



SPONSORSHIP INFORMATION
Annual Meetings 2011
San Francisco, CA • November 19–22



Enhance your company’s image at the Annual Meetings 2011 through a variety of sponsorship opportunities. These high-impact items will give your company a competitive edge to get noticed at the Annual Meetings! All sponsorship opportunities include the following benefits:

- Company logo on sponsor recognition signage
- Sponsor recognition in advance and onsite printed promotions
- Bold listings in directories
- Sponsor ribbons for booth personnel
- Priority points for Annual Meetings 2012
- Recognition of sponsorship in the Pre-Conference Program & Onsite Program

SPONSORSHIP OPPORTUNITIES

<u>Level</u>	<u>Main Benefit</u>	<u>Rate</u>
Diamond Level	Tote Bag	\$17,500
Platinum Level A	Lanyards	\$10,000
Platinum Level B	Cyber and Food Cafe	\$10,000
Gold Level A	Aisle Signs	\$5,000
Gold Level B	Directional Signs	\$5,000
Gold Level C	Information Desk	\$5,000
Silver Level A	Coffee Break	\$3,500
Silver Level B	Welcome Banner	\$3,500

Diamond Level: Tote Bag (\$17,500)

Have your company logo printed (one-color) on each of the 10,000 Annual Meeting bags. This bag will be used by attendees throughout the Annual Meetings and long after. Extra benefits include:

- 10 Priority Points
- one tote-bag insert (\$1,750 value)
- two-page ad in the Pre-Conference Program (\$3,000 value)
- two-page ad in the Onsite Program (\$2,500 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- one-time use of membership mailing list (\$2,100 value)
- recognition in all printed materials and on the website

Platinum Level A: Lanyards (\$10,000)

Your company’s logo will be printed on the name-badge neck cord for each Annual Meeting attendee. Extra benefits include:

- 10 Priority Points
- one tote-bag insert (1,700 value)
- one-page ad in the Pre-Conference Program (1,500 value)
- one-page ad in the Onsite Program (\$1,250 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- one-time use of membership mailing list (\$2,100 value)
- recognition in all printed materials and the website



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Platinum Level B: Cyber and Food Cafe (\$10,000)

Have your company logo printed (one-color) on table tents in the food cafe and screen savers in the cyber cafe. You are also able to place company-logo mouse pads in the cyber cafe. Extra benefits include:

- 5 Priority Points
- one tote-bag insert (\$1,700 value)
- one-page ad in the Pre-Conference Program (\$1,500 value)
- one-page ad in the Onsite Program (\$1,250 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed materials and on the website

Gold Level A: Aisle Signs (\$5,000)

Your company's logo will be printed on the name-badge neck cord for each Annual Meeting attendee.

Extra benefits include:

- 5 Priority Points
- one tote-bag insert (\$1,700 value)
- one-page ad in the Pre-Conference Program (\$1,500 value)
- one-page ad in the Onsite Program (\$1,250 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed materials and the website

Gold Level B: Directional Signs (\$5,000)

Your company logo and booth number will be printed on all directional signage throughout the meeting space. Extra benefits include:

- 3 Priority Points
- one-page ad in the Pre-Conference Program (\$1,500 value)
- one-page ad in the Onsite Program (\$1,250 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed materials and on the website

Gold Level C: Information Desk (\$5,000)

Have your company logo and booth number appear on the Information Desk signage. Extra benefits include:

- 3 Priority Points
- one-page ad in the Pre-Conference Program (\$1,500 value)
- one-page ad in the Onsite Program (\$1,250 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed materials and the website

Silver Level A: Coffee Break (\$3,500)

As the sponsor of a one-hour morning or afternoon coffee break, your company logo and booth number will be seen by attendees as they relax between sessions. Extra benefits include:

- 2 Priority Points
- one-page ad in the Pre-Conference Program or Onsite Program (\$1,250–\$1,500 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed materials and on the website

