

## NEW PRODUCT SHOWCASE

### IMPORTANT INFORMATION

**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**

- Recognition as our "New Product Showcase" sponsor located on the tradeshow floor
- Full-page promotion in the official show guide and e-blast promoting your company as the sponsor of the New Product Showcase
- Full-page ad in the official show guide
- Sponsor ribbon identification for staff's badges at the show.
- Two (2) All-Access conference badges, includes access to sessions, networking events, keynotes and exhibit hall.
- Recognition as an Official Show Sponsor including 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.
- Logo specs
  - 4 color and/or black and white logo in Adobe Illustrator CS6 (or lower) (.ai), or hi-res jpeg formats
  - send logo to [bfrazier@questex.com](mailto:bfrazier@questex.com)
- Full page Specs (Show Directory)
  - must be submitted **March 27, 2015:**
    - Email artwork to [mkollmann@questex.com](mailto:mkollmann@questex.com) Max file size 5MB
    - OR Upload on [www.responseexpo.com](http://www.responseexpo.com) under "Sponsor" menu choose "Upload Artwork"
    - Trim size: 6" x 8.375", Bleed size: 6.25" x 8.625"
    - Keep all live matter (i.e. type, borders) 3/8" from trim edges.
    - PDFs should conform to the PDF/X - 1a specification
    - No crop marks. If you must have them, be sure they are at least 18 points OFFSET.
    - CMYK only. No RGB, LAB or PMS colors.
    - Image resolution must be at least 300 dpi.

**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 January 31, 2015. The 50% deposit is non-refundable. 100% of the sponsorship fee is non-refundable after January 31, 2015. 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 January 31, 2015 or advertising sponsorship and deposit will be forfeited.

**Full Payment Date: January 31, 2015                      Cancellation Date: January 31, 2015**

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 2015**  
April 21 – 23  
Hilton San Diego Bayfront  
San Diego, CA  
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**Upload Artwork**  
[www.responseexpo.com](http://www.responseexpo.com)  
Click Sponsor tab  
Click Upload Sponsor Artwork  
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