



HOTEL KEY CARDS – Exclusive!

Take advantage of an exceptional marketing opportunity by sponsoring the hotel key cards at Hilton San Diego Bayfront. Every time an attendee pulls out their hotel key card, they'll be seeing your brand and custom message. Key cards will be distributed to all* attendees and exhibitors booking a room in the Response Expo block.

Benefits

- Exclusive sponsorship of custom-printed keys cards
- Logo recognition as an Official Show Sponsor in all Response Expo pre-show promotional brochures and all marketing material
- Logo 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
- Use of pre-show attendee list three weeks prior to the event (includes direct mail and phone numbers only)
- Use of post-show attendee list three weeks after the event (include direct mail and phone numbers only)

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](http://ftp.questex.com)

Username: [ftpquestex](http://ftp.questex.com)

Password: [acc3ss](http://ftp.questex.com)

Folder: RESPONSE/ResExpo2011

- 4-color artwork for hotel keys to be submitted by April 15. Artwork specification will be provided. Artwork subject to show management and Hilton approval.
If hotel guest prefers not to have the official sponsored key, the guest will be given a standard Hilton Key

Investment: \$12,500 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:
Response Expo
Attn: Kaitlyn DeWaard
201 E. Sandpointe Ave., Ste. 500
Santa Ana, CA 92707
kdewaard@questex.com
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