



THE FUTURE OF  
**CUSTOMER**  
ENGAGEMENT

## CHOICE 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](http://www.ResponseExpo.com).
- One 120x240 button ad (run of site) on [www.ResponseMagazine.com](http://www.ResponseMagazine.com)
  - Flight Dates: 3/1/2012-5/30/2012

#### 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 on Opening Night Party signage and in the official directory
- Sponsor ribbon identification for staff's badges at the show.
- 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.
- Three (3) All-Access conference badges. Includes full access to all official show sessions, networking events, keynotes and exhibit hall.

#### Post-Show Exposure and Benefits

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

Host: <ftp://ftp.questex.com>

Password: acc3ss

Username: [ftpquestex](ftp://ftp.questex.com)

Folder: RESPONSE/ResExpo2012

## 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 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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