



MARKETING. REDEFINED.

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

TRANSPORTATION SPONSORSHIP

IMPORTANT INFORMATION

Pre-Show Exposure and Benefits

- Recognition as Transportation sponsor in Response Expo pre-show promotional brochures and emails.
- Recognition as Transportation sponsor on www.ResponseExpo.com.

Show Exposure and Benefits

- Recognition as Transportation Sponsor including company logo printed on on-site signage and in the official show directory.
- Company logo included on napkins and cups provided in buses, Response to provide cups, napkins, beverages and ice.
- Option to supply video to play on tv monitors in buses for Sea World event only.
- Window cling-up stickers with sponsor logo for window of buses.

Post-Show Exposure and Benefits

- 1x use of show attendee list (includes direct mail info and phone numbers only).
- Logo recognition in *Response Magazine* post-show wrap-up edition.

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

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

Response Expo 2010 Staff

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Investment: \$10,000 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

Marketing

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