

# 2012 EMAIL EVOLUTION CONFERENCE

February 22–24  
Westin Diplomat  
Resort & Spa  
Hollywood, Florida  
[emailevolution.org](http://emailevolution.org)

SPONSORSHIP,  
EXHIBIT  
&  
ADVERTISING  
OPPORTUNITIES



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## EXCLUSIVE TITLE SPONSORSHIP: \$60,000

### Pre-Show

- Logo, link and accreditation on event website
- Logo on all promotional materials

### On-Site

- Choice of one Platinum sponsorship (right)
- Sponsor of Speed Dating networking event
- Turnkey pedestal or 20x10 booth
- Full page ad in show directory
- Banner rights in registration area
- Logo on prominent signage
- One insert in conference tote bags
- Five conference passes
- One seat drop
- Logo on “Thank you to our sponsors” page in directory
- Logo in slideshow

### Post-Show

- One time use of post-show list



## PLATINUM SPONSORSHIPS: \$25,000

### Pre-Show

- Logo, link and accreditation on event website
- Logo on all promotional materials

### On-Site

- Choice of one Platinum sponsorship (below)
- Turnkey pedestal in exhibit area (see pg 5 for details)
- Full page ad in show directory
- Logo on prominent signage
- One insert in conference tote bags
- Four conference passes
- Logo on “Thank you to our sponsors” page in directory
- Logo in slideshow

### Post-Show

- One time use of post-show list

## Platinum Sponsorships Available:

Conference tote bags

Badge holders

Lanyards

WiFi

Water Bottles

Wednesday Night Reception — EXCLUSIVE  
(also available as Gold co-sponsorship)

Thursday Night Reception — EXCLUSIVE  
(also available as Gold co-sponsorship)

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## GOLD SPONSORSHIPS: \$10,000 – \$15,000

### Pre-Show

- Logo, link and accreditation on event website
- Logo on all promotional materials

### On-Site

- Choice of one Gold sponsorship (below)
- Half page ad in show directory
- Logo on prominent signage
- One insert in conference tote bags
- Three conference passes
- Logo on “Thank you to our sponsors” page in directory
- Logo in slideshow
- Turnkey pedestal  
(+\$2200 Member; +\$2500 Non-Member)

### Post-Show

- One time use of post-show list

### Gold Sponsorships Available:

Thursday Breakfast: \$10,000

Thursday Luncheon: \$10,000

Friday Breakfast: \$10,000

Friday Luncheon: \$10,000

Opening Keynote: \$12,000

Closing Keynote: \$12,000

Wednesday Night Reception: \$15,000

Thursday Night Reception: \$15,000

## SILVER SPONSORSHIPS: \$5,000 – \$7,500

### Pre-Show

- Logo, link and accreditation on event website
- Logo on all promotional materials

### On-Site

- Choice of one Silver sponsorship (below)
- Logo on prominent signage
- Two conference passes
- Logo on “Thank you to our sponsors” page in directory
- Logo in slideshow
- Turnkey pedestal  
(+\$2200 Member; +\$2500 Non-Member)

### Post-Show

- One time use of post-show list

### Silver Sponsorships Available:

Attendee breaks: \$5,000 (1 sold, 1 available)

Track sponsor: \$6,000 (4 available)

Conference-at-a-Glance Badge Insert: \$7,500



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## A LA CARTE ITEMS AVAILABLE:

**Pens: \$4500**

**Notepads: \$4500**

**Seat Drop: \$3000**

*(Thursday and Friday mornings available)*

**Under the door room drop: \$2500** *(2 available)*

**Tote Bag Insert: \$2000** *(5 available)*

## SHOW DIRECTORY ADS:

*(Due December 31, 2011)*

**Inside half page: \$350**

**Inside full page: \$700**

**Inside back cover: \$1500**

**Back cover — \$2000**

### Production Guidelines & Ad Sizes

**Trim Size 6" x 10.875"**

**Full Page Bleed 6.25" x 11.125"**

**Full Page No Bleed 5.5" x 9.875"**

**Half Page No Bleed 5.5" x 5"**

### Acceptable File Types

- High resolution PDF
- High resolution Photoshop CS3 or lower EPS or tiff 300 dpi
- Illustrator EPS CS3 or lower (all fonts outlined)
- QuarkXpress 6.5 or lower MAC format (include all images and fonts)
- InDesign CS3 MAC format (include all images and fonts)



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For exhibitors at the Email Evolution Conference, we offer a turnkey pedestal package. With this simple, cost efficient way of exhibiting, all the focus is on your product or service and not on the booth. We provide everything for you — all you bring is a laptop & your marketing collateral & you're set. Select your space today!

## TURNKEY EXHIBIT OPPORTUNITIES:

**eec/DMA Members: \$4,295**

**Non-Members: \$4,995**

### Package Includes:

- 2 conference passes
- Pedestal rental
- Set-up and dismantle
- Company logo and 5 bullet points printed on booth
- 500 watts of power
- 19" flat-screen monitor
- Drayage of pedestal
- 1 wireless connection

## PAST ATTENDEES FROM THESE SEGMENTS:

- Agencies
- B2B
- B2C
- Catalog/Mail Order
- Consumer Product/Services
- eCommerce Marketing Services
- Financial Services
- Internet
- List/Database
- Nonprofit
- Online Content Management
- Publishing Services
- Retail

