



# MARKETING. REDEFINED.

In a crowded media landscape, there's only one clear choice: direct response.

## LANYARDS – Exclusive!

The official badge lanyard is a high-visibility opportunity for your brand. Lanyards are handed out to all attendees and exhibitors when they pick up their badge-holders. This is also a great opportunity to keep your message in front of your audience long after the show is over!

### Benefits

- Exclusive sponsorship of official show lanyards.
- 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

### 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: questex

Password: acc3ss

Folder: RESPONSE/ResExpo2010

- Minimum of 2,000 lanyards supplies by sponsor. Must arrive at advance warehouse by April 30. Ship to: Attn: Show Management/Lanyards, c/o Freeman, 6060 Nancy Ridge Drive, Suite C, San Diego, CA 92121

**Investment: \$5,000 Net**  
If sponsor provides lanyards

**\$8,500 Net**  
If Response provides lanyards

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 23, 2010. The 50% deposit is non-refundable. 100% of the sponsorship fee is non-refundable after April 23, 2010. 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 23, 2010 or advertising sponsorship and deposit will be forfeited. Please fax completed form to 714.338.6710.

**Full Payment Date: April 23, 2010**

**Cancellation Date: April 23, 2010**

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 2010**  
May 11 – 13, 2010  
Hilton San Diego Bayfront  
San Diego, CA

### Artwork/Materials

Ship to:  
Response Expo  
Attn: Kaitlyn DeWaard  
201 E. Sandpointe Ave., Ste. 500  
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