



EXHIBIT FLOOR AISLE SIGNS

Maximize your company image throughout the entire show floor. Aisle signs hang in each aisle of the trade show and help direct attendees to booth locations. Include your company name and logo on these large-impact signs!

Benefits

- Custom 2-sided printed aisle signs for each aisle on the trade show floor (approx. 6 signs)
- Recognition as an Official Show Sponsor in all Response Expo pre-show promotional brochures.
- Recognition as an Official Show Sponsor on www.ResponseExpo.com.
- Recognition as an Official Show Sponsor including company logo printed on on-site signage and in the official show directory.
- One-time use of show attendee list (includes direct mail and phone numbers only).
- Logo recognition in Response Magazine's post-show wrap-up edition.

Sponsor-Provided Materials

- Signed contract including 50% deposit.
- 4 color and/or black and white logo.

Please provide logo in Adobe Illustrator C2S (.ai), and .jpeg formats on the Response FTP site:

Host: ftp://ftp.questex.com

Username: ftpquestex

Password: acc3ss

Folder: RESPONSE/ResExpo2011

- Response to produce aisle signs. Sign size is 4' wide x 6' high.

Investment: \$10,000 Net

Sponsor will be invoiced 50% of the agreed sponsorship fee upon signing this agreement. 100% of the agreed sponsorship fee is due no later than April 15, 2011. The 50% deposit is non-refundable. 100% of the sponsorship fee is non-refundable after April 15, 2011. Sponsorships are non-transferable to other companies and organizations and are intended for the use of the original purchaser of the sponsorship only.

Application and contract is hereby submitted for advertising at the Response Expo. Please complete and return with your 50% deposit payable to: Response Expo Inc., 201 E. Sandpointe Ave., Ste. 500, Santa Ana, CA 92707. Full payment is due by April 15, 2011 or advertising sponsorship and deposit will be forfeited. Please fax completed form to 714.338.6710.

Full Payment Date: April 15, 2011

Cancellation Date: April 15, 2011

Company Name: _____

Contact: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Sponsorship Total: \$ _____

50% Deposit Enclosed: \$ _____

Balance Due: \$ _____

Applicant's Authorized Signature _____ Date _____

Response Expo Staff Signature _____ Date _____

IMPORTANT INFORMATION

Response Expo 2011
May 3 - 5, 2011
Hilton San Diego Bayfront
San Diego, CA
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Artwork/Materials

Ship to:
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Attn: Kaitlyn DeWaard
201 E. Sandpointe Ave., Ste. 500
Santa Ana, CA 92707
kdewaard@questex.com
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