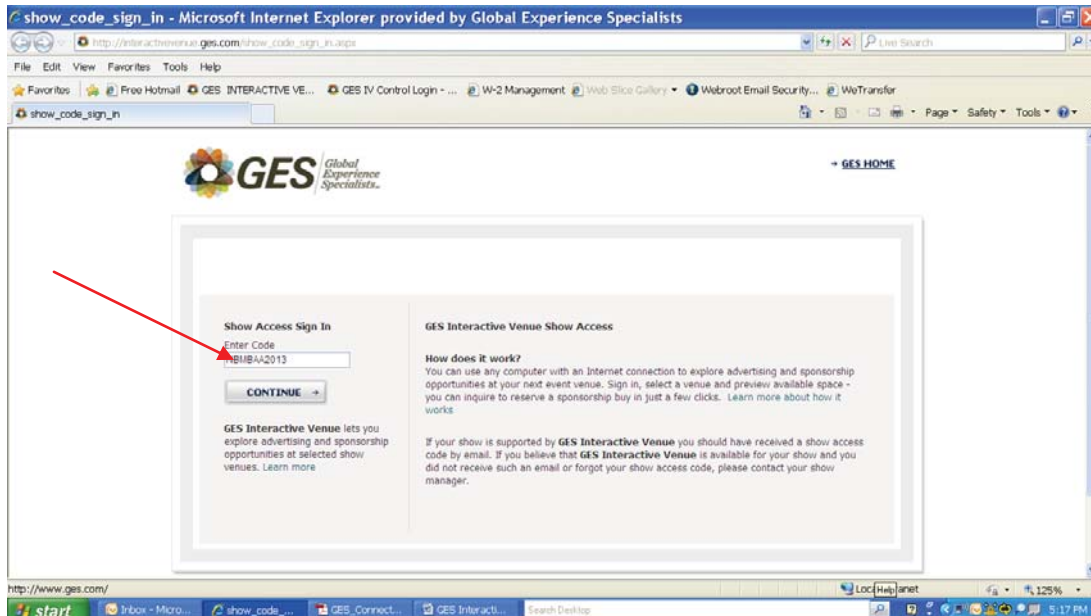
**GES Interactive Venue_{sm}
Quick Reference Guide**

**2013 NBMBAA Banner Sales Program
George R. Brown Convention Center
Houston Texas
September 10 – 14, 2013**

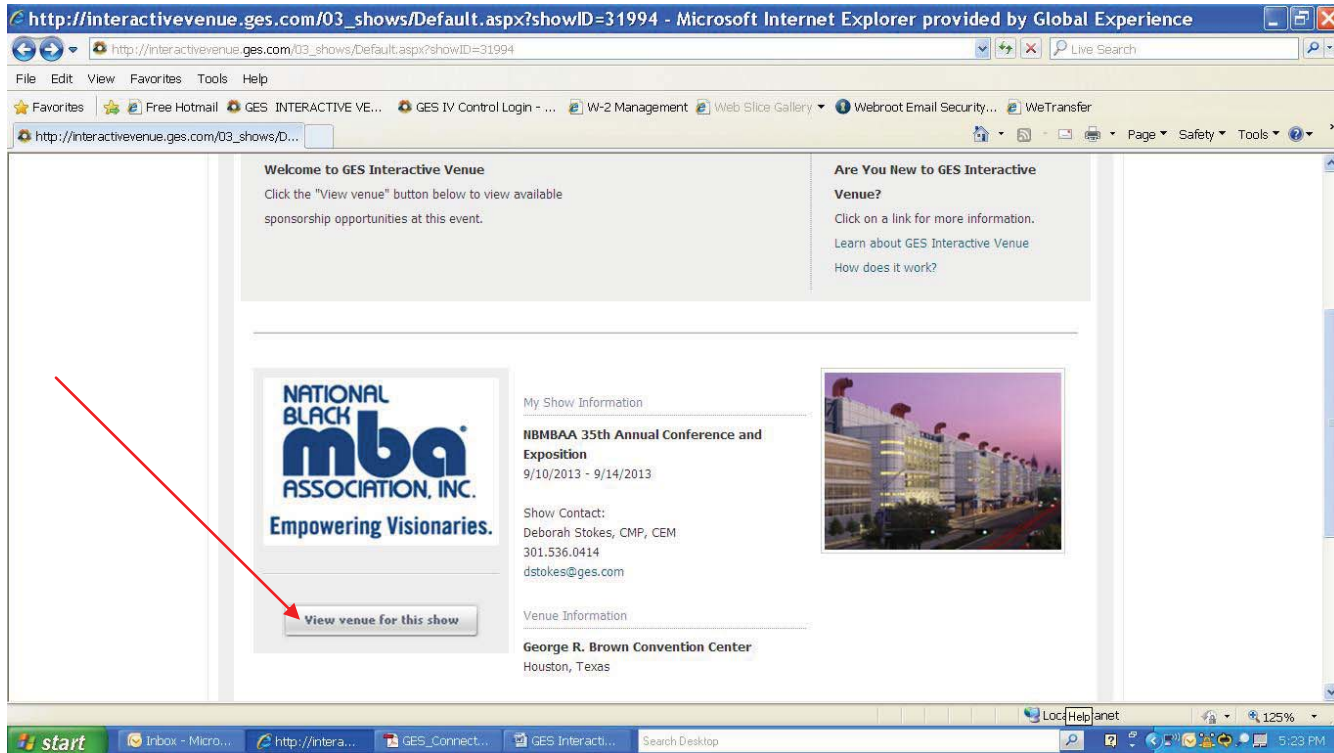
NBMBAA 35th Annual Conference and Exposition Banner Sales Program is managed through the GES Interactive Venue_{sm} site and can be accessed by using the *show code* and *link* provided below. Please note the banners are available on a *first come basis*. The following pages will provide instructions on how to use the GES Interactive Venue_{sm} to select your banner.

