



Email Evolution Conference  
February 1 – 3, 2010  
Eden Roc, Miami



THE EVENT FOR EMAIL MARKETERS



**Email Evolution Conference**

SPONSORSHIP OPPORTUNITIES

# EMAIL EVOLUTION CONFERENCE

February 1 – 3, 2010 | Eden Roc • Miami, FL

## EXCLUSIVE TITLE SPONSORSHIP: \$60,000

Turnkey Pod (3 Pedestals) or 20 x 10 booth

### Sponsor Benefits

#### PRE-SHOW

- Logo as Exclusive Title Sponsor on all pre-show promotional materials and event website

#### ON-SITE

- Choice of one gold sponsorship opportunity
- Full page, 4-color advertisement in Show Directory, inside front cover
- Banner rights in main registration area
- Logo on prominent signage in registration and exhibit hall
- Insert in conference tote bags
- Four premium conference registrations
- Inclusion in Passport to Prizes\*

#### POST-SHOW

- One-time usage of post-show mailing list\*\*

## GOLD LEVEL SPONSORSHIPS: \$25,000

All Items Include Turnkey Pedestal in Experience Hall (Exhibit Hall)

### Sponsor Benefits

#### PRE-SHOW

- Logo on all pre-show promotional materials and event website

#### ON-SITE

- Choice of one Gold Sponsorship Opportunity listed below
- Full Page, 4-color advertisement in Show Directory
- Logo on prominent signage in registration and exhibit hall
- One insert in conference tote bags
- Two premium conference registrations
- Inclusion in Passport to Prizes\*

#### POST-SHOW

- One-time usage of post-show mailing list\*\*

## PLATINUM LEVEL SPONSORSHIPS: \$35,000

All Items Include Turnkey Pedestal in Experience Hall (Exhibit Hall)

### Sponsor Benefits

#### PRE-SHOW

- Logo on all pre-show promotional materials and event website

#### ON-SITE

- Choice of one Platinum Sponsorship Opportunity listed below
- Full page, 4-color advertisement in Show Directory
- Logo on prominent signage in registration and exhibit hall
- One insert in conference tote bags
- Two premium conference registrations
- Inclusion in Passport to Prizes\*

#### POST-SHOW

- One-time usage of post-show mailing list\*\*

### Gold Sponsorship Opportunities Available (Choose One)

<input type="checkbox"/> Conference Tote Bag
<input type="checkbox"/> Badge Holders
<input type="checkbox"/> Hotel Key Cards
<input type="checkbox"/> Cyber Lounge
<input type="checkbox"/> Water Bottles
<input type="checkbox"/> Conference Wireless Network

### Platinum Sponsorship Opportunities Available (Choose One):

<input type="checkbox"/> Monday Special Event (Evening, February 1st) (2 available)
<input type="checkbox"/> Tuesday Special Event (Evening, February 2nd)

\*Sponsor must provide physical prize worth \$150 or more, eg, iPod, gift card, etc.

\*\*Mailing list only includes mailing addresses; no emails or phone numbers are provided.

\*\*\*Advertisements are due December 28, 2009

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## SILVER LEVEL SPONSORSHIPS: \$10,000 – \$15,000

**Does Not Include Turnkey Pedestal in Experience Hall (Exhibit Hall)**

### Sponsor Benefits

#### PRE-SHOW

- Logo on all pre-show promotional materials and event website

#### ON-SITE

- Choice of one Silver Sponsorship Opportunity listed below
- Logo on prominent signage in registration and exhibit hall
- One insert in conference tote bags
- One premium conference registration

#### POST-SHOW

- One-time usage of post-show mailing list\*\*

### Silver Sponsorship Opportunities Available:

<input type="checkbox"/> Tuesday Luncheon Totes – \$15,000
<input type="checkbox"/> Wednesday Awards Luncheon – \$15,000
<input type="checkbox"/> Tuesday Exhibit Hall Reception – \$15,000
<input type="checkbox"/> Attendee Breaks (both days) – \$10,000
<input type="checkbox"/> Hospitality Suite – \$10,000 (non-exhibiting company) 2 available

## BRONZE LEVEL SPONSORSHIPS: \$5,000 – \$9,000

**Does Not Include Turnkey Pedestal in Experience Hall (Exhibit Hall)**

### Sponsor Benefits

#### PRE-SHOW

- Logo on all pre-show promotional materials and event website

#### ON-SITE

- Choice of one Bronze Sponsorship Opportunity listed below
- Logo on prominent signage in registration and exhibit hall

### Bronze Level Sponsorship Opportunities Available:

<input type="checkbox"/> Track Sponsor – \$9,000 3 available
<input type="checkbox"/> Room Drop (under the door only) – \$5,000 Monday and Tuesday night available
<input type="checkbox"/> Hospitality Suite – \$5,000 (exhibiting company) 2 available

### EXHIBITOR OPPORTUNITIES AVAILABLE:

<input type="checkbox"/> One insert in Conference Tote – \$2,000 4 available
<input type="checkbox"/> Inclusion in Passport to Prizes* – \$1,500

### SHOW DIRECTORY ADVERTISING OPPORTUNITIES (DUE DECEMBER 28, 2009)

<input type="checkbox"/> Inside Full Page 4-Color – \$1,000
<input type="checkbox"/> Inside Half Page 4-Color – \$600
<input type="checkbox"/> Inside Front Cover 4-Color – \$2,000
<input type="checkbox"/> Inside Back Cover 4-Color – \$3,000
<input type="checkbox"/> Back Cover 4-Color – \$4,000

\*Sponsor must provide physical prize worth \$150 or more, eg, iPod, gift card, etc.

\*\*Mailing list only includes mailing addresses; no emails or phone numbers are provided.

\*\*\*Advertisements are due December 28, 2009

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Please complete and return immediately to confirm your 2010 Email Evolution Conference Sponsorship.

Company Contact \_\_\_\_\_

Title \_\_\_\_\_

Company Name \_\_\_\_\_

Sponsor Item \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Web Address \_\_\_\_\_

Total Cost of Sponsorship: \$ \_\_\_\_\_

Terms & conditions to follow. Contract requires signature.

**Please return this form to:**

**Katie McEvoy**

Direct Marketing Association, Inc.  
1120 Avenue of the Americas  
New York, NY 10036

**Email:** kmcevoy@the-dma.org

**Fax:** 617.328.8528

**For questions, please contact**

**Donna LoPorto**

303.543.1164  
dloporto@the-dma.org

**Ali Swerdlow**

212.768.7277 x1483  
ali@emailexperience.org

**Jon Price**

720.221.7225  
jprice@the-dma.org

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## 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 DMA constitutes a contract. By signing below, the Sponsoring Company agrees to abide by contract terms and conditions as outlined below.

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

Please make check payable to: **Direct Marketing Association, Inc.**

Reference on check: **2010 DMA Email Evolution 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-serve 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 email 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.

Submit your company logo via email to Katie McEvoy, Sales and Sponsorship Manager, at [kmcevoy@the-dma.org](mailto:kmcevoy@the-dma.org). Company logo must be sent via email and on the same day as the contract.

## Format guidelines are as follows:

- Vector file in Adobe Illustrator EPS file or 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 to use and unnecessary for this purpose. Please do not submit GIF files.
  - Please include the following information in your email.
    - Conference Title
    - Sponsored Item
    - Company's Name
    - File Format (example: EPS Corel Draw)
    - Contact person and phone number
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