



THE FUTURE OF
CUSTOMER
ENGAGEMENT

BAYFRONT CELEBRATION

IMPORTANT INFORMATION

There is no better way to make your presence known at Response Expo than by being a networking party sponsor! The Bayfront Celebration, which takes place on Wednesday, May 16, is always a well-attended, lively event.

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.

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 Bayfront Celebration sponsor including company logo printed on Bayfront Celebration signage and in the official show directory.
- Use of the pre-show attendee list three weeks prior to the show (includes direct mail and phone numbers only).
- Fifteen (15) "All Access" badges
- Sponsor ribbon identification for staff badges.
- Option to include one (1) piece of marketing collateral in the official show bad distributed to all attendees.

Post-Show Exposure and Benefits

- Use of show attendee list three weeks after the show (includes direct mail and phone numbers only).
- Logo recognition in *Response Magazine* post-show wrap-up edition.

The Bayfront Celebration 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 (.ai), or hi-res jpeg formats on the Response FTP site:

Host: ftp://ftp.questex.com

Password: acc3ss

Username: ftpquestex

Folder: RESPONSE/ResExpo2012

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 2, 2012. The 50% deposit is non-refundable. 100% of the sponsorship fee is non-refundable after April 2, 2012. Sponsorships are non-transferable to other companies and organizations and are intended for the use of the original purchaser of the sponsorship only.

The fees set forth in this contract/invoice/statement reflect a 3% discount made via cash, checks or bank wire transfer. Payment made using credit cards are not entitled to the cash, check or bank wire transfer discount and require the 3% to be added back to the overall contract amount.

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 2, 2012 or advertising sponsorship and deposit will be forfeited. Please fax completed form to 714.338.6710.

Full Payment Date: April 2, 2012

Cancellation Date: April 2, 2012

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 2012

May 15-17, 2012
Hilton San Diego Bayfront
San Diego, CA

Artwork/Materials

Ship to:
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