The Ultimate Direct Response Marketing Expo

APRIL 2-4, 2013
HILTON SAN DIEGO
BAYFRONT

Response Expo 2013

CONFERENCE PROGRAM SPONSOR

Pre-Show Exposure and Benefits

- Recognition as an Official Show Sponsor in all Response Expo pre-show promotional materials.
- Recognition as an Official Show Sponsor on www.ResponseExpo.com.
- Access to Pre - event attendee list (mailing address and phone number only) 2 weeks prior to event.

Show Exposure and Benefits

- Recognition as Education Sponsor, including company logo printed on on-site signage and in the official show directory.
- 5 minute welcome address on April 3, 2013 prior to the start of our 1st session.
- 5 minute welcome address on April 4, 2013 prior to the start of our 1st session.
- Option to place promo item on all conference chairs prior to each session.
- Company logo included on signage outside the educational session meeting rooms.
- Company logo on pens and notepads provided by Response for all education attendees.
- Company logo on screen between sessions.
- Two (2) "all Access" badges for the sessions.
- Option to include one piece of marketing collateral in the official show bags distributed to all attendees.
- One (1) full page ad in official show directory.
- Recognition as an Official Show Sponsor including company logo printed on on-site signage and in the official show directory.

Post-Show Exposure and Benefits

- Logo recognition in Response Magazine post-show wrap-up edition.
- Logo recognition on Response Expo 'Thank You' email to all registered attendees
- Access to post event attendee list (mailing address and phone number only) 2 weeks after event.

Sponsor-Provided Materials

- Signed contract including 50% deposit.
- Full page Specs (Show Directory)
  - must be submitted **March 8, 2013:**
    - Email to mkollman@questex.com *Max file size 5MB*
    - OR Upload on www.responseexpo.com via "Upload Artwork" widget on home page
  - Single page without bleed: 5" x 7.375"
  - Single page with bleed: 6.25" x 8.625"
  - Please allow 3/8" live area for text and trim purposes. Trim size is 6"(W) x 8.375"(H)
  - Please contact Monica Kollmann at mkollmann@questex.com with any artwork questions
- Logo specs
  - 4 color and/or black and white logo in Adobe Illustrator (.ai),or hi-res jpeg formats
  - Send logo to kflinn@questex.com

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 March 4, 2013. The 50% deposit is non-refundable. 100% of the sponsorship fee is non-refundable after March 4, 2013. 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 March 4, 2013 or advertising sponsorship and deposit will be forfeited. Please fax completed form to 714.338.6710.

Full Payment Date: March 4, 2013 **Cancellation Date: March 4, 2013**

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 2013
April 2-4, 2013
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

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