



**LEVERAGE YOUR PRESENCE AT
THE LARGEST EXHIBIT AND EVENT
INDUSTRY SHOW EVER.**



EXHIBITOR MEDIA GROUP PRESENTS

EXHIBITOR2010 22ND YEAR

THE WORLD CONFERENCE AND EXHIBITION FOR TRADE SHOW AND CORPORATE EVENT MARKETING

EXHIBITOR2010

SPONSORSHIP OPPORTUNITIES

Move your brand to top of mind with a creative sponsorship at the learning, networking and shopping event of the year! This year's sponsorship options provide a wide range of tools to raise awareness of your brand and position your company as a key player in the trade show and event world, including concession and hospitality areas, educational sessions, attendee comfort, and more.

According to a recent CEIR report, **sponsorships can increase booth traffic significantly, even doubling it.** Connect with EXHIBITOR2010 conference attendees in a powerful way as you leverage your presence for maximum impact.

PRODUCED BY EXHIBITOR MAGAZINE AND CORPORATE EVENT MAGAZINE





NETWORKING

Create the perfect setting for networking success with an impressive gathering. Whether your guests are enjoying a mid-day meal or if they are ready for an evening out, your message is sure to be remembered by all for your gracious hospitality.

MONDAY WELCOME RECEPTION – 4

CONCESSION AREA – 5

Raise your visibility by sponsoring a high-voltage networking event!

MONDAY WELCOME RECEPTION SPONSOR



Drive your brand's awareness as you kick off the industry's most prestigious conference. The energy and excitement of the first major networking event of EXHIBITOR2010 offers you a unique opportunity to reach this influential audience of attendees, speakers, exhibitors and other visitors. Their first impression will be of your hospitality, as they enjoy tempting food and beverage as your guest.

INCLUDED IN THE RECEPTION SPONSORSHIP:

- A **"Big Kahuna" banner** in The Square near the exhibit hall entrance. An impressive 30 feet wide by 15 feet high (approximately), this one-sided advertising banner will prominently display your important branding message in full view of everyone entering The Square (registration area). This is the only Big Kahuna available (artwork by Feb. 1, 2010).
- A **full page, four-color ad** in EXHIBITOR magazine's March show preview issue featuring bonus distribution at EXHIBITOR2010, or Corporate EVENT magazine's Spring issue with bonus distribution at EXHIBITOR2010.
- **Onsite sponsor recognition board.** Your company will be prominently displayed in The Square as a major EXHIBITOR2010 sponsor (logo by Feb. 1, 2010).
- **Two Silver Passports.** Further promote your participation by offering conference passports to key customers or prospects. Passport includes 10 seminars, Peer2Peer Roundtables, exhibit hall admission, reception, and CEU fees.
- **Aisle designation** as a major sponsor with a four-color decal on the carpeting in front of your booth (logo by Feb. 1, 2010).
- **Your logo on reception drink tickets.** A highly visible reminder of your sponsorship, each conference attendee and exhibit hall pass holder is given two drink tickets. This sponsorship includes 100 additional drink tickets for your staff to distribute at the reception (logo by Jan. 1, 2010).
- **Expanded recognition in the Official Show Directory.** Your logo, an extended, 150-word company description and special recognition as a sponsor will appear in your Show Directory listing and on the EXHIBITOR2010 website (copy and artwork by Jan. 23, 2010).
- **Inclusion in "Thank You" emails** to every EXHIBITOR2010 attendee. This is a great way to keep your name in front of prospective clients, even after the show is over.
- **Inclusion in "Thank You" advertisements.** Running in May 2010 EXHIBITOR magazine and Summer 2010 Corporate EVENT magazine, this bonus advertising gives your company long-lasting impact.
- **ExhibitorMobile.com.** Sponsorship of one of the informational pages on ExhibitorMobile.com with your logo and link to your website.

The sponsoring company will have the opportunity to brand and customize the event with decorations, sponsor identity at serving stations and tables, and signage throughout the Palm Foyer. Branding and customization is at sponsor's expense.

MONDAY WELCOME RECEPTION SPONSOR

Monday, March 15

6:30 PM – 8:00 PM

Palm Foyer, Mandalay Bay Convention Center

1 available

Sponsorship price: \$60,000

Bonus visibility! Choose one of the following options to further increase your exposure pre-show, at-show, or post-show

BONUS OPTION 1:

- Branded amenity for conference attendee show bags (sponsor to provide)
- Recognition in EXHIBITOR2010 pre-show marketing promo emails
- One time usage of attendee list, both pre- and post-show, to use for your own marketing message

BONUS OPTION 2:

- Four-color spread full-page ad in the Official Show Directory distributed to approximately 5,000 attendees, exhibit hall visitors, speakers and exhibitors (artwork by Jan. 4, 2010)
- One time usage of attendee list, both pre- and post-show, to use for your own marketing message
- Post-show newsletter co-sponsor of the EXHIBITOR2010 photo gallery message

Three days of premium exposure on the show floor!

CONCESSION AREA SPONSOR NEW!



Take every single EXHIBITOR2010 conference attendee to lunch . . . at your very own restaurant!

Included in this sponsorship is a free lunch for all conference attendees and premium exposure in the show hall. Transform the concession area in a branded cafe experience, and you'll not only receive gratitude and recognition from the hoards of famished attendees, you'll create a long lasting brand impression. Forty tables used continuously throughout the show hall hours for networking, meetings and food breaks!

