



APRIL 29 – MAY 1 HILTON SAN DIEGO BAYFRONT

Where the direct, digital and data-driven marketplaces converge



BECOME A MARKETING SUPERHERO AT RESPONSE EXPO!

ELEVATOR 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

- 5 sponsored clings for each of 3 elevator walls as well as the inside and outside of elevator doors.
- Sponsor ribbon identification for staff's badges at the show.
- Full page ad in the Official Show Guide
- 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.
- Artwork must be in high-res PDF. Resolution must be at least 300 dpi.
- Specs for Elevator Clings will be provided by Kathryn Flinn
- Full page specs (Show Directory)
 - 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.
 - Email to mkollmann@questex.com
 - OR Upload on www.responseexpo.com under "Sponsor" menu choose "Upload Artwork"
- 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
- Send logo to kflinn@questex.com

Investment: \$10,000 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 Inc., 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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