



2010 APM Sponsorship Program

2010 APM Sponsorship Opportunities are specifically designed to meet your marketing needs and help you generate immediate awareness with ConferenceDirect Associates.

ConferenceDirect provides a wide range of sponsorship Items and Packages to provide maximum exposure for your company at our 2010 APM. Look over the many options and choose the one that's right for you.

Sponsorship Opportunity Grid

Item	Price	Quantity Available
1. Advertisement in Associate Agenda (1/4 page)	\$1,200	3
2. Banner Ad on Associate Registration Website	\$1,200	3
3. Luggage Tags with CD logo and sponsor logo	\$2,500	1
4. E-Marketing Conference Promotions to Associates w/ sponsor link and AD	\$3,000	4
5. Breakout Sessions (w/ 3-5 minute presentation to Associates)	\$3,500	4
6. Flash Drives (with CD logo and sponsor logo)	\$5,000	1
7. Portfolios (with CD logo and sponsor logo)	\$5,000	1
8. General Session Video (will highlight sponsor in video)	\$5,000	1
9. Award Sponsorship (co-sponsorship of Association membership for Top 20 Associates)	\$7,100	1

Sponsorship Packages

To enhance your exposure and deliver even greater value, we have designed three Sponsorship Packages. Each package is based on a specific sponsorship amount and includes the items and benefits as listed below.

Gold Package	Silver Package	Bronze Package
Choice of opportunities valued at or above \$7,100	Choice of opportunities valued at or above \$2,600	Choice of opportunities valued at or above \$1,200
Conference Recognition: ▪ Two Minutes on Stage		
General Session Video Scroll Acknowledgement: ▪ Company Logo	General Session Video Scroll Acknowledgement: ▪ Company Name	General Session Video Scroll Acknowledgement: ▪ Company Name
On-site Program Recognition: ▪ Company Logo	On-site Program Recognition: ▪ Company Name	On-site Program Recognition: ▪ Company Name
Signage at Sponsored Event(s)	Signage at Sponsored Event(s)	Signage at Sponsored Event(s)
Sponsored Events Webpage: ▪ Company Name ▪ 4-Color Company Logo ▪ Hyperlink	Sponsored Events Webpage: ▪ Company Name ▪ Hyperlink	



2010 APM Sponsorship Program Contract & Application

CONTACT INFORMATION:

**Important Note: All fields below are required in order to process this application.
Incomplete applications may result in a time delay of securing your choice of sponsorship items.**

COMPANY NAME: _____

CONTACT NAME: _____ **TITLE:** _____

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

COUNTRY: _____ **E-MAIL:** _____

MAIN PHONE: _____ **MOBILE:** _____ **FAX:** _____

WEBSITE: _____

INSTRUCTIONS FOR BUILDING YOUR CUSTOMIZED SPONSORSHIP PROGRAM

- Step 1: Use the Sponsorship Opportunity Grid to select your customized portfolio of sponsorship items.
- Step 2: It is recommended that you select multiple opportunities in the event that your first selection is no longer available.
- Step 3: Sign page 2 and Initial page 3 of the Sponsorship Contract Document below.
- Step 4: Fax or email your sponsorship application to the attention of Angie Foreman at 703-783-8970 or angie.foreman@conferencedirect.com.

For questions, please call Angie Foreman at 540-662-9354.

SPONSORSHIP INFORMATION:

You may choose to sponsor one item or up to two cumulative items to reach a new higher level of sponsorship. In addition, please select a second and third choice should your first choice not be available. Please use the "AND" and "OR" boxes to indicate if you are interested in multiple/cumulative items, or are making an alternate choice.

(1) Item Number: _____ Description: _____
Price: _____

AND OR

(2) Item Number: _____ Description: _____
Price: _____

AND OR

(3) Item Number: _____ Description: _____
Price: _____

SPONSOR RESPONSIBILITIES:

- Provide corporate logo for inclusion on associate website and signage throughout the 2010 APM within 30 days. All logos should be sent in .jpeg and .eps format to angie.foreman@conferencedirect.com.
- Payment should be received within thirty (30) days from signature of contract or receipt of invoice. No refunds will be provided.

Agreed to by:
ConferenceDirect LLC

Agreed to by:
(Organization)

Name

Name _____

Brian Stevens
President and CEO

Date:

Date:

Payment Should be Made to ConferenceDirect in full within 30 days of signing this contract.

Please check here if your company requires an invoice. Invoice will not be sent unless you check this box.

Please send payment via check to:
Jeff Muehl
Vice President, Operations
ConferenceDirect®
PO Box 69777
Los Angeles, CA 90069

Additional Comments: _____

Terms and Conditions

Sponsor taking part in the ConferenceDirect Sponsorship Program agree by way of signing an official Sponsorship Agreement that the following terms and conditions will apply:

1. Once applications have been received and confirmed, a counter-signed agreement will be provided to you.
2. Payments must be received via corporate check within 30-days of invoice in order to receive sponsorship benefits related to the purchase. ConferenceDirect will pay the appropriate vendor(s) supplying sponsorship deliverables. ConferenceDirect reserves the right to select all sponsorship vendors. Companies who fail to provide full payment for a sponsorship will be prohibited from registering or sponsoring at any future ConferenceDirect event.
3. Companies requiring a customized invoice to submit to their corporate accounting office for the entire cost of sponsorship will be accommodated by ConferenceDirect.
4. At least one member of each sponsoring company must confirm a registration at the Annual Partner Meeting.
5. ConferenceDirect may deem it necessary to amend the list of Sponsorship Opportunities depending on the final program plan.
6. Note that sponsors who qualify for In-Kind sponsorships will be responsible for coordinating all logistics and payments associated with their chosen opportunity.
7. The terms outlined above form the entire agreement between the Sponsor and ConferenceDirect.

_____ **Initials**