INCLUDED IN THE RECEPTION SPONSORSHIP:

- **Official sponsor of the lunch voucher** provided to conference attendees, for use at lunch on Monday, Tuesday or Wednesday.
- **An advertising banner** in the Concession Area. An impressive 15 feet wide by 5 feet high, this two-sided horizontal advertising banner will prominently display your important branding message in full view of everyone in the Concession Area (artwork by Feb. 1, 2010).
- **Onsite sponsor recognition board.** Your company will be prominently displayed in The Square as a major EXHIBITOR2010 sponsor (logo by Feb. 1, 2010).
- **A full page, four-color ad** in EXHIBITOR magazine's March show preview issue featuring bonus distribution at EXHIBITOR2010, or Corporate EVENT magazine's Spring issue with bonus distribution at EXHIBITOR2010.
- **Aisle designation** as a major sponsor with a four-color decal on the carpeting in front of your booth (logo by Feb. 1, 2010).
- **Expanded recognition in the Official Show Directory.** Your logo, an extended, 150-word company description and special recognition will appear in your Show Directory listing and on the EXHIBITOR2010 website (copy and artwork by Jan. 23, 2010).
- **A full page, four-color ad in the Official Show Directory** distributed to approximately 5,000 attendees, exhibit hall visitors, speakers and exhibitors (artwork by Jan. 4, 2010).
- **Inclusion in "Thank You" advertisements.** Running in May 2010 EXHIBITOR magazine and Summer 2010 Corporate EVENT magazine, this bonus advertising gives your company long-lasting impact.
- **Inclusion in "Thank You" emails** to every EXHIBITOR2010 attendee. This is a great way to keep your name in front of prospective clients, even after the show is over.

The sponsoring company will have the opportunity to brand and customize the concession area with decorations and sponsor identity at lunch tables. No literature permitted. Branding and customization is at sponsor's expense.

CONCESSION AREA SPONSOR

Monday, March 15

11:30 AM – 3:00 PM

Tuesday, March 16

11:30 AM – 3:00 PM

Wednesday, March 17

11:30 AM – 3:00 PM

1 available

(exclusive sponsorship is offered until Dec. 18, 2009)

Sponsorship price: \$20,000

Bonus visibility! Choose one of the following options to further increase your exposure pre-show, at-show, or post-show

BONUS OPTION 1:

- Branded amenity for conference attendee show bags (sponsor to provide)

BONUS OPTION 2:

- One time usage of attendee list, pre- or post-show, for your own marketing message



EDUCATIONAL SPONSORSHIP

A perennial favorite, the EXHIBITOR educational seminars are considered the preeminent learning opportunity for the trade show and event marketing industry. Show your company's support for the continued growth of your clients and colleagues.

PEER2PEER ROUNDTABLES – 7

EDUCATIONAL CONFERENCE BREAKFAST AND BREAK – 8

CTSM PROGRAM ACTIVITIES – 9

EXHIBITOR2010 EDUCATIONAL SCHOLARSHIP – 10

OFFICIAL CONFERENCE NOTEBOOK – 11

Support an exceptional educational experience. . .an EXHIBITOR favorite.

PEER2PEER ROUNDTABLE SPONSOR



Connect your brand with these immensely popular one-hour brainstorming sessions. Specific topics are featured at individual tables, and are moderated by EXHIBITOR2010 faculty. Open to conference passport holders only (attendance is 300 - 400 per day). Sponsor may choose to provide their logo'd paper and pens, and can bring five employees to meet and greet. Beer, wine, soda, bottled water, and snacks will be served.

INCLUDED IN THE SPONSORSHIP:

- **Onsite signage in the Peer2Peer Roundtable area.** Sponsor may opt to provide two banner stands.
- **Table number signs** with sponsor logo (logo by Feb. 1, 2010).
- **Onsite sponsor recognition board in The Square.** Your company will be prominently displayed in The Square as a major EXHIBITOR2010 sponsor (logo by Feb. 1, 2010).
- **Recognition in pre-conference communication** with registrants, referencing your connection to the Peer2Peer sessions.
- **Expanded recognition in the Official Show Directory.** Your logo, an extended, 150-word company description and special recognition as a sponsor will appear in your Show Directory listing and on the EXHIBITOR2010 website (copy and artwork by Jan. 23, 2010).
- **A full page, four-color ad** in EXHIBITOR magazine's March show preview issue featuring bonus distribution at EXHIBITOR2010, or Corporate EVENT magazine's Spring issue with bonus distribution at EXHIBITOR2010.
- **A full page, four-color ad in the Official Show Directory** distributed to approximately 5,000 attendees, exhibit hall visitors, speakers and exhibitors (artwork by Jan. 4, 2010).
- **Conference brochure exposure** to 500,000 prospective attendees (logo by Oct. 13, 2009).
- **Aisle designation** as a major sponsor with a four-color decal on the carpeting in front of your booth (logo by Feb. 1, 2010).
- **Inclusion in "Thank You" emails** to every EXHIBITOR2010 attendee. This is a great way to keep your name in front of prospective clients, even after the show is over.
- **Inclusion in "Thank You" advertisements.** Running in May 2010 EXHIBITOR magazine and Summer 2010 Corporate EVENT magazine, this bonus advertising gives your company long-lasting impact.

PEER2PEER ROUNDTABLE SPONSOR

Monday, March 15, 5:30 PM – 6:30 PM
 Tuesday, March 16, 5:30 PM – 6:30 PM
 Wednesday, March 17, 5:30 PM – 6:30 PM

1 available

Sponsorship price: \$25,000

Bonus visibility! Choose one of the following options to further increase your exposure pre-show, at-show, or post-show

BONUS OPTION 1:

- Pre-show recognition in promotional marketing emails
- Branded amenity for conference attendee show bags (sponsor to provide)
- One time usage of attendee list, either pre- or post-show, to use for your own marketing message

BONUS OPTION 2:

- Upgrade to spread ad in EXHIBITOR's March issue or Corporate EVENT's Spring issue
- Upgrade to spread ad in the Official Show Directory
- One time usage of attendee list, either pre- or post-show, to use for your own marketing message

EDUCATIONAL CONFERENCE BREAKFAST AND BREAK SPONSOR



This is the exclusive opportunity for brand identification within the restricted conference session level.

