



# MARKETING. REDEFINED.

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

## SHOW BAGS – Exclusive!

Custom-printed show bags turn every show participant into your own personal billboard. Available to attendees, these handy bags hold all of their show literature and information. Your company message will be seen throughout the event.

### Benefits

- Show bags distributed at badge holder pick-up.
- Sponsor can provide one (1) show bag insert.
- 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

- Approved show bags (approx 2,000-2,500 TBA) must arrive at advance warehouse by April 30. Ship to: Attn: Show Management/Show Bags, c/o Freeman, 6060 Nancy Ridge Drive, Suite C, San Diego, CA 92121

## Investment: \$15,000 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  
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