

Web Advertising: UFC® is the #1 pay-per-view event provider in the world, serving over 54 million viewers! UFCFanExpo.com will be promoted multiple times during these live events driving viewers to visit the website for more information and to buy tickets. Don't miss the opportunity to get added exposure for your company by advertising on UFCFanExpo.com today!

Web Advertising

Countdown Newsletter	\$800
Homepage Banner	\$5,000
Thumbnail Banner	\$2,500
Online Storefront Listing	\$500

On-Site Sponsorships

Aisle Signs	Call for info
Booth Drop	\$1,000 per item
Cups and Napkins	\$3,000*
Floor Decals	\$5,250*
Entrance Unit	\$10,000
Volunteer Staff Sponsor	\$5,000
Info Counter Sponsor	\$5,000*
Octagon Sponsor	Call for info
Fighter Signing Sponsor	Call for info
Special Event Sponsor	Call for info
Green Room Sponsor	Call for info
Hotel Key Cards	Call for info

UFC® Fan Expo™ Ticketing

Online Ticketing	\$12,000
Online Confirmation E-Mail	\$5,000
Online Confirmation Page	\$5,000
Bag Inserts	\$1,500*
Desk Handouts	2,500*
Expo Bag	\$10,000*
Ticket Counter Desk Sponsor	Call for info
Ticket Counter E-Mail Sponsor	\$3,500

Lobby Advertising

Banner Above Entrance	\$10,000*
Column Wraps	\$2,500* per item
Indoor Banners	Call for info*
Lobby Showcase Display	\$500
Lobby Floor Decals	Call for info*
Meter Boards	\$800*

Other Advertising

Fan Line Sponsor	\$2,500
Outdoor Banners	Call for info*

Expo Program Advertising (4 Color)

Full Page	\$1,650
Half Page	\$1,050
Two-Page Spread	\$2,600
Highlighted Listing	\$100

Expo Program Positions

Cover 1 (Inside Cover)	\$5,000
Cover 2	\$3,500
Cover 3	\$3,500
Cover 4 (Back Cover)	\$4,000
Page Facing Cover 2	\$3,000
Page Facing Cover 3	\$3,000
Insert	\$2,500*
Floor Plan Spread	\$2,100

Mail or Fax to:

Reed Exhibitions / Attn: Ed Gallo
 383 Main Avenue / Norwalk, CT 06851
 Tel: 203-840-5546 / Fax: 203-840-9546
 E-Mail: egallo@ufcfanexpo.com

*Additional Production Fees May Apply

ADVERTISER: _____
 ADDRESS: _____
 PHONE/FAX: _____
 E-MAIL: _____
 SIGNATURE: _____
 DATE: _____

Make checks payable to the UFC® Fan Expo™ Toronto 2011. Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for Exhibition Participation. Non-payment may jeopardize booth set up. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Ads with coupons will not be accepted. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form.

**APRIL 29 - 30, 2011
 DIRECT ENERGY CENTRE
 TORONTO, ON, CANADA**