Get the attention of every conference attendee by sponsoring that oh-so-important first cup of coffee and pastries, as well as refreshments during the morning break. Before and after every morning session, conferees pour into the Palm Foyer – a hub for relaxing, mingling, and recharging with a beverage and snack.

INCLUDED IN THE SPONSORSHIP:

- **Prominent identification as the host of the continental breakfast.** You'll have the attendees' attention while they gear up for their morning sessions, as well as during the mid-morning break, with 2 large meter boards in the break area. Each freestanding meter board measures approximately 7.5' tall by 3' wide (artwork by Feb. 1, 2010).
- **Branded napkins and coffee cups** (logo by Jan. 1, 2010).
- **Onsite sponsor recognition board in The Square.** Your company will be prominently displayed in The Square as a major EXHIBITOR2010 sponsor (logo by Feb. 1, 2010).
- **A full page, four-color ad** in EXHIBITOR magazine's March show preview issue featuring bonus distribution at EXHIBITOR2010, or Corporate EVENT magazine's Spring issue with bonus distribution at EXHIBITOR2010.
- **Expanded recognition in the Official Show Directory.** Your logo, an extended, 150-word company description and special recognition as a sponsor will appear in your Show Directory listing and on the EXHIBITOR2010 website (copy and artwork by Jan. 23, 2010).
- **A full page, four-color ad in the Official Show Directory** distributed to approximately 5,000 attendees, exhibit hall visitors, speakers and exhibitors (artwork by Jan. 4, 2010).
- **Aisle designation** as a major sponsor with a four-color decal on the carpeting in front of your booth (logo by Feb. 1, 2010).
- **Inclusion in "Thank You" emails** to every EXHIBITOR2010 attendee. This is a great way to keep your name in front of prospective clients, even after the show is over.
- **Inclusion in "Thank You" advertisements.** Running in May 2010 EXHIBITOR magazine and Summer 2010 Corporate EVENT magazine, this bonus advertising gives your company long-lasting impact.

EDUCATIONAL CONFERENCE BREAKFAST AND BREAK SPONSOR

Sunday – Thursday

7:15 AM – 8:00 AM – Continental breakfast with fruit, yogurt, danish/muffins and coffee in the Palm Foyer

9:30 AM – 10:00 AM – Coffee, tea, and soft drinks in the Palm Foyer

1 available

Sponsorship price: \$25,000

Bonus visibility! Choose one of the following options to further increase your exposure pre-show, at-show, or post-show

BONUS OPTION 1:

- Pre-show recognition in promotional marketing emails
- Upgrade to a spread in the Official Show Directory
- One time usage of attendee list, pre- or post-show, to use for your own marketing message

BONUS OPTION 2:

- Pre-show upgrade to spread in March EXHIBITOR magazine or Spring Corporate EVENT magazine, or live web link on ExhibitorMobile.com (see page 21 ExhibitorMobile.com info box for details)
- Branded amenity for conference attendee show bags (sponsor to provide)
- One time usage of attendee list, post-show, to use for your own marketing message

CTSM PROGRAM SPONSOR



Show your support for the pinnacle of achievement in trade show and event marketing education by sponsoring the CTSM graduate and alumni dinner, as well as the refreshments in the CTSM office for the entire week. Over 500 CTSM candidates will be at EXHIBITOR2010, and 50+ CTSM alumni attend the dinner.

Don't miss this chance to make your presence known to the most influential trade show exhibit and corporate event managers in the industry with this connection to educational excellence.

INCLUDED IN THE SPONSORSHIP:

- **Official host of the CTSM Graduate dinner** honoring those who have recently earned CTSM designation or upgrades to the Bronze, Silver, or Gold level status.
- **Official refreshments host for the CTSM office**, where candidates and graduates gather to network, take quizzes and talk with CTSM staff.
- **Recognition in front of your peers** with an introduction by CTSM Executive Director Jan Nelson at the dinner.
- **Four dinner tickets** for sponsoring company representatives.
- **Meter boards with your company logo** outside the CTSM office, outside the banquet room during the dinner, and in the conference session area after the dinner. Each freestanding meter board measures approximately 7.5' tall by 3' wide (artwork by Feb. 1, 2010).
- **Onsite sponsor recognition board in The Square.** Your company will be prominently displayed in The Square as a major EXHIBITOR2010 Sponsor (logo by Feb. 1, 2010).
- **A full page, four-color ad** in EXHIBITOR magazine's March show preview issue featuring bonus distribution at EXHIBITOR2010, or Corporate EVENT magazine's Spring issue with bonus distribution at EXHIBITOR2010.
- **A full page, four-color ad in the Official Show Directory** distributed to approximately 5,000 attendees, exhibit hall visitors, speakers and exhibitors.
- **Conference brochure exposure** to 500,000 prospective attendees (logo by Oct. 13, 2009).
- **Expanded recognition in the Official Show Directory.** Your logo, an extended, 150-word company description and special recognition as a sponsor will appear in your Show Directory listing and on the EXHIBITOR2010 website (copy and artwork by Jan. 23, 2010).
- **Aisle designation** as a major sponsor with a four-color decal on the carpeting in front of your booth.
- **Inclusion in "Thank You" emails** to every EXHIBITOR2010 attendee. This is a great way to keep your name in front of prospective clients, even after the show is over.
- **Inclusion in "Thank You" advertisements.** Running in May 2010 EXHIBITOR magazine and Summer 2010 Corporate EVENT magazine, this bonus advertising gives your company long-lasting impact.

Sponsor may provide a promotional gift to the graduates, which will be presented as part of the program.