Show Code: **NBMBAA2013** (not case-sensitive)

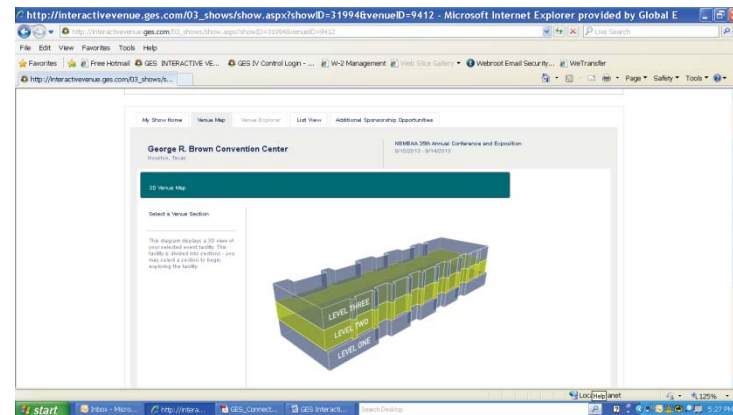
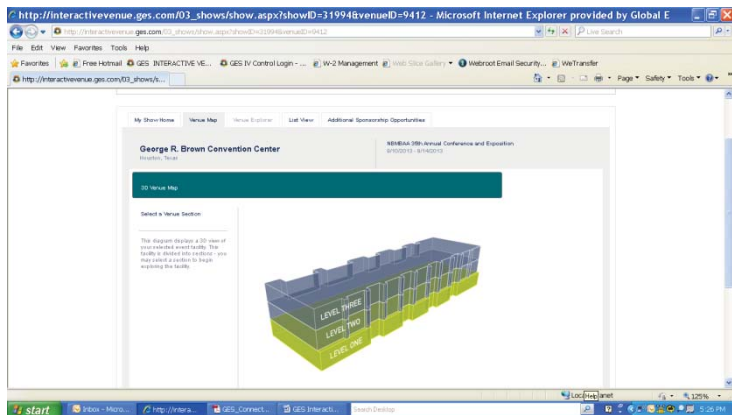
Code Entry URL: http://interactivevenue.ges.com/show_code_sign_in.aspx

