



APRIL 29 – MAY 1 HILTON SAN DIEGO BAYFRONT

Where the direct, digital and data-driven marketplaces converge



BECOME A MARKETING SUPERHERO AT RESPONSE EXPO!

# REGISTRATION PROMO ITEM

## IMPORTANT INFORMATION

Grab everyone's attention right from the start! Official show registration promotional items are custom-printed with your company logo and distributed along with show information to all attendees. A memorable souvenir that will keep branding your company even after the show ends.

### 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](http://www.ResponseExpo.com).
- Access to Pre - event attendee list (mailing address and phone number only) 2 weeks prior to event.

### Show Exposure and Benefits

- Custom-printed item with your company logo exclusively handed to all attendees at registration
- 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.
- 4 color and/or black and white logo in Adobe Illustrator (.ai), or hi-res jpeg formats
  - Send logo to [kflinn@questex.com](mailto:kflinn@questex.com)

## Investment: \$5,000 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, 2014. The 50% deposit is non-refundable. 100% of the sponsorship fee is non-refundable after March 4, 2014. 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, 6 Hutton Centre Dr., Suite 600, Santa Ana, CA 92707. Full payment is due by March 4, 2014 or advertising sponsorship and deposit will be forfeited.

**Full Payment Date: March 4, 2014**

**Cancellation Date: March 4, 2014**

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 2014

April 29 – May 1  
Hilton San Diego Bayfront  
San Diego, CA  
.....

### Upload Artwork

[www.responseexpo.com](http://www.responseexpo.com)  
Click Sponsor tab  
Click Upload Sponsor Artwork

### Materials

Ship to:  
Response Expo  
Attn: Kathryn Flinn  
6 Hutton Center  
Ste. 600  
Santa Ana, CA 92707

### Email:

[kflinn@questex.com](mailto:kflinn@questex.com)

### Response Expo 2014 Staff

John Yarrington  
Publisher/Show Director  
Phone: 714-338-6724  
[jjarrington@questex.com](mailto:jjarrington@questex.com)  
.....

Thomas Haire  
Editor-in-Chief/Content Manager  
Phone: 714-338-6722  
[thaire@questex.com](mailto:thaire@questex.com)  
.....

Dan Donati  
Director of New Business  
Development  
Phone: 714-338-6723  
[ddonati@questex.com](mailto:ddonati@questex.com)  
.....

Kathryn Flinn  
Operations Manager  
Phone : 714-338-6734  
[kflinn@questex.com](mailto:kflinn@questex.com)  
.....

Monica Kollmann  
Art Director  
Phone: 714-338-6722  
[mkollmann@questex.com](mailto:mkollmann@questex.com)