CTSM PROGRAM SPONSOR

Graduate Dinner Sponsor

Sunday, March 14, 7:00 PM
Mandalay Bay Convention Center

CTSM Office and Lounge Sponsor

Sunday, March 14 – Thursday, March 18
Level 3, Mandalay Bay Convention Center

1 available

~~Sponsorship price: \$30,000~~ **SOLD**

Bonus visibility! Choose one of the following options to further increase your exposure pre-show, at-show, or post-show

BONUS OPTIONS:

- Pre-show recognition in promotional marketing emails
- One time usage of attendee list, pre- and post-show, to use for your own marketing message
- One showboard – freestanding, 7.5' x 3' display frames with your graphic image strategically at registration entrances

BONUS OPTION 2:

- Pre-show upgrade to spread in March EXHIBITOR magazine or Spring Corporate EVENT magazine, or live web link on ExhibitorMobile.com (see page 21 ExhibitorMobile.com info box for details)
- Branded amenity for conference attendee show bags (sponsor to provide)
- One time usage of attendee list, post-show, for your own marketing message

THE EXHIBITOR2010 EDUCATION SCHOLARSHIP SPONSOR



Sponsor the education of 5 hand-selected trade show and event marketing professionals by providing passport registrations to EXHIBITOR2010. Each deserving applicant submits a description of their work and career aspirations through an online application process, explaining why they should be the recipient of one of these scholarships. The Silver Passport includes 10 seminars, Peer2Peer Roundtables, exhibit hall admission, Reception, and CEU fees.

INCLUDED IN THE SPONSORSHIP:

- **Recognition as sponsor on a set of 5 Silver Passports** to be awarded to scholarship applicants chosen by EXHIBITOR2010 staff.
- **A full page, four-color ad in the Official Show Directory** distributed to approximately 5,000 attendees, exhibit hall visitors, speakers and exhibitors (artwork by Jan. 4, 2010).
- **E-mail promotion sponsorship** sent in November 2009 to 29,000 unique names to drive nominations. This dedicated e-blast describes the scholarship program, features the logo of all sponsors with a link to the sponsors website.
- **Announcement of the sponsorship in ENN** on ExhibitorOnline.com.
- **Description of the sponsorship, link to online application, and link to sponsor's website** on www.EXHIBITOR2010.com, displayed from the Oct. 20, 2009 live date until the scholarship application deadline in mid-December.
- **Inclusion in "Thank You" emails** to every EXHIBITOR2010 attendee. This is a great way to keep your name in front of prospective clients, even after the show is over.
- **Inclusion in "Thank You" advertisements.** Running in May 2010 EXHIBITOR magazine and Summer 2010 Corporate EVENT magazine, this bonus advertising gives your company long-lasting impact.
- **Onsite sponsor recognition board.** Your company will be prominently displayed in The Square as a major EXHIBITOR2010 sponsor (logo by Feb. 1, 2010).

EXHIBITOR2010 staff will make selection of scholarship winners.

THE EXHIBITOR2010 EDUCATION SCHOLARSHIP SPONSOR

5 available (must commit by Nov. 1, 2009)
Sponsorship price: \$8,000

If a sponsor chooses **more than one** of the available packages, the sponsorship will also include:

BONUS OPTIONS:

- Expanded recognition in the Official Show Directory. Your logo, an extended, 150-word company description and special recognition as a sponsor will appear in your Show Directory listing and on the EXHIBITOR2010 website (copy and artwork by Jan. 23, 2010)
- Aisle designation as a major sponsor with a four-color decal on the carpeting in front of your booth (logo by Feb. 1, 2010)

OFFICIAL CONFERENCE NOTEBOOK PACKAGE

NEW!

EDUCATIONAL



Nearly 2,000 conference attendees will be looking at their conference notebook long after the show ends. Each conference attendee will be given a notebook to document valuable strategies and ideas - keep your brand in front of them all year as they reference what they learned at EXHIBITOR2010. Don't miss this opportunity to put your custom logo on the notebook. Produced by EXHIBITOR2010.

INCLUDED IN THE SPONSORSHIP:

- **Your identity on 2,000 conference notebooks** to be put in conference attendee show bags.
- **On-site sponsor recognition board.** Your company will be prominently displayed in The Square as a major EXHIBITOR2010 sponsor (logo by Feb. 1, 2010).
- **Expanded recognition in the Official Show Directory.** Your logo, an extended, 150-word company description and special recognition will appear in your Show Directory listing and on the EXHIBITOR2010 website (copy and artwork by Jan. 23, 2010).
- **A full page, four-color ad** in EXHIBITOR magazine's March show preview issue featuring bonus distribution at EXHIBITOR2010, or Corporate EVENT magazine's Spring issue with bonus distribution at EXHIBITOR2010.
- **A full page, four-color ad in the Official Show Directory** distributed to approximately 5,000 attendees, exhibit hall visitors, speakers and exhibitors (artwork by Jan. 4, 2010).
- **Aisle designation** as a major sponsor with a four-color decal on the carpeting in front of your booth (logo by Feb. 1, 2010).
- **Inclusion in "Thank You" emails** to every EXHIBITOR2010 attendee. This is a great way to keep your name in front of prospective clients, even after the show is over.
- **Inclusion in "Thank You" advertisements.** Running in May 2010 EXHIBITOR magazine and Summer 2010 Corporate EVENT magazine, this bonus advertising gives your company long-lasting impact.

OFFICIAL CONFERENCE NOTEBOOK PACKAGE

1 available

Sponsorship price: \$20,000

Bonus visibility! Choose one of the following options to further increase your exposure pre-show, at-show, or post-show

BONUS OPTION 1:

- Upgrade to a spread in the Official Show Directory

BONUS OPTION 2:

- One time usage of attendee list, pre- or post-show, for your own marketing message



CLASSIC SHOW FAVORITES

Lead the way through the crowds with your name in full view of attendees, whether they are on the exhibit floor, in an education session, or walking through the streets of Vegas on a break. From shirts to the ever-popular show bags, you'll find these enduring favorites stay around long after the conference is over.

