



# 2008 EMAIL EVOLUTION CONFERENCE

February 12-13, 2008

Sheraton Hotel & Marina • San Diego, CA

## CONFERENCE SPONSORSHIP & ADVERTISING OPPORTUNITIES

### **Platinum Sponsorship SOLD**

**Turnkey Pod (3 Pedestals) or 20x 20 booth**

#### **Sponsor Benefits**

##### **PRE-SHOW**

- Logo as exclusive title sponsor on all pre-show promotional materials and event website
- One-time usage of pre-show mailing list

##### **ON-SITE**

- Choice of one exclusive 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: \$30,000**

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

#### **Sponsor Benefits**

##### **PRE-SHOW**

- Logo on all pre-show promotional materials and event website
- One-time usage of pre-show mailing list

##### **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
- 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 Opportunity Available (Choose One):**

- Invitation-Only Golf Outing** (Monday Afternoon, February 11th)
- Evening Harbor Cruise and Reception** (Monday Evening, February 11th)
- Harborside Reception** (Tuesday Evening, February 12th)

### **Silver Level Sponsorships: \$20,000**

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

#### **Sponsor Benefits**

##### **PRE-SHOW**

- Logo on all pre-show promotional materials and event website
- One-time usage of pre-show mailing list

##### **ON-SITE**

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

\*Sponsor must provide physical prizeworth \$200 or more, eg, iPod, gift card, etc.

##### **POST-SHOW**

- One-time usage of post-show mailing list

**Silver Sponsorship Opportunity Available (Choose One)**

- Conference Tote Bag — SOLD!**
- Badge Holders**
- Hotel Key Cards**
- Cyber Lounge**
- Notebooks**
- Conference Self-Registration**
- Water Bottles — SOLD!**
- Attendee Luncheon (Tuesday)**
- Attendee Break (2 Days)**
- Track Sponsor — 1 SOLD, 2 Available**

### **Bronze Level Sponsorships: \$1,000-\$5,000**

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

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

#### **Items available:**

- Awards Luncheon** \$5,000 — **SOLD!**
- Press Room** \$3,500
- Hospitality Suite** \$2,500
- Literature Bins** \$2,500
- Insert in Conference Tote** \$1,000
- Inclusion in Passport to Prizes** \$1,000

### **Conference Directory Advertising Opportunities**

- Inside Full-Page Black & White** \$800
- Inside Half-Page Black & White** \$500
- Inside Full-Page 4-Color** \$1,000
- Inside Front Cover 4-Color** \$2,000 — **SOLD!**
- Inside Back Cover 4-Color** \$3,000
- Back Cover 4-Color** \$3,000



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## CONFERENCE SPONSORSHIP & ADVERTISING OPPORTUNITIES

**Please complete and return immediately to confirm your 2008 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](mailto:kmcevoy@the-dma.org)

**Fax:** 212.302.7643

**For questions, please contact**

Donna LoPorto at 303.543.1164 or via email at [dloporto@the-dma.org](mailto:dloporto@the-dma.org).

Ali Swerdlow at 212.768.1483 or via email at [ali@emailexperience.org](mailto:ali@emailexperience.org).



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## SPONSORSHIP CONTRACT AND AGREEMENT

### 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 below.

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

Please make check payable to: Direct Marketing Association, Inc.; Reference on check: 2008 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, Sponsorship Liaison Specialist, at **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 e-mail.
  - Conference Title
  - Sponsored Item
  - Your Company’s Name
  - File Format (example: EPS Corel Draw)
  - Contact person and phone number