The Ultimate Direct Response Marketing Expo

APRIL 2-4, 2013
HILTON SAN DIEGO
BAYFRONT

Response Expo 2013

DRMA TRIFECTA

Allow us to help you cover all your bases at Response Expo! Advertise in the official show guide distributed to attendees at the show, sponsor a golf hole at the annual Response Golf Tourney, and include a piece of marketing collateral in the Response Expo show bag distributed to all attendees. Take advantage of this exclusive offer to reinforce your message and promote your company!

Show Guide Sponsor-Provided Materials

- Full page ad must be reserved by **March 1, 2013**
- Ad specs
  -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)
- Artwork must be in High Res PDF. Resolution 300 dpi.
- Artwork must be submitted via our SendMyAd portal by **March 8, 2013**: https://questex.sendmyad.com
- Please contact Monica Kollmann at mkollmann@questex.com with any artwork questions

Show Bag Insert Sponsor-Provided Materials

- Please provide details of insert to show management by **February 28, 2013**.
- Quantity: 2,500
- Inserts due to advance warehouse: **March 26, 2013**:
  - Ship to: Attn: Show Management/Bag Inserts, c/o GES, 491 C Street Chula Vista, CA 91910
- Insert size restrictions may apply. Please contact Kathryn Flinn at kflinn@questex.com

Golf Individual Hole Sponsor-Provided Materials

- Golf hole must be hosted.
- 4 color and/or black and white logo must be submitted by **February 28, 2013**.

Sponsor-Provided Materials

- 4 color and/or black and white logo in Adobe Illustrator (.ai),or hi-res jpeg formats
- Send logo to kflinn@questex.com

Investment: $2,500 Net

A La Carte Show Guide: $999 Show Bag Insert: $1,999 Golf Individual Hole: $999

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

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

Response Expo Fax:
714.338.6710