OFFICIAL CONFERENCE SHOW BAG – 13

BADGE HOLDER AND LANYARD – 14

OFFICIAL APPAREL – 15

PROGRAM AT A GLANCE – 16

DIRECTORY ADDENDUM – 17

The official conference bag delivers all the goodies, then keeps working.

OFFICIAL CONFERENCE SHOW BAG SPONSOR



Without a doubt, the conference show bag is one of the premium items retained by attendees, long after the show has ended. These large and versatile bags offer a spot for everything one needs during the conference, including a spot for a water bottle, and a cell phone and/or PDA pocket. All of your conference session materials fit easily into the deep, zippered pocket, while the outside pouch keeps immediate-need items in easy reach.

INCLUDED IN THE SPONSORSHIP:

- **Sponsor logo on show bag** along with the EXHIBITOR Learning Events logo (size to be specified by EXHIBITOR2010 – logo by Dec. 1, 2009).
- **A full page, four-color ad** in EXHIBITOR magazine's March show preview issue featuring bonus distribution at EXHIBITOR2010, or Corporate EVENT magazine's Spring issue with bonus distribution at EXHIBITOR2010.
- **A full page, four-color ad in the Official Show Directory** distributed to approximately 5,000 attendees, exhibit hall visitors, speakers and exhibitors (artwork by Jan. 4, 2010).
- **Expanded recognition in the Official Show Directory.** Your logo, an extended, 150-word company description and special recognition as a sponsor will appear in your Show Directory listing and on the EXHIBITOR2010 website (copy and artwork by Jan. 23, 2010).
- **Aisle designation** as a major sponsor with a four-color decal on the carpeting in front of your booth (logo by Feb. 1, 2010).
- **Inclusion in "Thank You" emails** to every EXHIBITOR2010 attendee. This is a great way to keep your name in front of prospective clients, even after the show is over.
- **Inclusion in "Thank You" advertisements.** Running in May 2010 EXHIBITOR magazine and Summer 2010 Corporate EVENT magazine, this bonus advertising gives your company long-lasting impact.
- **Onsite sponsor recognition board.** Your company will be prominently displayed in The Square as a major EXHIBITOR2010 sponsor (logo by Feb. 1, 2010).

OFFICIAL CONFERENCE SHOW BAG SPONSOR

1 available

Sponsorship price: \$20,000

Bonus visibility! Choose one of the following options to further increase your exposure pre-show, at-show, or post-show

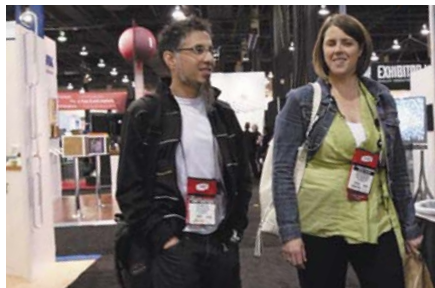
BONUS OPTION 1:

- Branded amenity for conference attendee show bags (sponsor to provide)

BONUS OPTION 2:

- One time usage of attendee list, pre- or post-show, for your own marketing message

BADGE HOLDER AND LANYARD SPONSOR



Worn by everyone at EXHIBITOR2010 – conference attendees, exhibit hall visitors, exhibitor staff, press – your brand will be everywhere. Impossible to miss!

INCLUDED IN THE SPONSORSHIP:

- **Exclusive branding on all attendee badge holders** at EXHIBITOR2010 (logo by Dec. 1, 2009).
- **A full page, four-color ad** in EXHIBITOR magazine's March show preview issue featuring bonus distribution at EXHIBITOR2010, or Corporate EVENT magazine's Spring issue with bonus distribution at EXHIBITOR2010.
- **A full page, four-color ad in the Official Show Directory** distributed to approximately 5,000 attendees, exhibit hall visitors, speakers and exhibitors.
- **Expanded recognition in the Official Show Directory.** Your logo, an extended, 150-word company description and special recognition as a sponsor will appear in your Show Directory listing and on the EXHIBITOR2010 website (copy and artwork by Jan. 23, 2010).
- **Aisle designation** as a major sponsor with a four-color decal on the carpeting in front of your booth (logo by Feb. 1, 2010).
- **Inclusion in "Thank You" emails** to every EXHIBITOR2010 attendee. This is a great way to keep your name in front of prospective clients, even after the show is over.
- **Inclusion in "Thank You" advertisements.** Running in May 2010 EXHIBITOR magazine and Summer 2010 Corporate EVENT magazine, this bonus advertising gives your company long-lasting impact.
- **Onsite sponsor recognition board.** Your company will be prominently displayed in The Square as a major EXHIBITOR2010 sponsor (logo by Feb. 1, 2010).

CLASSIC SHOW FAVORITES

BADGE HOLDER AND LANYARD SPONSOR

1 available

Sponsorship price: \$24,000

Bonus visibility! Choose one of the following options to further increase your exposure pre-show, at-show, or post-show

BONUS OPTION 1:

- Branded amenity for conference attendee show bags (sponsor to provide)

BONUS OPTION 2:

- One time usage of attendee list, pre- or post-show, for your own marketing message

OFFICIAL APPAREL SPONSOR



See your company logo walking around EXHIBITOR2010. You'll outfit the room monitors at every door for every session in the conference, the staff who keep things moving in the registration area, and show producer/conference staff. Sponsor's suggestions on room monitor and registration staff attire are welcome.

