



MARKETING. REDEFINED.

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

OPENING PARTY

There is no better way to make your presence known at Response Expo than by being a networking party sponsor! Help us welcome attendees and exhibitors by sponsoring the Opening Night Party, which takes place on Tuesday, May 11.

Pre-Show Exposure and Benefits

- Recognition as an Official Show Sponsor in all Response Expo pre-show promotional brochures.
- Recognition as an Official Show Sponsor on www.ResponseExpo.com.

Show Exposure and Benefits

- Recognition as an Official Show Sponsor including company logo printed on on-site signage and in the official show directory.
- Recognition as Opening Night Party sponsor including company logo printed on Opening Night Party signage and in the official show directory.

Post-Show Exposure and Benefits

- Logo recognition in *Response Magazine* post-show wrap-up edition.

The Opening Night Party is open to All Access attendees and exhibitors 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: questex

Password: acc3ss

Folder: RESPONSE/ResExpo2010

Investment: \$5,000 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 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
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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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