



THE FUTURE OF
CUSTOMER
ENGAGEMENT

PRIME 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.
- One 120 x 240 button ad (run of site/rotation) on www.ResponseMagazine.com.
- One 240 x 240 Button Ad (static) on www.ResponseExpo.com. **EXCLUSIVE TO PRIME SPONSORS**
- Three (3) time 120x240 button ads on *Response This Week*. Must be consumed in 2012. **EXCLUSIVE TO PRIME SPONSORS**
- Pre – Show E-Mail blast to Response opt in database of 18,000 +. **EXCLUSIVE TO PRIME SPONSORS**
- Unlimited-time use of the pre-show attendee list (includes direct mail and phone numbers only)

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 printed on Opening Night Party 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.
- Full page 4-color ad in the official show directory. **EXCLUSIVE TO PRIME SPONSORS**
- Six (6) All-Access conference badges. Includes full access to all official show sessions, networking events, keynotes and exhibit hall. **EXCLUSIVE TO PRIME SPONSORS**
- Sponsor ribbon identification for staff's badges at the show.

Post-Show Exposure and Benefits

- Unlimited-time use of show post-show attendee list (includes direct mail and phone numbers only).
- Pre – Show E-Mail blast to Response opt in database of 18,000 +. **EXCLUSIVE TO PRIME SPONSORS**
- 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

Investment: \$20,000 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:

Response Expo

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