

**14TH ANNUAL  
NIELLO CONCOURS AT SERRANO  
OCTOBER 1, 2017  
CELEBRATING  
THE ERA OF ELEGANCE  
FEATURING THE CLASSICS  
FROM 1915-1948**

In the tradition of a true Concours d'Elegance, the Niello Concours at Serrano will bring luxury motor car enthusiasts, as well as those who enjoy the finer things in life, together to experience a grand display of automobiles on the green at the Serrano Visitors Center. This Concours has become the venue to connect with the perfect high-end demographic of customers for your business.

The opportunity is before you; more than 4,000 people are expected to attend the Niello Concours at Serrano. Each will be given an event program. Imagine all of them recognizing your company as a partner to this impressive event. Placing a full-color advertisement in our beautiful souvenir program provides an excellent opportunity to showcase your brand to an affluent consumer audience.

By attracting the perfect demographics, the concours offers a chance for you to converse face to face with potential customers who need your product or service. This lifestyle event is waiting for you and your business to become a part of today.

**Advertisement Rates**

**Premium Positions:**

Back Cover:	<b>\$4,000</b>
Inside Back Cover:	<b>\$2,900</b>
Inside Front Cover:	<b>\$3,500</b>
Page Three:	<b>\$3,000</b>
Inside Two-Page Spread:	<b>\$5,200 (page 4 and 5)</b>
Page Six:	<b>\$2,700</b>
Page Seven:	<b>\$2,700</b>
Inside Two-Page Spread:	<b>\$4,700 (page 8 and 9)</b>

**ROP Positions:**

Two-Page Spread:	<b>\$4,100</b>
Full Page:	<b>\$2,300</b>
Half Page:	<b>\$1,400</b>
Quarter Page:	<b>\$1,000</b>
Third Page:	<b>\$1,200</b>

To discuss advertising information or to place an advertisement, please contact:

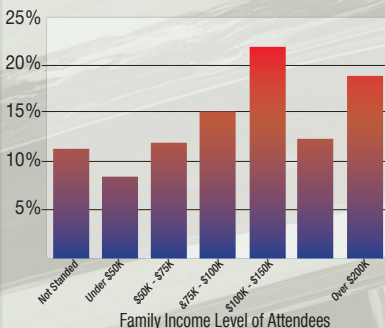
Michele Moore  
916.635.2445

MMoore@TheConcours.net

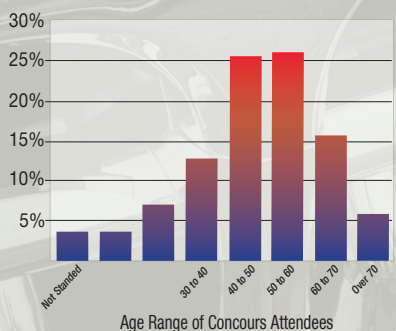
The Niello Concours at Serrano is a production of Premier Concours Promotions, Inc.