Silver Level B: Welcome Banner (\$3,500)

Have your company logo and booth number appear on the Exhibit Hall welcome banner. Extra benefits include:

- 2 Priority Points
- one-page ad in the Pre-Conference Program or Onsite Program (\$1,250–\$1,500 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed materials and the website



SPONSORSHIP CONTRACT
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CONTACT PERSON (FOR EVENT AND BILLING)		
COMPANY NAME		
ADDRESS		
CITY, STATE/PROVINCE, POSTAL CODE, COUNTRY		
TELEPHONE	FAX	EMAIL

PLEASE RESERVE THE FOLLOWING SPONSORSHIP OPPORTUNITIES FOR THE 2011 ANNUAL MEETINGS:

- | | |
|--|--|
| ___ DIAMOND: TOTE BAG (\$17,500) | ___ PLATINUM A: LANYARDS (\$10,000) |
| ___ PLATINUM B: CYBER AND FOOD CAFE (\$10,000) | ___ GOLD A: AISLE SIGNS (\$5,000) |
| ___ GOLD B: DIRECTIONAL SIGNS (\$5,000) | ___ GOLD C: INFORMATION DESK (\$5,000) |
| ___ SILVER A: COFFEE BREAK (\$3,500) | ___ SILVER B: WELCOME BANNER (\$3,500) |

PAYMENT OPTIONS	
<input type="checkbox"/> CHECK (MAKE CHECK PAYABLE TO ANNUAL MEETINGS . INDICATE PAYMENT IS FOR ADVERTISING)	
<input type="checkbox"/> CHARGE	
<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMERICAN EXPRESS	
CARD #	SECURITY CODE
SIGNATURE	EXPIRATION DATE

IMPORTANT: This is not a binding contract until proper payment is received and this contract is accepted. AAR and SBL have the right to void this contract if payment is not received.

I have read, understand, and accept all terms and conditions of this contract and will abide by the Terms and Provisions accompanying this contract.

Signature _____ Title _____
Print Name _____ Date _____

SEND CONTRACT AND PAYMENT TO:
AAR and SBL Exhibits, Annual Meetings 2011
The Luce Center, 825 Houston Mill Road, Suite 350, Atlanta, GA 30329, USA
P: 1-877-366-6798 Outside US: +404-727-2315, Fax: 404-727-3101 Email: AdEx@annual-meetings.org



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TERMS AND PROVISIONS

	Number Available	Contract Due	Artwork Due
Cyber & Food Café	1	08/01/2011	10/01/2011
Aisle Signs	1	08/01/2011	10/01/2011
Coffee Break	7	08/01/2011	10/01/2011
Directional Signs	1	08/01/2011	10/01/2011
Information Desk	1	08/01/2011	10/01/2011
Reception	6	08/01/2011	10/01/2011
Tote Bag	1	06/01/2011	06/15/2011
Lanyards	1	06/01/2011	09/25/2011

Artwork specifications will be provided upon receiving contract. Items deemed inappropriate will be declined.

Please note that all additional advertisements for the session guide and program book included in the sponsorship packages follow due dates and guidelines as listed in advertisement contract. Failure to submit artwork for advertisements will result in loss of ad space. Please contact AdEx@annual-meetings.org for these forms if needed.

CANCELLATION

Failure to submit artwork by the published deadline for the sponsorship will result in cancellation of reservation. Sponsors who cancel in writing by the published deadlines will receive a refund of the sponsorship fee paid, less a \$100 cancellation fee. No refunds will be issued after printed deadlines.

SEND TO

Send contract and full payment to AAR & SBL Exhibits, Annual Meetings 2011, The Luce Center, 825 Houston Mill Road, Suite 350, Atlanta, GA, 30329, USA. Make checks payable to **Annual Meetings** or send credit card information with your contract. There will be a \$30 fee assessed for returned checks. All payments must be in U.S. funds drawn on a U.S. bank.