



APRIL 29 – MAY 1 HILTON SAN DIEGO BAYFRONT

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



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

HOTEL KEY CARDS

Take advantage of an exceptional marketing opportunity by sponsoring the hotel key cards at Hilton San Diego Bayfront. Key cards will be distributed to all* attendees and exhibitors booking a room in the Response expo Block.

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

- Exclusive sponsorship of custom-printed key cards.
- 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
- Hotel Key Card specs
 - artwork due: **March 21, 2014**
 - Sponsor to provide key card artwork; Response to produce keycards.
 - Finished size: FRONT: 1.875" wide x 3.125" high (bleed area: 2.25" wide X 3.5" high) BACK: 1.25" wide x 3.125" high
- Send key card artwork and logo to kflinn@questex.com

** If hotel guest prefers not to have the official sponsored key, guest will be given a standard Hilton key.*

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 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

IMPORTANT INFORMATION

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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