

2012 Annual Conference Sponsorship & Advertising Opportunities

January 6-8, 2012 - San Diego

Audience Profile:

The Annual Conference of the Event Service Professionals Association (formerly ACOM) is attended by leading event and convention service managers in the meetings industry — including forward-thinking CSMs from convention centers, convention & visitors bureaus and hotels. ESPA is dedicated to elevating the event and convention service profession and to preparing members, through education and networking, for their pivotal role in innovative and successful event execution. Member CSMs make their own purchasing decisions and have influence on the purchasing decisions of meeting planners.

Sponsorships are the best way to receive enhanced visibility to this influential audience. Each sponsorship comes with a variety of beneficial extras, even FREE Conference registrations in some cases.

GOLD LEVEL SPONSORSHIPS

Gold sponsors receive all of the following, in addition to the unique benefits for each individual sponsorship:

- Two (2) FREE Conference registrations
- Featured in on-site program
- Your company logo on the ESPA web site and in the electronic newsletters, At-A-Glance and ACOMmodate
- Sponsor will be featured in pre-Conference e-blasts to the ESPA membership
- Mention in ESPA Conference press releases distributed industry-wide
- Public recognition during the Opening Session

- Welcome to San Diego Reception - \$3,000**
- Saturday Awards Luncheon - \$2,500**
- Opening General Sessions and ESPA Kick-off - \$2,500 (half day)**
- Closing General Sessions - \$2,500 (half day)**

*These high-visibility sponsorships also include:

- An opportunity for a welcome statement in front of the audience during the function
- One piece of your literature placed at each person's seat
- Opportunity to showcase your company's logo prominently at the event.

- Registration Desk - \$2,500**

This area is the main gathering location for registration and general convention information throughout the conference. Additional benefits include:

- Table provided at registration area for collateral/ company representative
- Signage with sponsor logo and ESPA Annual Convention logo
- Opportunity to distribute gifts (supplied and shipped by sponsor) and/or include collateral in registration packet.

Company: _____ Contact Name: _____

E-mail address: _____ (print clearly)

Sponsorship/Advertisement: _____ Amount Due: _____

Payment Method: MasterCard Visa American Express Discover Check

Account #: _____

Signature: _____ Exp. Date: _____

Submitting this form confirms your sponsorship. There are no cancellations/refunds. Payment is due with form.

Fax to 1-609-799-7032 Questions? 1-609-799-3712 or info@ESPAonline.org

SILVER LEVEL SPONSORSHIPS

Silver sponsors receive all of the following:

- One (1) FREE Conference registration
- Featured in on-site program
- Your company logo on the ESPA web site and in the electronic newsletters, At-A-Glance and ACOMmodate
- Sponsor will be featured in pre-Conference e-blasts to the ESPA membership
- Mention in ESPA Conference press releases distributed industry-wide
- Public recognition during the Opening Session

Badge Lanyards - \$1,500

Each conference attendee will receive a lanyard, which will feature the sponsor's logo or company name printed on it. Imagine every attendee promoting your organization by wearing your company logo throughout the event!

Gift/Publication Distribution to Attendee Hotel Rooms - \$1,500

Deliver your publication/gift/company product sample to all attendees staying in the designated convention hotel. (Sponsor is responsible for providing the item to be distributed one week prior to the convention; ESPA will coordinate distribution.)

Table Top Exhibit/Full Day Coffee Break - \$1,600

This sponsorship includes a large sign with your company logo as well as a table top display placed in the break area for placement of your company literature or other promotional items. These will be placed for the full day of breaks (Saturday or Sunday).

Hotel Key Cards - \$1,500

Imagine your logo or product name on the attendees' room card keys. This will give your company great visibility throughout their stay!

Pens - \$1,000

We will be giving away pens with your logo, both at Registration, and also in the Session room each day. A great way to keep your logo out in front of the attendees long after the show is over.

In-Kind Sponsor Opportunities:

- Audio-Visual**
- Signage**

BRONZE LEVEL SPONSORSHIPS

Bronze sponsors receive the following:

- Featured in on-site program
- Your company logo on the ESPA web site and in the electronic newsletters, At-A-Glance and ACOMmodate
- Sponsor will be featured in pre-Conference e-blasts to the ESPA membership
- Mention in ESPA Conference press releases distributed industry-wide
- Public recognition during the Opening Session

Ad in On-Site Program Provided to All Registrants - \$750

Every attendee will receive this program which contains the schedule and other on-site information. (Size of artwork to be determined.)

Choose one:

- Outside Back Cover
- Inside Front Cover
- Inside Back Cover

Individual Session Track (CVB, Center or Hotel) - \$750

Saturday features a session with separate concurrent Workshop Tracks – for Convention Centers, CVBs, and Hotel CSMs. If one of those groups incorporates your primary target audience, this is the way to target your message to them.

Choose a Track to sponsor, and receive:

- Your literature can be placed at a literature table in the meeting room or placed at each person's seat
- We will showcase your company's logo prominently at the session
- Signage outside of the meeting room with your logo

Conference Bag Insert - \$750

One piece of your company's promotional literature or product sample inserted into the Conference bag each attendee will receive.

ESPA Member Supporters

- \$250
- \$500
- \$750
- OTHER: _____

This supporting category is perfect for ESPA members that want to support the association and its conferences. We have created this budget-sensitive opportunity to help you support ESPA in a way that can fit into your marketing budget. ESPA appreciates member support!