**Attendee Statistics**

Concours Attendees Income Profile

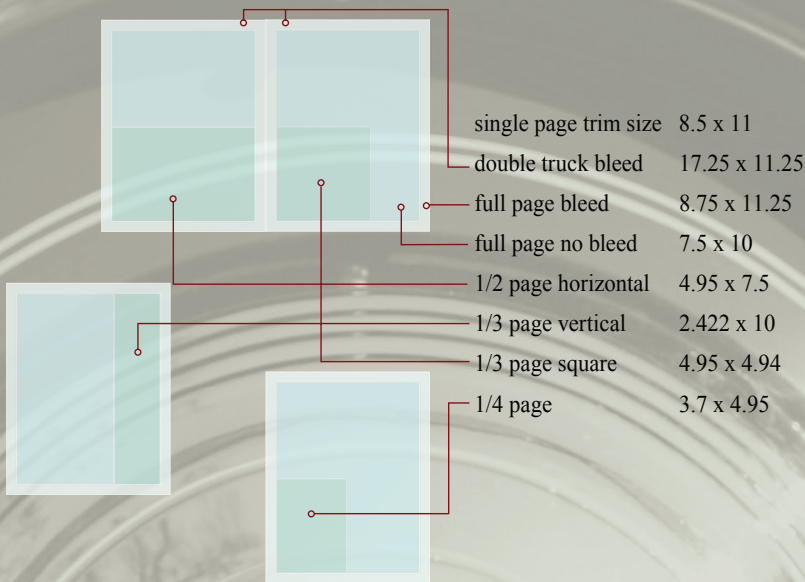


Concours Attendees Age Profile



These charts are meant to be a representation of concours events in general and are shown for reference of a typical concours event. The demographic information may not be representative of all concours events.

## MECHANICAL SPECIFICATIONS



We can accept your ad as a PDF file; please make sure that:

- All photos are CMYK, not RGB
- All photos and logos are at least 300 dpi
- All colors and scans must be CMYK
- No stylized fonts

We are still happy to accept:  
InDesign, Illustrator, TIFF and EPS files if you prefer.

Production charges for building ads, file conversions or other prepress services will be billed at \$60 per hour.

## ADVERTISING CONTRACT

Company / Client Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Agency (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_ Fax \_\_\_\_\_

E-mail (important) \_\_\_\_\_

Date of Order	Ad Size and Format	Placement Requested	Price per Insertion

Comments \_\_\_\_\_

Accepted by: Name(print) \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Client Signature \_\_\_\_\_

Account Executive \_\_\_\_\_ Publisher Acceptance \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

## The Vendor ~ Event Program Advertiser Package Includes:

- Quarter Page\* advertisement in Niello Concours at Serrano Event Program
- 10' x 10' canopy
- Banner and two banner bars
- One 8' table & linen
- Two chairs
- Listing on Vendor page in the Niello Concours at Serrano program
- Company logo and link listed on Vendors page on the Niello Concours at Serrano website
- 6 General admission tickets to the Niello Concours at Serrano
- 2 VIP passes to the Niello Concours at Serrano

**\$1700.00**

\*Quarter Page advertisement may be upgraded to larger size at additional cost

## The Niello Concours at Serrano Vendor Application Terms & Conditions:

Space will be assigned on first come basis. Space is very limited. Set up hours are limited to 3 p.m. – 6 p.m. September 30, 2017. Take down may not begin until 5:00 p.m. October 1, 2017. Vendors must assume all responsibility and liability for the safety and loss of their staff & products. Certificates of insurance naming Premier Concours Promotions, Inc., The Niello Concours at Serrano, Serrano Associates LLC, Parker Development Company, and The Niello Company as additional insureds must be on file by 9/30/17. Protecting the Serrano Visitors Center property is important; Vehicles must stay on paved roads and parking areas and staff of lawns, landscaping sidewalks, etc. No Pets allowed. No additional signage or distribution of literature beyond the vendor tent, unless previously agreed to in writing by Concours Chair. The undersigned, desiring to be a vendor at the Niello Concours at Serrano, does hereby tender this Vendor Application. In the event the Application is accepted, then the undersigned agrees as follows: (1) The undersigned warrants and represents that the undersigned has read and understands the Terms and conditions included in the vendor packet and agrees to abide and be bound thereby; (2) The vendor is participating in the Concours at its own risk. There is no guarantee of sales to vendor. The undersigned hereby releases, agrees to indemnify, defend and hold harmless from and against any and all liabilities, damages, causes of action, and expenses including attorney fees resulting from or relating to the undersigned's participation in the Concours the following companies; Premier Concours Promotions, Inc., The Niello Company, Parker Development Company, Serrano Associates LLC, Payment is due 50 percent with order; balance due by September 1, 2017.

Print Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please email your logo (in JPG, PDF, EPS or TIF format) and link information to [MMoore@TheConcours.net](mailto:MMoore@TheConcours.net). Please send your payment made payable to Premier Concours Promotions, along with this completed form to:

**Premier Concours Promotions, Inc.**  
2347 Gold River Road, Suite M  
Gold River, CA 95670