



APRIL 29 – MAY 1 HILTON SAN DIEGO BAYFRONT

Where the **direct, digital and**
data-driven marketplaces converge



**BECOME A
MARKETING
SUPERHERO
AT RESPONSE EXPO!**

SELECT 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.
- Access to Pre - event attendee list (mailing address and phone number only) 2 weeks prior to event.

Show Exposure and Benefits

- One full page ad in the Official Show Directory. Right hand page placement in first half of Official Show Directory.
- One (1) bag insert in the official show bag.
- One (1) All Access Badge
- Recognition as an Official Show Sponsor including company logo printed on on-site signage and in the official show directory.
- Logo Recognition as an Official Show Sponsor on all onsite commonage signage at Response Expo

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
- 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: \$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
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

Response Expo 2014 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
.....

Kathryn Flinn
Operations Manager
Phone : 714-338-6734
kflinn@questex.com
.....

Monica Kollmann
Art Director
Phone: 714-338-6722
mkollmann@questex.com