



APRIL 29 – MAY 1 HILTON SAN DIEGO BAYFRONT

Where the direct, digital and data-driven marketplaces converge



BECOME A MARKETING SUPERHERO AT RESPONSE EXPO!

# GOLF PHOTO HOLE

## IMPORTANT INFORMATION

### Pre-Show Exposure and Benefits

- Recognition as an Official Golf Sponsor in all Response Expo pre-show promotional materials.
- Recognition as an Official Golf 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.

### Tournament Benefits

- Exclusive sponsor of the Photo Hole
- Signage as the Photo Hole Sponsor at the golf tournament
- Logo on all photo holders.
- Photographer provided
- One (1) foursome (\$475 value)
- Recognition as an Official Golf Sponsor including company logo printed on on-site signage.

### Onsite Show Exposure and Benefits

- Recognition as an Official Show Sponsor including company logo printed on all onsite commonage signage at Response Expo.
- Recognition as an Official Show Sponsor in the official show directory.
- Full page ad in 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.
- 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)
- Full page Specs (Show Directory)
  - must be submitted **April 1, 2014**:
    - Email to [mkollmann@questex.com](mailto:mkollmann@questex.com) Max file size 5MB
    - OR Upload on [www.responseexpo.com](http://www.responseexpo.com) under "Sponsor" menu choose "Upload Artwork"
    - 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.

## Investment: \$5,000 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 \_\_\_\_\_

### 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)

### Response Expo 2014 Staff

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