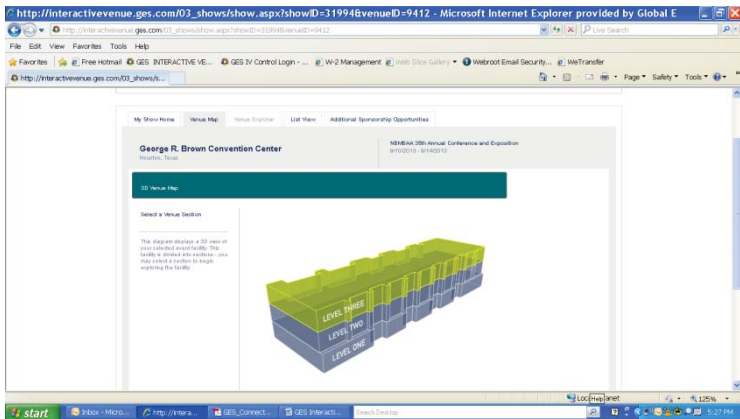


Once you have accessed the site you will be at the show page for the NBMBA 35th Annual Conference and Exposition. From here you will click on the view venue for this show button and it will take you to a 3-D map of the George R. Brown Convention Center.

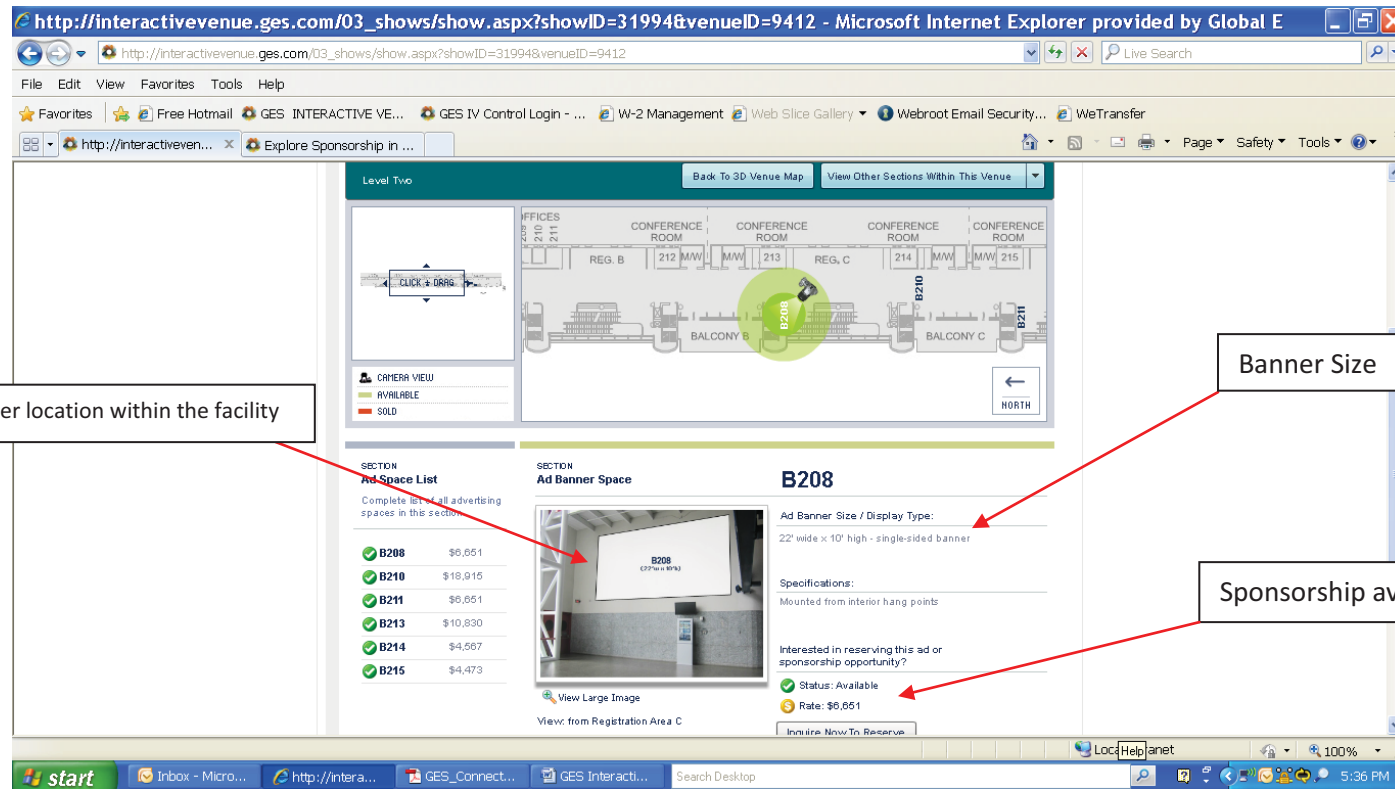


From the 3-D map you will be able to click on a level and view the banner opportunities available per each level.





