



PRIME SPONSORSHIP

IMPORTANT INFORMATION

Pre-Show Exposure and Benefits

- Logo recognition as an Official Show Sponsor in all Response Expo pre-show promotional brochures.
- Logo recognition as an Official Show Sponsor on www.ResponseExpo.com.
- One 120 x 240 button ad (run of site/rotation) on www.ResponseMagazine.com.
- One-time 120x240 button ad on *Response* This Week. Must be consumed in 2011.

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.
- Access to the Cut Lounge, a private meeting area located on the show floor.
- Option to include one piece of marketing collateral in the official show bag distributed to all attendees.
- Full page 4-color ad in the official show directory.
- Six (6) All-Access conference badges. Includes full access to all official show sessions, networking events, keynotes and exhibit hall.
- Unlimited-time use of the pre-show attendee list (includes direct mail and phone numbers only)
- Sponsor ribbon identification for staff's badges at the show.

Post-Show Exposure and Benefits

- Unlimited-time use of show post-show attendee list (includes direct mail and phone numbers only).
- Logo recognition in *Response* Magazine 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

Investment: \$20,000 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 _____

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: Roxana Aguilar
201 E. Sandpointe Ave., Ste. 500
Santa Ana, CA 92707
raguilar@questex.com
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