



THE FUTURE OF
CUSTOMER
ENGAGEMENT

HOTEL KEY CARD SPONSORSHIP *Exclusive!*

IMPORTANT INFORMATION

Take advantage of an exceptional marketing opportunity by sponsoring the hotel key cards at Hilton San Diego Bayfront. Key cards will be distributed to all* attendees and exhibitors booking a room in the Response Expo block.

Benefits

- Exclusive sponsorship of custom-printed keys cards
- Logo recognition as an Official Show Sponsor in all Response Expo pre-show promotional brochures and all marketing material
- Logo 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
- Use of pre-show attendee list three weeks prior to the event (includes direct mail and phone numbers only)
- Use of post-show attendee list three weeks after the event (include direct mail and phone numbers 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

- 4-color artwork for hotel keys to be submitted by April 15. Artwork specification will be provided. Artwork subject to show management and Hilton approval.
If hotel guest prefers not to have the official sponsored key, the guest will be given a standard Hilton Key

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

Artwork/Materials

Ship to:
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