INCLUDED IN SPONSORSHIP:

- **The apparel!** It's all over the conference (logo by Dec. 1, 2009).
- **A full page, four-color ad in the Official Show Directory** distributed to approximately 5,000 attendees, exhibit hall visitors, speakers and exhibitors (artwork by Jan. 4, 2010).
- **Expanded recognition in the Official Show Directory.** Your logo, an extended, 150-word company description and special recognition as a sponsor will appear in your Show Directory listing and on the EXHIBITOR2010 website (copy and artwork by Jan. 23, 2010).
- **Aisle designation** as a major sponsor with a four-color decal on the carpeting in front of your booth.
- **Inclusion in "Thank You" emails** to every EXHIBITOR2010 attendee. This is a great way to keep your name in front of prospective clients, even after the show is over.
- **Inclusion in "Thank You" advertisements.** Running in May 2010 EXHIBITOR magazine and Summer 2010 Corporate EVENT magazine, this bonus advertising gives your company long-lasting impact.
- **Onsite sponsor recognition board.** Your company will be prominently displayed in The Square as a major EXHIBITOR2010 sponsor (logo by Feb. 1, 2010).

CLASSIC SHOW FAVORITES

OFFICIAL APPAREL SPONSOR

1 available

Sponsorship price: \$10,000

PROGRAM AT A GLANCE SPONSOR



The Program at a Glance directs conference attendees to rooms assigned for individual sessions. It also contains a floor plan of the conference level (Level 3) of the Mandalay Bay Convention Center South, as well as information on field trip departures from other locations within the facility. The Program at a Glance on ExhibitorMobile.com delivers the same information to attendees' smart phones. The mobile web is live prior to and during the conference and show.

INCLUDED IN SPONSORSHIP:

- **Your company (logo) identified as a sponsor on both sides of the printed Program at a Glance document and the online version at ExhibitorMobile.com.**
- **A horizontal half page, four-color ad** in EXHIBITOR magazine's March show preview issue featuring bonus distribution at EXHIBITOR2010, or Corporate EVENT magazine's Spring issue with bonus distribution at EXHIBITOR2010.
- **A full page, four-color ad in the Official Show Directory** distributed to approximately 5,000 attendees, exhibit hall visitors, speakers and exhibitors (artwork by Jan. 4, 2010).
- **Expanded recognition in the Official Show Directory.** Your logo, an extended, 150-word company description and special recognition as a sponsor will appear in your Show Directory listing and on the EXHIBITOR2010 website (copy and artwork by Jan. 23, 2010).
- **Inclusion in "Thank You" emails** to every EXHIBITOR2010 attendee. This is a great way to keep your name in front of prospective clients, even after the show is over.
- **Inclusion in "Thank You" advertisements.** Running in May 2010 EXHIBITOR magazine and Summer 2010 Corporate EVENT magazine, this bonus advertising gives your company long-lasting impact.
- **Onsite sponsor recognition board in The Square.** Your company logo will be displayed in The Square as an EXHIBITOR2010 sponsor (logo by Feb. 1, 2010).

CLASSIC SHOW FAVORITES

PROGRAM AT A GLANCE SPONSOR

1 available

Sponsorship price: \$7,450

DIRECTORY ADDENDUM SPONSOR



Exhibit hall visitors depend on the Official Show Directory Addendum for last minute additions, changes and final floor plan with all exhibitors' locations. It remains with the directory, going from the exhibit hall back to the office for reference after the show.

INCLUDED IN SPONSORSHIP:

- **Your company (logo) identified as sponsor** on both sides of the Addendum document provided to all attendees.
- **A horizontal half page four-color ad** in EXHIBITOR magazine's March show preview issue featuring bonus distribution at EXHIBITOR2010, or Corporate EVENT magazine's Spring issue with bonus distribution at EXHIBITOR2010.
- **A full page, four-color ad in the Official Show Directory** distributed to approximately 5,000 attendees, exhibit hall visitors, speakers and exhibitors (artwork by Jan. 4, 2010).
- **Expanded recognition in the Official Show Directory.** Your logo, an extended, 150-word company description and special recognition as a sponsor will appear in your Show Directory listing and on the EXHIBITOR2010 website (copy and artwork by Jan. 23, 2010).
- **Inclusion in "Thank You" emails** to every EXHIBITOR2010 attendee. This is a great way to keep your name in front of prospective clients, even after the show is over.
- **Inclusion in "Thank You" advertisements.** Running in May 2010 EXHIBITOR magazine and Summer 2010 Corporate EVENT magazine, this bonus advertising gives your company long-lasting impact.
- **Onsite sponsor recognition board in The Square.** Your company logo will be displayed in The Square as an EXHIBITOR2010 sponsor (logo by Feb. 1, 2010).

CLASSIC SHOW FAVORITES

DIRECTORY ADDENDUM SPONSOR

1 available

Sponsorship price: \$7,450

Bonus visibility! Choose one of the following options to further increase your exposure pre-show, at-show, or post-show

BONUS OPTION 1:

- Branded amenity for conference attendee show bags (sponsor to provide)

BONUS OPTION 2:

- One time usage of attendee list, pre- or post-show, for your own marketing message



ADVERTISING PACKAGES

Take advantage of these exciting new opportunities, designed to help leverage your exhibit floor booth presence. The variety of offerings allows you to saturate EXHIBITOR2010 with your integrated brand message, either by selecting one prominent sponsorship package or adding several together for higher impact.

THE BIG KAHUNA PLUS – 19

PRE- AND AT-SHOW – 20

PRE-SHOW COMMUNICATION – 21

THE BIG KAHUNA BANNER PLUS PACKAGE



For a message that is impossible to miss, you'll want to choose the "Big Kahuna." An impressive 30 feet wide by 15 feet high (approximately) advertising banner, your branding message will be in full view of everyone entering The Square (registration area). This is the only Big Kahuna banner available for the entire conference!

