



APRIL 29 – MAY 1 HILTON SAN DIEGO BAYFRONT

Where the direct, digital and
data-driven marketplaces converge



BECOME A
MARKETING
SUPERHERO
AT RESPONSE EXPO!

PRIME SPONSORSHIP

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.
- One Big Box ad on www.ResponseExpo.com. **EXCLUSIVE TO PRIME SPONSORS**
- Three (3) time 120x240 button ads on *Response This Week*. Must be consumed in 2014. **EXCLUSIVE TO PRIME SPONSORS**
- Pre-Show E-mail blast to Response opt-in database of 24,000+. **EXCLUSIVE TO PRIME SPONSORS**
- Unlimited-time use of the Pre-event attendee list (mailing address and phone number only).

Show Exposure and Benefits

- Recognition as Opening Night Party sponsor, including company logo printed on Opening Night Party signage and in the official show directory.
- Six (6) "All Access" badges. **EXCLUSIVE TO PRIME SPONSORS**
- Access to the Cut Lounge, a private meeting area located on the show floor.
- Full page 4-color ad in the official show directory. **EXCLUSIVE TO PRIME SPONSORS**
- Sponsor ribbon identification for staff badges.
- Option to include one (1) piece of marketing collateral in the official show bag distributed to all attendees.
- Leaderboard ad on the digital issue of Response Magazine's June issue
- 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

- Unlimited-time use of the Post-event attendee list (mailing address and phone number only).
- Post-Show E-mail blast to Response opt-in database of 24,000+. **EXCLUSIVE TO PRIME SPONSORS**
- Logo recognition in Response Magazine post-show wrap-up edition.
- Logo recognition on Response Expo 'Thank You' email to all registered attendees

Sponsor-Provided Materials

- Signed contract including 50% deposit.
- 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
- Full page Specs (Show Directory)
 - must be submitted **April 1, 2014**:
 - Email to mkollmann@questex.com Max file size 5MB
 - OR Upload on www.responseexpo.com under "Sponsor" menu choose "Upload Artwork"
 - Trim size: 6" x 8.375"
 - Keep all live matter (i.e. type, borders) 3/8" from trim edges.
 - Include 1/8" bleed for images/backgrounds that extend off the page.
 - Submit artwork without crop marks.

Investment: \$20,000 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
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Upload Artwork

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
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