

GO Beyond Expectations



The Ultimate Direct Response Marketing Expo

May 3-5, 2011 ▶ Hilton San Diego Bayfront

LANYARDS – Exclusive!

The official badge lanyard is a high-visibility opportunity for your brand. Lanyards are handed out to all attendees and exhibitors when they pick up their badge-holders. This is also a great opportunity to keep your message in front of your audience long after the show is over!

Benefits

- Exclusive sponsorship of official show lanyards.
- 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.
- Recognition as an Official Show Sponsor including company logo printed on on-site signage and in the official show directory

Sponsor-Provided Materials

- Signed contract including 50% deposit.
- 4 color and/or black and white logo.

Please provide logo in Adobe Illustrator C2S (.ai), and .jpeg formats on the Response FTP site:

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

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

Password: [acc3ss](ftp://ftp.questex.com)

Folder: [RESPONSE/ResExpo2011](ftp://ftp.questex.com)

- Minimum of 3,000 lanyards supplies by sponsor. Must arrive at advance warehouse by April 15. Ship to: Attn: Show Management/Lanyards, c/o GES, 491 C Street Chula Vista, CA 91910

Investment: **\$5,000 Net**

If sponsor provides lanyards

 \$10,000 Net

If Response provides lanyards

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 15, 2011. The 50% deposit is non-refundable. 100% of the sponsorship fee is non-refundable after April 15, 2011. Sponsorships are non-transferable to other companies and organizations and are intended for the use of the original purchaser of the sponsorship only.

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 15, 2011 or advertising sponsorship and deposit will be forfeited. Please fax completed form to 714.338.6710.

Full Payment Date: April 15, 2011

Cancellation Date: April 15, 2011

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

IMPORTANT INFORMATION

Response Expo 2011
May 3 – 5, 2011
Hilton San Diego Bayfront
San Diego, CA
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Artwork/Materials

Ship to:
Response Expo
Attn: Roxana Aguilar
201 E. Sandpointe Ave., Ste. 500
Santa Ana, CA 92707
raguilar@questex.com
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