

## MARKETING PROMOTIONAL OPPORTUNITIES

Sponsorship Opportunity	Details	Sponsor Cost*
<b>Pre-Event</b>		
Radio Advertising	Sponsored traffic reports, 15 spots/week AM/FM mix, one sponsor mentioned in ITR promotion, starting 4 weeks out from show.	\$3,000/week
Co-branded Email to 5,000 NW Subscribers	Pre-event promotion of one sponsor w/NW brand to prospective attendees. Specifications for co-branded email: 25 word description, booth number, speaker name and track if a Platinum, raffle prize. Links to white papers are not permitted in this email. You can make a note in the email that you can pick up the white paper at the booth on-site. The purpose of this email is to drive people to register and to promote sponsorship.	\$2,500
Event Site Visibility	Right hand navigation bar on all pages (except "register"), 1-2 sponsor logos (visit us at booth#), and links to register page. Limited to 3.	\$3,000/month
Direct Mail Brochure to Clients	Pricing determined upon request. This will be available to all sponsors who made the brochure deadline. Commitment & list by brochure print deadline.	TBD
Print Visibility	Ad around mail label, NW provides creative, full run.	\$9,000/issue
<b>Complimentary</b> Co-operative Email Invitations	<b>Complimentary</b> MPO with sponsorship.	Complimentary
<b>On-Site</b>		
Lanyards	Created by NW featuring single sponsor logo.	\$10,000
Program Book Advertising	3 opportunities: Cover 2 = \$4K, Cover 3 = \$3K, Cover 4 = \$5K.	\$3,000-\$5,000
Continental Breakfast	Signage, promotion on site/brochures/program book, tent cards on tables.	\$5,000
Buffet Luncheon	Signage, promotion on site/brochures/program book, logo on general session slide loop, announced general session, table tent cards.	\$10,000
Morning Refreshment Break	Signage at coffee and soda stations, promotion on site/brochure/program book.	\$2,500
Cocktail Reception	Beverage & food selection TBD, signage, promotion on site/brochure/program book, announced general session, \$1,000 giveaway.	\$20,000
Attendee Bags	Canvas bag produced by NW with single sponsor logo.	\$20,000
Internet Kiosks	Row of 4 with signage above, location TBD, homepage default to sponsor page, 3 question survey opportunity TBD.	\$15,000
<b>Post-Event</b>		
Reg/no show list for gold sponsors	Gold sponsors may add on to their current package.	\$5,000
Post-Show Survey	Logo and link featured on survey sent to all registrants.	\$5,000

\*all sponsorship costs are "per city" unless otherwise stated

Revised 1/5/2007. Rates subject to change.

For more information on event sponsorships, contact Andrea D'Amato, Sr. National Sales Director, Events, at 800-622-1108, ext. 6520, or adamato@nww.com, or your local sales representative.