



APRIL 29 – MAY 1 HILTON SAN DIEGO BAYFRONT

Where the direct, digital and data-driven marketplaces converge



BECOME A MARKETING SUPERHERO AT RESPONSE EXPO!

# BEER AND WINE GARDEN

## 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 an official Beer & Wine Garden co-sponsor, including logo on signage at the Beer & Wine Garden
- A private VIP space to host meetings inside the Beer & Wine Garden
- Recognized as an official Beer & Wine Garden co-sponsor in the show directory
- Recognition as an Official Show Sponsor including company logo printed on on-site signage and in the official show directory.
- Three (3) "All Access" badges
- One (1) bag insert in the official show bag for Response Expo
- Sponsor ribbon identification for staff badges.
- 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.
- 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](mailto:kflinn@questex.com)
- Show Bag insert quantity: 1,500
  - Must arrive at advance warehouse between March 26 and April 25, 2014.
    - Response Expo 2014
    - Attn: Show Management/Badge Inserts
    - c/o GES, 491 C Street
    - Chula Vista, CA 91910

## Investment: \$10,000

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](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)

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