



MARKETING. REDEFINED.

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

REGISTRATION PENS – Exclusive!

Grab everyone's attention right from the start! Official show registration pens are custom-printed with your company logo and distributed along with show information to all attendees. A memorable souvenir that will keep branding your company even after the show ends.

Benefits

- Custom-printed pens with your company logo exclusively distributed from badge registration.
- 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

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

Artwork/Materials

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

Response Expo 2010 Staff

John Yarrington
Publisher/Show Director
Phone: 714.338-6724
jyarrington@questex.com

Thomas Haire
Editor-in-Chief/Content Manager
Phone: 714.338-6722
thaire@questex.com

Adam Carrillo
National Account Executive
Phone: 714. 338-6723
acarrillo@questex.com

Marketing

Kristina Kronenberg
Group Marketing Director
Phone: 714.338.6743
kkronenberg@questex.com

Operations

Kaitlyn DeWaard
Operations Coordinator
Phone : 714.338-6734
kdewaard@questex.com

Response Expo Fax:
714.338.6710