



THE FUTURE OF
CUSTOMER
ENGAGEMENT

KEYNOTE ADDRESS – Exclusive!

IMPORTANT INFORMATION

Take advantage of this opportunity to bring a dynamic speaker to Response Expo. The keynote sponsorship puts your company name in with the premier show speaker and a potential audience of 400+ attendees.

Pre-Show Exposure and Benefits

- Logo recognition as the Keynote 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.
- 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.
- Six (6) All-Access conference badges. Includes full access to all official show sessions, networking events, keynotes and exhibit hall.
- Full page ad in the show directory.
- Sponsor ribbon identification for staff badges.

Post-Show Exposure and Benefits

- 1x use of show attendee list (includes direct mail and phone numbers only).
- 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

Folder: RESPONSE/ResExpo2012

- Full page ad for show directory.

Response Expo 2012

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

Artwork/Materials

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

Response Expo 2011 Staff

John Yarrington
Publisher/Show Director
Phone: 714.338-6724
jyarrington@questex.com

Thomas Haire
Editor-in-Chief/Content Manager
Phone: 714.338-6722
thaire@questex.com

Dan Donati
Director of New Business
Development
Phone: 714.338-6723
ddonati@questex.com

Operations

Kathryn Flinn
Operations Manager
Phone : 714.338-6734
kflinn@questex.com

Marketing

Sarah Joy Obana
Marketing Director
Phone: 714-338-6763
sobana@questex.com

Response Expo Fax:

714.338.6710

Investment: \$25,000 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 _____

