



APRIL 29 – MAY 1 HILTON SAN DIEGO BAYFRONT

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



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

## SHOW BAG INSERT

### IMPORTANT INFORMATION

Capture a targeted audience by inserting a product sample or literature piece (brochure, invitation or flyer) into the official show bag.

#### Show Exposure and Benefits

- Please provide details of insert to show management by April 2, 2012. Show management must approve all inserted materials.
- Insert size restrictions may apply. Please contact Kathryn Flinn at [kflinn@questex.com](mailto:kflinn@questex.com).

#### Sponsor-Provided Materials

- Signed contract including 50% deposit.
- 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
- 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)

### Investment: \$1,999 Per insert

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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