



THE FUTURE OF
CUSTOMER
ENGAGEMENT

WIRELESS INTERNET SPONSORSHIP

IMPORTANT INFORMATION

Pre-Show Exposure and Benefits

- Logo recognition as Official Show Sponsor in Response Expo pre-show promotional brochures and emails.
- Logo recognition as Official Show Sponsor on www.ResponseExpo.com.
- Pre-Show attendee list three (3) weeks prior to the show (Direct mail and phone numbers only).

Show Exposure and Benefits

- Exclusive sponsor of wireless internet access on the show floor and in surrounding common areas for exhibitors and attendees.
- Exclusive 3' wide x 8' tall standing billboard promoting Wireless Internet Sponsor.
- Recognition as Wireless Internet 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.
- Three (3) All-Access conference badges. Includes full access to all official show sessions, networking events, keynotes and exhibit hall.

Post-Show Exposure and Benefits

- 1x use of show attendee list (includes direct mail info 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

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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