Once you click on a level, the Venue Explorer lets you view the entire floor plan and choose the available banner opportunities. You can click on a banner location for photos, sizes, specifications, availability* and price* with all features available on a single screen.



You can choose to view the banner opportunities within the venue one of two ways:

1. You can use your mouse over the map and click on the numbers you see, or:

The screenshot shows a Microsoft Internet Explorer browser window displaying a venue floor plan and associated ad space information. The browser address bar shows the URL: http://interactivevenue.ges.com/03_shows/show.aspx?showID=31994&venueID=9412. The page title is "Level Two" and it includes navigation buttons for "Back To 3D Venue Map" and "View Other Sections Within This Venue".

The main content area features a floor plan of Level Two with various rooms labeled: CONFERENCE ROOM 212, CONFERENCE ROOM 213, CONFERENCE ROOM 214, CONFERENCE ROOM 215, CONFERENCE ROOM 216, CONFERENCE ROOM 217, CONFERENCE ROOM 218, CONFERENCE ROOM 219, SHOW OFFICE 216, SHOW OFFICE 217, and SHOW OFFICE 218. Balconies B, C, and D are also indicated. A green circle highlights section B210, and a red arrow points to it from the right. A legend indicates that green circles represent "AVAILABLE" spaces and red circles represent "SOLD" spaces.

Below the floor plan, there are two sections:

- SECTION Ad Space List**: A table listing available ad spaces and their rates.

Section	Rate
B208	\$6,851
B210	\$18,915
B211	\$6,851
B213	\$10,830
B214	\$4,567
B215	\$4,473
- SECTION Ad Banner Space B210**: Details for the selected section B210.
 - Ad Banner Size / Display Type:** 35' wide x 14' high - single-sided banner
 - Specifications:** Mounted from interior hang points
 - Interested in reserving this ad or sponsorship opportunity?**
 - Status: Available
 - Rate: \$18,915

The Windows taskbar at the bottom shows the Start button, several open applications (Inbox - Micro..., http://intera..., GES_Connect..., GES Interacti...), and the system tray with the time 5:45 PM.

2. You can use the list of numbers and click to access the banner location and pricing information.

The screenshot shows a Microsoft Internet Explorer browser window displaying a venue map and an ad space list. The browser's address bar shows the URL: http://interactivevenue.ges.com/03_shows/show.aspx?showID=31994&venueID=9412. The browser's title bar reads "Microsoft Internet Explorer provided by Global E".

The main content area is divided into two sections. The top section, titled "Level Two", displays a venue map with various rooms and areas labeled, including "CONFERENCE ROOM", "SHOW OFFICES", "EXPLORE HOUSTON VISITORS CENTER", "BALCONY D", and "SALES & MARK". A red circle highlights the "B214" location on the map. Below the map is a "CAMERA VIEW" section with a legend for "AVAILABLE" (green) and "SOLD" (red).

The bottom section, titled "SECTION Ad Space List", contains a table of advertising spaces. A red arrow points from the "B214" entry in this list to the "Ad Banner Space" section. The "Ad Banner Space" section provides details for the selected space, including its size, specifications, and status.

Section	Ad Space List
✓	B208 \$9,651
✓	B210 \$18,915
✓	B211 \$9,651
✓	B213 \$10,830
✓	B214 \$4,567
✓	B215 \$4,473

