

# 2010 Branding Opportunities Contract

## Step 1: PLEASE PRINT CLEARLY

Company Name: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_  
 State/Province: \_\_\_\_\_ Postal/ZIP Code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Telephone: Country code: ( ) City code: ( ) \_\_\_\_\_  
 Telefax: Country code: ( ) City code: ( ) \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Web Address: \_\_\_\_\_



## Step 2: IBSS/SPA Web Advertising:

- Leaderboard – will run until show cycle is completed** - run of site ..... \$6,500
- Banner Options - will run until show cycle is completed**
- Banner on Home page (non-exclusive) ..... \$5,000
- Banner on Visitor Registration page (non-exclusive) ..... \$5,000
- Banner on Travel Information page (non-exclusive) ..... \$2,500
- Banner on Exhibitor List page (non-exclusive) ..... \$2,500
- Medium Rectangle Options - will run until show cycle is completed**
- Medium Rectangle on Home page (non-exclusive) ..... \$2,500
- Medium Rectangle on Visitor Registration page (non-exclusive) ..... \$2,500
- Medium Rectangle on Travel Information page (non-exclusive) ..... \$2,500
- Medium Rectangle on Exhibitor List page (non-exclusive) ..... \$2,500
- Button Options - will run until show cycle is completed**
- Button on Home page (non-exclusive) ..... \$1,000
- Button on Visitor Registration page (non-exclusive) ..... \$1,000
- Button on Travel Information page (non-exclusive) ..... \$1,000
- Button on Exhibitor List page (non-exclusive) ..... \$1,000
- Web Logo / Link** (non-exclusive) ..... \$500

## Step 3: Show Program Advertising:

- |   |         |   |
|---|---------|---|
| <b>4-Color</b>  |         |   |
| <input type="checkbox"/> Back cover (exclusive) .....         | \$5,500 | <input type="checkbox"/> Wrapped Belly Band ..... |
| <input type="checkbox"/> Inside front cover (exclusive) ..... | \$4,000 | <b>Black &amp; White</b>                          |
| <input type="checkbox"/> Inside back cover (exclusive) .....  | \$3,500 | <input type="checkbox"/> Logo .....               |
| <input type="checkbox"/> Full page (4-color) .....            | \$2,315 | <input type="checkbox"/> 1/4 page .....           |
| <input type="checkbox"/> Divider .....                        | \$3,300 | <input type="checkbox"/> 1/2 page .....           |
| <input type="checkbox"/> Printed Belly Band .....             | \$4,500 | <input type="checkbox"/> Full page .....          |
|   |         |   |
|   |         |   |

## Step 4: I would like the following Sponsorship(s):

- |  |          |  |          |
|--|----------|--|----------|
| <input type="checkbox"/> Column Wraps .....                | \$6,250  | <input type="checkbox"/> Freestanding Advertising Panel .....  | \$3,750  |
| <input type="checkbox"/> Exposition Map .....              | \$15,000 | <input type="checkbox"/> Show Carry-All Bag .....              | \$2,750  |
| <input type="checkbox"/> Name Badges .....                 | \$6,500  | <input type="checkbox"/> Writing Pads .....                    | \$3,000  |
| <input type="checkbox"/> Lanyards .....                    | \$3,500  | <input type="checkbox"/> Conference Session .....              | \$2,500  |
| <input type="checkbox"/> New Product Showcase .....        | \$3,850  | <input type="checkbox"/> Keynote Sponsorship .....             | \$10,000 |
| <input type="checkbox"/> Pens .....                        | \$3,000  | <input type="checkbox"/> Show Banners .....                    | \$3,750  |
| <input type="checkbox"/> Shuttle Bus Video .....           | \$7,500  | <input type="checkbox"/> Window Cling Banners .....            | \$3,750  |
| <input type="checkbox"/> Key Buyer Advantage Package ..... | \$1,500  | <input type="checkbox"/> Key Buyer Business Card Insert .....  | \$1,750  |
| <input type="checkbox"/> Key Buyer Pens .....              | \$1,750  | <input type="checkbox"/> Key Buyer Logo on Badge Carrier ..... | \$1,750  |

**TOTAL ITEMS** \_\_\_\_\_ **TOTAL COST \$** \_\_\_\_\_

To reserve your sponsorship, complete this form and return it with check or money order in U.S. funds or fax this form as soon as possible to IBSS Sales Department at (207) 842-5505 and follow with payment in the mail. Make check payable to Diversified Business Communications and mail to P.O. Box 3421, Boston, MA 02441-3421. Please be sure to reference the invoice number or show code (i.e. IBSS or SPA). The sponsoring company agrees to supply this form along with payment by the deadline date of January 16, 2010.

### PLEASE NOTE:

- Signature of the sponsoring company confirms agreement to the terms of the sponsorship detailed in the sponsorship brochure.
- Signature of both parties constitutes a contract.
- The Application for Sponsorship serves as an addendum to the Application for Exhibit Space.

All rules, requirements, and other information required of exhibitors also apply to the Application for Sponsorship and to sponsors.

This is inclusive. Any additional requirements will be the responsibility of the sponsoring company.

Authorized signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Authorized signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Step 5: Fax your completed form to: (207) 842-5505