

COMPUTER FAIR



West Coast Expos, Inc.
Computer Fair Demographics:

Who attends Computer Fair?

- The average attendee is 35 to 50 years old.
- 83% are male and 17% are female.
- 52% own their own homes.
- 38% of our attendees earn \$50,000 - \$100,000, and 14% earn over \$100,000 annually.

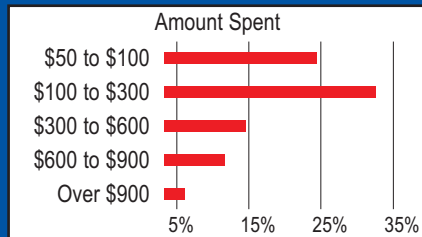
Attendees visit Computer Fair because of price and selection!

77% of attendees wait until Computer Fair to make their technology purchases.

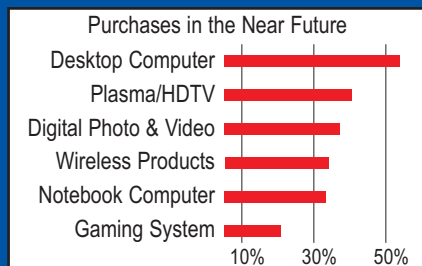
Computer Fair attendees visit the show to spend!

- 85% of attendees have visited Computer Fair in the past.
- 59% of attendees refer to the Computer Fair Show Program for future purchasing decisions.
- 57% of attendees visit lacomputerfair.com monthly.

Most Computer Fair attendees spend over \$100 per visit.



Computer Fair attendees plan on purchasing technology related products in the near future!



Source: On site surveys conducted at Computer Fair, October 2004

COMPUTER FAIR SPONSORSHIPS

Today's advertising and marketing needs to provide the best ROI for selling your products and services as well as customer acquisitions. Discovering new and different ways to target your message is becoming increasingly difficult. Computer Fair sponsorship programs provide a cost effective advertising platform to achieve your advertising and marketing goals.

Effective advertising and marketing depends on the right message for the right audience at the right time. Computer Fair attendees are the perfect target audience for your product or service to be marketed to computer buyers with purchase power. Computer Fair attendees are savvy consumers and attend Computer Fair with the intent to purchase.

ANNUAL SPONSORSHIP OPPORTUNITIES

Maximize your company's exposure by annually sponsoring the West Coast Expos Computer Fair. You will have literally hundreds of thousands of computer buyers reading your message!

BRONZE SPONSOR INVESTMENT: \$20,000

- Rotating banner on lacomputerfair.com linked to your website. Rotating standard size banner (468 X 60 pixels) will be posted for 12 months. 2,800,000 Impressions
 - Sponsorship footer included in monthly e-mail blasts. Your company name noted as sponsor with link to your website. 20+ e-mail blasts are generated annually. Each blast contains 200,000+ e-mail addresses. 4,000,000 Impressions
 - Banner displayed in exhibit hall during event. Your company's banner will be displayed within a highly visible location in all Computer Fair events for one year. Computer Fair attendance totals 60,000+ annually. Banner to be supplied by sponsor. Not to exceed 16' x 20'. 60,000 Impressions
 - Full page ad in official show program. Sponsor will have a full page black and white advertisement in all official Computer Fair show programs. Each program holds a readership of 6,000+. 60,000 Impressions
- BRONZE TOTAL IMPRESSIONS: 6,920,000**
(1/3 ¢ per impression)

SILVER SPONSOR INVESTMENT: \$30,000

- All of the Bronze Sponsor benefits plus Logo on printed media. Includes Magazine and Newspaper display ads larger than 1 column X 2 inch. Logo recognition on all display ads running in Daily News, Los Angeles Times, Inland Valley Daily Bulletin, Victorville Daily Press, Santa Barbara Independent, Ventura County Reporter and SoCal Computer User & Compumart magazines. 9,500,000 Impressions
- SILVER TOTAL IMPRESSIONS: 16,420,000**
(1/5 ¢ per impression)

GOLD SPONSOR INVESTMENT: \$50,000

- All of the Silver Sponsor benefits plus sponsorship tags on all :60 radio commercials promoting Computer Fair. :10 tags on all Computer Fair radio commercials running on select stations in Southern California. 3,000,000 Impressions
- GOLD TOTAL IMPRESSIONS: 19,420,000**
(1/4 ¢ per impression)

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