

# The 2008 B-to-B Marketing Conference

March 3 – 5, 2008

Rosen Centre Hotel Orlando, FL

## Conference Sponsorship Opportunities

### Diamond Sponsorship

**Member: \$7,500**

**Non-Member: \$8,650**

- Three (3) complimentary Conference registrations
- Three (3) Council Dinner registrations
- Acknowledgement and logo on conference Web site
- Company name and logo included on our “Thank You Sponsors” sign in the Registration Area
- Company name and logo on sponsored event signage
- Acknowledgement in the Conference Directory
- Acknowledgements at the Conference Luncheon and Council Dinner
- Opportunity to place marketing material in general session room
- Exclusive Company Banner hung in General Session room (check on size)
- Tote Bag Insert
- One (1) complimentary copy of the 2008 B-to-B Conference final attendee mailing list via electronic file (post-show, one-time (1x) use only).

Item available:

- Monday Themed Welcome Reception -SOLD**

### Platinum Sponsorship

**Member: \$5,000**

**Non-Member: \$6,000**

- Two (2) complimentary Conference registrations
- Two (2) Council Dinner registrations
- Acknowledgement and logo on conference Web site
- Company name and logo included on our “Thank You Sponsors” sign in the Registration Area
- Company name and logo on sponsored event signage
- Acknowledgement in the Conference Directory
- Table tent acknowledgement at specified event
- One (1) complimentary copy of the 2008 B-to-B Conference final attendee mailing list via electronic file (post-show, one-time (1x) use only).

Items available (Choose One):

- Conference Tote Bags - SOLD**
- Council Networking Dinner — Two (2) Opportunities**
- Tuesday Keynote Luncheon -SOLD**
- Tuesday Exhibit Hall Networking Reception**
- Wednesday Keynote Luncheon**
- Cyber Lounge**

### Gold Level Sponsorship

**Member: \$3,500**

**Non-Member: \$4,150**

- One complimentary conference registration
- One (1) Council Dinner registration
- Acknowledgement and logo on conference web site
- Company name and logo included on our “Thank You Sponsors” sign in the Registration Area
- Company name and logo on sponsored event signage
- Acknowledgement in the Conference Directory
- Acknowledgements at the Conference Luncheon and Council Dinner

- One (1) complimentary copy of the 2008 B-to-B Conference final attendee mailing list via electronic file (post-show, one-time (1x) use only).

**Items available** (Choose One):

- Conference Badge Holders -SOLD**
- Hotel Key Cards**
- Council Dinner Reception -- Two (2) opportunities**
- Tuesday Morning Room Drop**
- Wednesday Morning Room Drop**

### **Silver Level Sponsorship**

**Member: \$2,000**

**Non-Member: \$2,500**

- One (1) Council Dinner registration
- Acknowledgement and logo on Conference Web site
- Company name and logo included on our "Thank You Sponsors" sign in the Registration Area
- Company name and logo on sponsored event signage
- Acknowledgement in the Conference Directory
- Acknowledgements at the Conference Luncheon and Council Dinner
- One (1) complimentary copy of the 2008 B-to-B Conference final attendee mailing list via electronic file (post-show, one-time (1x) use only).

**Items available** (Choose One):

- Tuesday Continental Breakfast**
- Tuesday Exhibit Hall Refreshment Break**
- Wednesday Continental Breakfast**
- Wednesday Exhibit Hall Refreshment Break**
- Tote Bag Insert (2Sold, 1 Available)**

### **Bronze Level Sponsorship**

**Member: \$1,000**

**Non-Member: \$1,500**

- Acknowledgement and logo on Conference Web site
- Company name and logo included on our "Thank You Sponsors" sign in the Registration Area
- Company name and logo on sponsored event signage
- Acknowledgement in the Conference Directory
- Acknowledgements at the Conference Luncheon and Council Dinner
- One (1) complimentary copy of the 2008 B-to-B Conference final attendee mailing list via electronic file (post-show, one-time (1x) use only).

**Items available:**

- Exhibit Hall Prize Drawing (2 Available)**  
-Note: Prize will be purchased by the DMA

For questions, please contact Katie McEvoy at [kmcevoy@the-dma.org](mailto:kmcevoy@the-dma.org) or at 212.768.7277 x1685

# The 2008 B-to-B Marketing Conference Sponsorship Contract and Agreement

Please complete and return immediately to confirm your 2008 B-to-B Marketing Conference sponsorship.

Company Contact: \_\_\_\_\_ Title: \_\_\_\_\_  
Company Name: \_\_\_\_\_ Sponsored Item \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_ Web Address: \_\_\_\_\_  
Total Cost of Sponsorship: \$ \_\_\_\_\_

## Terms and Conditions

The Sponsoring Company agrees to pay amount indicated on previous page for sponsorship as determined by Show Management. Payment in full is due upon receipt of contract. The DMA reserves the right to withdraw the sponsorship if payment is not received within 10 business days of receipt of the signed contract. Show Management must receive notice of cancellation in writing. No refunds will be made after receipt of payment. Acceptance of this application by the Direct Marketing Association constitutes a contract. By signing below, the Sponsoring Company agrees to abide by contract terms and conditions as outlined above.

### **IMPORTANT: A FULL PAYMENT MUST ACCOMPANY THIS SPONSORSHIP CONTRACT.**

Please make check payable to: Direct Marketing Association, Inc.; Reference on check: 2008 DMA B-to-B Marketing Conference sponsorship.

### **Payment**

Total Cost of Sponsorship: (from previous page): \$ \_\_\_\_\_  
Check #: \_\_\_\_\_  
Credit Card Type: \_\_\_\_\_  
Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
Name on Card: \_\_\_\_\_  
Signature of Card Holder: \_\_\_\_\_

Sponsorships for this event are assigned on a first-come, first-served basis. It is understood that sponsoring companies are responsible for providing the Direct Marketing Association with all company logos for use with any sponsorship and that all company logos are subject to approval by show management. Please e-mail all artwork to the address below.

I agree to abide by the above.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### **Please keep a copy of this form for your records.**

Please return this form to: Katie McEvoy  
Direct Marketing Association, Inc.  
1120 Avenue of the Americas  
New York, NY 10036  
Fax: 212.719.5106

Submit your company logo via e-mail (in 2 formats) to Katie McEvoy, Sponsorship Liaison Specialist, DMA at [kmcevoy@the-dma.org](mailto:kmcevoy@the-dma.org). Company logo must be received by **February 1, 2008**. Format guidelines are as follows:

Vector File in Adobe Illustrator EPS file AND Corel Draw EPS file. The document should have an ".eps" extension. Additionally we request that you do not compress the file. Compression of an EPS file is difficult and unnecessary for this purpose. Please do not submit GIF files.

Please include the following information in your e-mail.

- Conference Title
- Sponsored Item
- Your Company's Name
- File Format (example: .EPS Corel Draw)
- Contact person and phone number

## \*B-to-B Complimentary Registration

(Please only complete if your sponsorship package includes complimentary registrations)

Company Contact: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_ Web Address: \_\_\_\_\_

Company Contact: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_ Web Address: \_\_\_\_\_

Company Contact: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_ Web Address: \_\_\_\_\_

\*Your sponsorship level "benefits" on page 1 lists how many complimentary registrations you will receive. Once this form is filled out, your complimentary registrants are fully registered.  
**For questions regarding sponsorship fulfillment or registration, please contact Katie McEvoy, Sponsorship Liaison Specialist, at [kmcevoy@the-dma.org](mailto:kmcevoy@the-dma.org) or 212.768.7277 ext. 1685.**