



THE FUTURE OF  
**CUSTOMER**  
ENGAGEMENT

**SHOW BAGS – Exclusive!**

**IMPORTANT INFORMATION**

Custom-printed show bags turn every show participant into your own personal billboard. Available to attendees, these handy bags hold all of their show literature and information. Your company message will be seen throughout the event.

**Benefits**

- Show bags distributed at badge holder pick-up.
- Sponsor can provide one (1) show bag insert.
- 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 Password: acc3ss  
Username: ftpquestex Folder: RESPONSE/ResExpo2012

- Approved show bags (approx 2,500) must arrive at advance warehouse by April 16. Ship to: Attn: Show Management/Show Bags, c/o GES, 491 C Street Chula Vista, CA 91910

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

**Response Expo 2012 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