INCLUDED IN PACKAGE:

- A **"Big Kahuna" banner in The Square**. An impressive 30 feet wide by 15 feet high (approximately), this one-sided advertising banner will prominently display your important branding message in full view of everyone entering The Square (registration area). This is the only Big Kahuna available (artwork by Feb. 1, 2010).
- A **full page, four-color ad** in EXHIBITOR magazine's March show preview issue featuring bonus distribution at EXHIBITOR2010, or Corporate EVENT magazine's Spring issue with bonus distribution at EXHIBITOR2010.
- A **full page, four-color ad in the Official Show Directory** distributed to approximately 5,000 attendees, exhibit hall visitors, speakers and exhibitors (artwork by Jan. 4, 2010).

THE BIG KAHUNA BANNER PLUS PACKAGE

1 available

Sponsorship price: \$15,000

* Subject to Welcome Reception Sponsor Priority.

PRE- AND AT-SHOW PACKAGE



Reach powerful buyers of exhibit and event products and services. Support your booth promotion with extra pre-show and at-show visibility. Your pre-show communications are the ideal way to entice prospective clients to your booth even before they've hit town. You know you are selling what they need - get them ready to buy!

INCLUDED IN PACKAGE:

PRE-SHOW:

- **A full page, four-color ad** in EXHIBITOR magazine's March show preview issue featuring bonus distribution at EXHIBITOR2010, or Corporate EVENT magazine's Spring issue with bonus distribution at EXHIBITOR2010.
- **Attendee list rental** for one time pre-show promotion.

AT-SHOW:

- **A full page, four-color ad in the Official Show Directory** distributed to approximately 5,000 attendees, exhibit hall visitors, speakers and exhibitors (artwork by Jan. 4, 2010).
- **Expanded recognition in the Official Show Directory.** Your logo and an extended, 150-word company description will appear in your Show Directory listing and on the EXHIBITOR2010 website (copy and artwork by Jan. 23, 2010).
- **Your branded conference bag amenity.** More cost effective and targeted than a room drop! Add your unique promotional item into the official EXHIBITOR2010 Conference Show Bag, given to all conference attendees. Give attendees what they're looking for! In the past, attendees have appreciated tissues, Post-Its®, lip balm, mouse pads, pens/pencils, hi-liters, band-aids, breath mints, chocolate, antiseptic hand lotion, etc. Sponsor provides the gift. Items must be approved in advance to avoid duplication.

PRE- AND AT-SHOW PACKAGE

12 available

Package price: \$9,500

PRE-SHOW COMMUNICATION PACKAGE



Reach every EXHIBITOR2010 attendee right before the show with an exclusive pre-show e-newsletter sponsorship, plus your logo will be featured on ExhibitorMobile.com, where attendees go for information during the show.

PRE-SHOW E-NEWSLETTER SPONSORSHIP

We'll deliver two sponsored emails to all registered attendees, two weeks and one week prior to the show. Designed to help EXHIBITOR2010 attendees make the most out of their experience, these email newsletters include detailed information on attendee check-in procedures, networking events and receptions, Dinner with Strangers, book signings, travel and hotel information, and much more. Many attendees print this information and bring it with them! Samples available upon request.

You'll also be a sponsor of ExhibitorMobile.com, which gives tech-savvy conference attendees and exhibit hall visitor's up-to-the-minute information from their web-enabled phones. They'll find show news, session listings and room locations, awards information, and more...with your company logo at the top of the page. Includes a live link to your website. Multiple ExhibitorMobile sponsorships are available. Logos will be rotated at random to provide equal page views for each sponsor.

Be in the right place, at the right time!

INCLUDED IN THE SPONSORSHIP:

- Sponsorship of one of the informational pages on ExhibitorMobile.com with your logo and link to your website
- Co-Sponsorship of one e-newsletter delivered prior to EXHIBITOR2010

EXHIBITORMOBILE.COM

ExhibitorMobile.com provides access to tech-savvy conference attendees who check conference information – schedules, room assignments, local weather, dining, entertainment, EXHIBITOR2010 announcements, etc.

E-COMMUNICATION PACKAGE

4 sponsorships available

(2 sponsors for each broadcast)

Co-Sponsorship price: \$1,800 each sponsor or \$3,600 for exclusive sponsorship of one of two broadcasts



A LA CARTE ADVERTISING

Pick and choose exactly where you want your company advertising to appear, to reach the perfect audience for your product. Mix and match to suit your needs.

EXHIBITOR MAGAZINE MARCH 2010
SHOW PREVIEW ISSUE WITH BONUS
DISTRIBUTION AT EXHIBITOR2010 – 23

CORPORATE EVENT MAGAZINE SPRING
2010 ISSUE WITH BONUS DISTRIBUTION
AT EXHIBITOR2010 – 23

SHOWBOARDS – 23

CONFERENCE SHOW BAG AMENITIES – 23

OFFICIAL SHOW DIRECTORY – 24

AISLE SIGNS – 25

AISLE CARPET DECALS – 25

THE SHOW PREVIEW ISSUE OF EXHIBITOR MAGAZINE – MARCH 2010 ISSUE



Reach even more of these powerful exhibit and event buyers – 34,000 EXHIBITOR readers. Bonus distribution onsite at EXHIBITOR2010 (close date Jan. 12, 2010)!

Contact your sales rep for information by calling 888.235.6155, or by sending an e-mail to: adinfo@exhibitormagazine.com

THE SHOW PREVIEW ISSUE OF CORPORATE EVENT MAGAZINE – SPRING 2010 ISSUE



Reach 10,000 corporate event buyers – quality decision makers with high purchasing influence. Bonus distribution onsite at EXHIBITOR2010 (close date Jan. 12, 2010)!

Contact your sales rep for information by calling 888.235.6155, or by sending an e-mail to: adinfo@corporateeventmag.com

SHOWBOARDS



Limited showboards – freestanding, 7.5' tall x 3' wide display frames with your graphic image strategically located at the approach to the registration area. Panels produced by Champion Exposition Services at sponsors' expense (artwork by Feb. 1, 2010).