SECTION Ad Banner Space B214

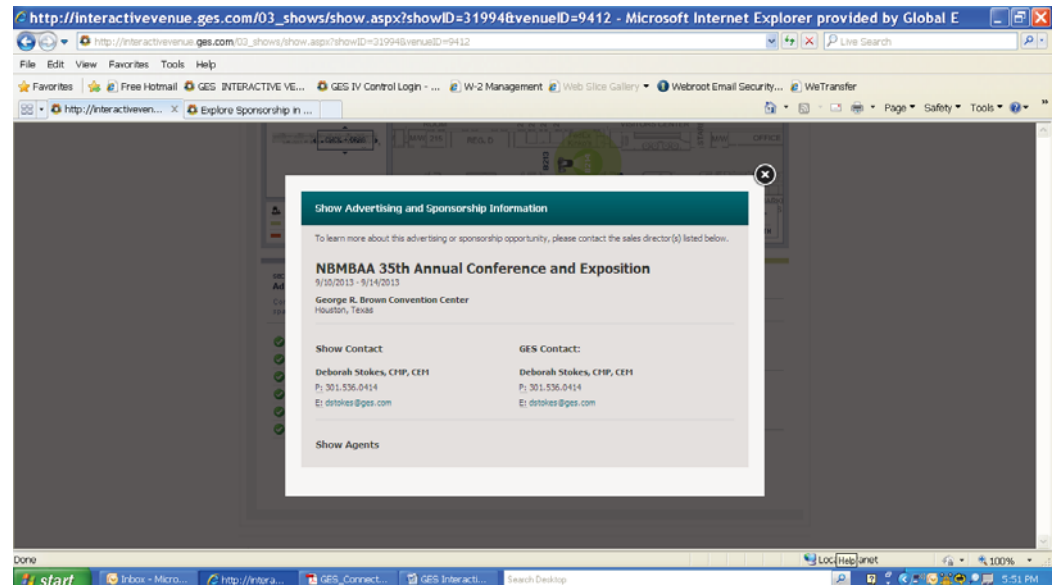
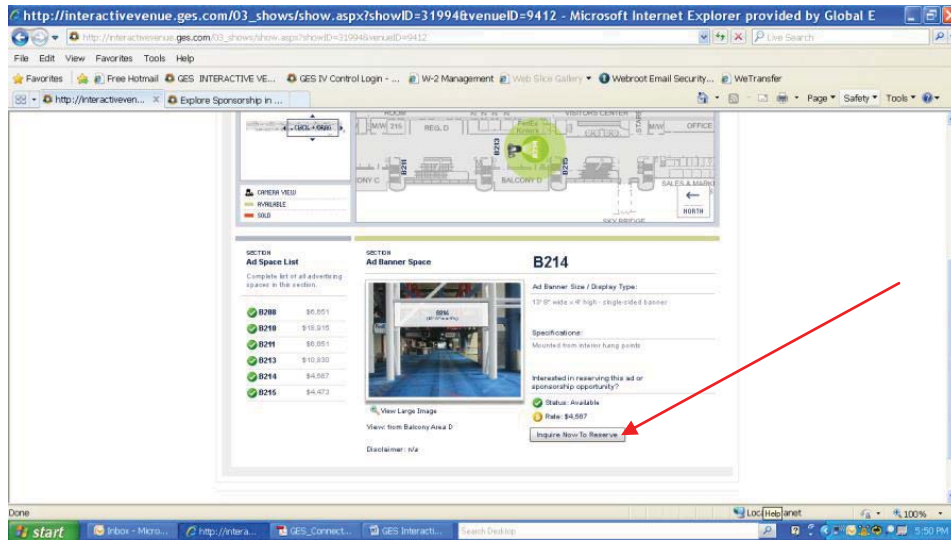
Ad Banner Size / Display Type:
13' 8" wide x 4' high - single-sided banner

Specifications:
Mounted from interior hang points

Interested in reserving this ad or sponsorship opportunity?
✓ Status: Available
Rate: \$4,567

View Large Image
View: from Balcony Area D
Inquire Now To Reserve

While you are using the system, if you are interested in a banner location or have any questions you can hit the “Inquire Now To Reserve” button and it will bring up the contact information for Deborah Stokes, National Account Manager with GES, who will be managing the banner program.



One point to note on the NBMBA banner program:

Due to increasing production costs as we draw closer to the event, the pricing for a banner location will increase to keep in line with those costs.

Your deadlines for production cost increases are:

Tier 1 – ends July 12, 2013

Tier 2 - ends August 2, 2013

Tier 3 – ends August 23, 2013

***Information based on a first come basis and subject to change.**