



THE FUTURE OF
CUSTOMER
ENGAGEMENT

CONFERENCE PROGRAM SPONSORSHIP

IMPORTANT INFORMATION

Pre-Show Exposure and Benefits

- Logo recognition as an Official Show sponsor in Response Expo pre-show promotional brochures and emails.
- Logo recognition as Official Show sponsor on www.ResponseExpo.com.

Show Exposure and Benefits

- Recognition as Education Sponsor including company logo printed on on-site signage and in the official show directory.
- 5 minute welcome address on May 16, 2012 prior to the start of our 10am session
- 5 minute welcome address on May 17, 2012 prior to the start of our 10am session
- A private mixer on May 16, 2012 at 5:00PM with the conference program sponsors and available speakers
- Company logo included on signage outside the educational session meeting rooms.
- Company logo on pens and notepads provided by Response for all education attendees.
- Seat back covers and logo on screen between sessions
- Two (2) "All Access" badges for the sessions.
- Option to include one piece of marketing collateral in the official show bags distributed to all attendees.
- 1 full page ad in official show directory

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.

The educational sessions are 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: \$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 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
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Artwork/Materials

Ship to:
Response Expo
Attn: Kathryn Flinn
201 E. Sandpointe Ave., Ste. 500
Santa Ana, CA 92707
kflinn@questex.com
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