Availability limited, subject to selection by major sponsors.
Individual showboard price: \$2,500

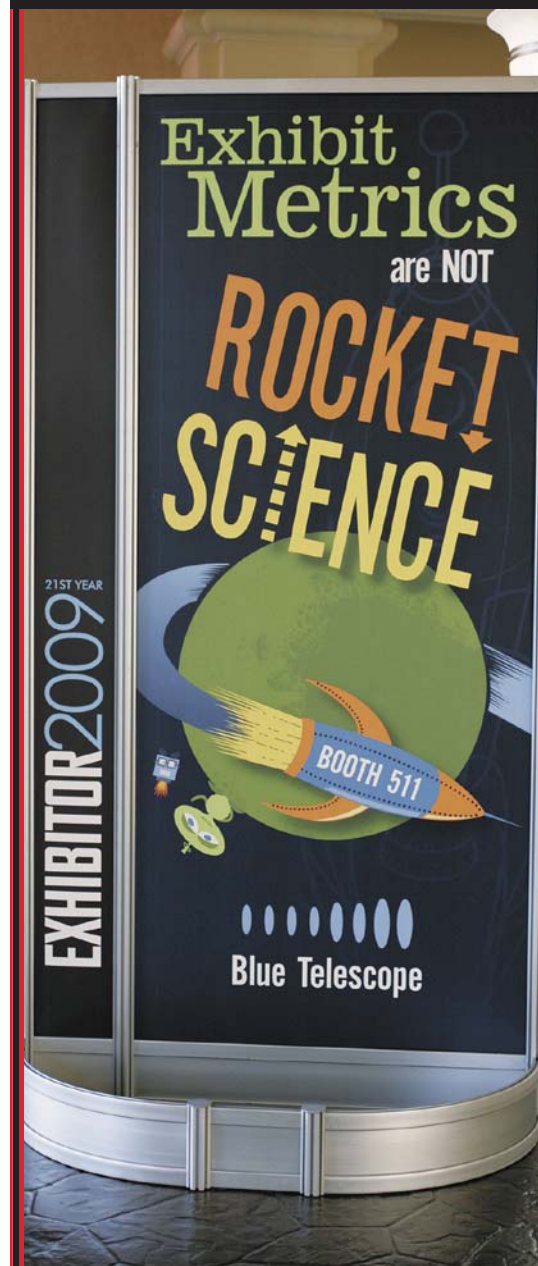
CONFERENCE SHOW BAG AMENITIES



Your branded conference bag amenity. More cost effective and targeted than a room drop! Add your unique promotional item into the official EXHIBITOR2010 Conference Show Bag, which is given to all conference attendees.

Sponsor provides the gift. Items must be approved in advance to avoid duplication. Give attendees what they're looking for! In the past, attendees have appreciated tissues, Post-Its®, lip balm, mouse pads, pens/pencils, hi-liters, band-aids, breath mints, chocolate, antiseptic hand lotion, etc.

Availability limited, subject to selection by major sponsors and package advertisers.
Individual amenity price: \$1,500



THE OFFICIAL SHOW DIRECTORY



The Official Show Directory is the definitive source for exhibitor and conference information at EXHIBITOR2010. The guide contains all exhibitors complete with description, plus information on all educational sessions, networking events, and attendee services. Page size is 5-1/2" x 9", available in full color single pages or spreads.

- **100% Reach, Direct to Buyers' Hands.** Every show attendee receives the Official Show Directory. Your ad is guaranteed direct exposure to every buyer.
- **Low Cost Target Marketing.** At a fraction of the cost of a solo mailing, your company's message is delivered on time and in front of the industry's most important buyers – EXHIBITOR2010 attendees.
- **Increase your Booth Traffic!** Attendees will see your ad and booth number at the exact moment they are heading for the exhibit hall.
- **Exclusive Distribution.** The Official Show Directory is produced by EXHIBITOR and Corporate EVENT magazines, producers of EXHIBITOR2010 and publisher of the nation's leading publications on exhibit and event marketing. This will be the only directory produced for the show.
- **A Yearlong Supplier Resource.** The Show Directory contains vital information on all EXHIBITOR2010 exhibitors. 72% of buyers carry this convenient booklet back to the office to use as a supplier resource guide.

ADVERTISING OPTIONS

Full Pages: Full page ad (4 color) \$1,150

Spreads: Spread (4 color) \$1,700

Premium placement:

Inside front or back cover ad (4 color) \$1,600

Back cover ad (4 color) \$1,800

Extras:

~~Cover flap \$1,950 + production~~ **SOLD**

~~Bookmark \$1,750 + production~~ **SOLD**

(Contract and artwork by Jan. 4, 2010)

A LA CARTE ADVERTISING



AISLE SIGNS **NEW!**



Elevate your brand! Capture the attention of attendees on the show floor with aisle sign advertising. We'll place your logo on highly visible, 4 ft. x 2 ft. double-sided EXHIBITOR2010 aisle number signs, and you'll tower over your competition. This is a great opportunity to direct traffic to your booth and extend your brand inside the exhibit hall. Aisle locations are available on a first-come, first-serve basis (artwork by Feb. 1, 2010).

14 long aisle and 6 short aisle sponsorships available

Sponsorship price:

\$1,900 for long aisles (2 aisle signs)

\$950 for short aisles (1 aisle sign)

AISLE CARPET DECALS **NEW!**



Capture the attention of attendees the exact moment they're walking by your booth with aisle carpet decals. These 3 ft. x 2 ft. attention-grabbers adhere to the aisle carpet directly in front of your booth commanding the attention of passing attendees. It's like having an additional salesperson working the floor! Limit one decal per 10 ft. of linear space (artwork by Feb. 1, 2010).

Sponsorship price: \$1,000

A LA CARTE ADVERTISING

