



APRIL 29 – MAY 1 HILTON SAN DIEGO BAYFRONT

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



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

ZERO TO HERO PACKAGE

Allow us to help you cover all your bases at Response Expo! Advertise in the official show guide distributed to attendees at the show, sponsor a golf hole at the annual Response Golf Tourney, and include a piece of marketing collateral in the Response Expo show bag distributed to all attendees. Take advantage of this exclusive offer to reinforce your message and promote your company!

Show Guide Sponsor-Provided Materials

- Full page ad must be reserved by **March 3, 2014**
- Ad specs
 - 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 Max file size 5MB
 - OR Upload on www.responseexpo.com under "Sponsor" menu choose "Upload Artwork"

Show Bag Insert Sponsor-Provided Materials

- Please provide details of insert to show management by **February 28, 2014**
- Quantity: 1,500
- Inserts 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
- Insert size restrictions may apply. Please contact Kathryn Flinn at kflinn@questex.com

Golf Individual Hole Sponsor-Provided Materials

- Golf hole must be hosted.
- 4 color and/or black and white logo must be submitted by **February 28, 2014**.

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

Investment: \$2,500 Net

A La Carte Show Guide: \$999

Show Bag Insert: \$1,999

Golf Individual Hole: \$999

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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