



2010 Annual Conference Sponsorship & Advertising Opportunities

January 8-10, 2010 – Dallas

Audience Profile:

The Annual Conference of the Association for Convention Operations Management (ACOM) is attended by leading convention service managers in the meetings industry — including forward-thinking CSMs from convention centers, convention & visitors bureaus and hotels. ACOM is dedicated to advancing the practice of convention services management in the meetings industry, and to preparing CSM professionals for their critical role in the growth and success of their organizations. These CSMs make their own purchasing decisions and have influence on the purchasing decisions of meeting planners.

Sponsorships are the best way to receive enhanced visibility to this influential audience. Each sponsorship comes with a variety of beneficial extras, even FREE Conference registrations in some cases.

GOLD LEVEL SPONSORSHIPS

Gold sponsors receive all of the following, in addition to the unique benefits for each individual sponsorship:

- Two (2) FREE Conference registrations
- Featured in on-site program
- Your company logo on the ACOM web site and in the electronic newsletters, *At-A-Glance* and *ACOMmodate*
- Sponsor will be featured in pre-Conference e-blasts to the ACOM membership
- Mention in ACOM Conference press releases distributed industry-wide
- Public recognition during the Opening Session

City Host- SOLD to Dallas CVB

Registration Desk - \$2,500

This area is the main gathering location for registration and general convention information throughout the conference. Additional benefits include:

- Table provided at registration area for collateral/ company representative
- Signage with sponsor logo and ACOM Annual Convention logo
- Opportunity to distribute gifts (supplied and shipped by sponsor) and/or include collateral in registration packet.

Welcome Reception - SOLD to Atlantic City CVA

Town Hall Breakfast (Saturday)* - \$3,000

Saturday Awards Luncheon* - \$2,500

Opening General Session* - \$2,500

Closing General Session* - \$2,500

*These high-visibility sponsorships also include:

- An opportunity for a welcome statement in front of the audience during the function
- One piece of your literature placed at each person's seat
- Opportunity to showcase your company's logo prominently at the event.

Company: _____ Contact Name: _____

E-mail address: _____ (print clearly)

Sponsorship/Advertisement: _____ Amount Due: _____

Payment Method: MasterCard Visa American Express Discover Check

Account #: _____

Signature: _____ Exp. Date: _____

Submitting this form confirms your sponsorship. There are no cancellations/refunds. Payment is due with form.

Fax to 1-609-799-7032 Questions? 1-609-799-3712 or info@acomonline.org

SILVER LEVEL SPONSORSHIPS

Silver sponsors receive all of the following:

- One (1) FREE Conference registration
- Featured in on-site program
- Your company logo on the ACOM web site and in the electronic newsletters, *At-A-Glance* and *ACOMmodate*
- Sponsor will be featured in pre-Conference e-blasts to the ACOM membership
- Mention in ACOM Conference press releases distributed industry-wide
- Public recognition during the Opening Session

Full Day Coffee Break - SOLD to Atlantic City CVA

This sponsorship includes a large sign with your company logo as well as a literature table placed in the break area for placement of your company literature or other promotional items. These will be placed for the full day of breaks (Saturday or Sunday following the Continental Breakfast).

Badge Lanyards - SOLD to Frontline Placement Technologies

Each conference attendee will receive a lanyard, which will feature the sponsor's logo or company name printed on it. Imagine every attendee promoting your organization by wearing your company logo throughout the event!

In-Kind Sponsor Opportunities:

- Transportation
- Audio-Visual
- Signage- **SOLD to Freeman**
- Registration Services- **SOLD to Orchid**

ACOM Member Supporters

\$250 \$500 \$750 OTHER: _____

This supporting category is perfect for ACOM members that want to support the association and its conferences. We have created this budget-sensitive opportunity to help you support ACOM in a way that can fit into your marketing budget. ACOM appreciates member support!

BRONZE LEVEL SPONSORSHIPS

Bronze sponsors receive the following:

- Featured in on-site program
- Your company logo on the ACOM web site and in the electronic newsletters, *At-A-Glance* and *ACOMmodate*
- Sponsor will be featured in pre-Conference e-blasts to the ACOM membership
- Mention in ACOM Conference press releases distributed industry-wide
- Public recognition during the Opening Session

On-Site Program Provided to All Registrants - \$750

Every attendee will receive this program which contains the schedule and other on-site information. (Size of artwork to be determined.)

Choose one:

- __ Outside Back Cover
- __ Inside Front Cover
- __ Inside Back Cover

Gift/Publication Distribution to Attendee Hotel Rooms - \$1,500

Deliver your publication/gift/company product sample to all attendees staying in the designated convention hotel. (Sponsor is responsible for providing the item to be distributed one week prior to the convention; ACOM will coordinate distribution.)

Meet the Vendors Continental Breakfast - \$500

This sponsorship is available to multiple companies and includes exhibit table placed in the breakfast area for placement of your company literature or other promotional items. You can keep your exhibit through the first morning break.

Full Day of One Workshop Track - \$1,000

Saturday features concurrent Workshop Tracks – for Convention Centers, CVBs, and Hotel CSMs. If one of those tracks incorporates your primary target audience, this is the way to reach them. Choose a full day of a Track to sponsor, and receive:

- Your literature can be placed at a literature table in the meeting room or placed at each person's seat
- We will showcase your company's logo prominently throughout the day's sessions
- Signage outside of the meeting room with your logo

Conference Bag Insert - \$750

One piece of your company's promotional literature or product sample inserted into the Conference bag each attendee will receive.