



MAST Media Partners Charter

In order to achieve a balanced, mutually beneficial arrangement between MAST and its media supporters, the following charter is drawn for arrangements from 2012 onwards.

MAST will provide the Media Partner with:

1. 18m² furnished shell-scheme stand at the partnered MAST event
2. "Media Partner" branding on all MAST promotional materials, including:
 - a. Website
 - b. Exhibition Prospectus
 - c. Printed Agenda (pre-show)
 - d. Any additional pre-show promotional material
 - e. Printed Agenda (on-site)
 - f. Signage at the partnered event
3. Media Partner profile on the MAST website

In exchange, the Media Partner should:

1. Carry two full page (or four half page) ads over the course of the year leading up to the MAST event for which the partnership is valid, in the agreed publication(s)
2. Host a MAST banner ad on the partnered publication(s)' website(s), until the last day of the partnered event
3. Send at least one journalist (or other member of staff) to carry out information gathering/reporting duties at the event
4. Print a one page (or more) show review in the issue immediately following the partnered MAST event

If you are interested in becoming a MAST Media Partner, please contact
eike.eickhoff@mastconfex.org or warren.edge@mastconfex.org