

Channel Partners

Conference & Expo[®]



**Gaylord National Resort &
Convention Center**
Washington, D.C.
September 20-22, 2010

**Sponsorship
Opportunities**

2010

www.channelpartnersconference.com

Produced by
VIRGO
publishing



Opening Night Cocktail Reception

- Hosted bar with hors d'oeuvres inside the exhibit hall
- Company logo exposure on: on-site signage, buffet signage, drink tickets, advertisements in PHONE+ magazine, Channel Partners official Show Planner and Show Guide, sponsor board, show entrance unit, show Web site on "Sponsor" page with link to sponsor's Web page (company logo supplied by sponsor)
- Company logo on napkins distributed at bars and food stations
- Billboard advertising for Cocktail Reception (including sponsor's logo) will be placed in or near the registration area
- Invitation to the Opening Night Cocktail Reception featuring sponsoring company's name and logo to be included in attendee registration mailing
- Company logo and booth number printed on drink tickets
- Company logo included in agenda of the official Show Planner, Show Guide and show Web site
- Announcement recognizing sponsor made by show management in exhibit hall during the reception
- Literature bin space at show site (literature supplied by sponsor)
- Conference and Expo bag literature insert (literature supplied by sponsor)
- Five complimentary Conference and Expo package registrations

Date: September 20, 2010

Sponsorship: \$18,000

2 of 2 Co-sponsorships available: \$9,500

Peer to Peer Mixer

- Company logo on podium sign in Mixer room
- Company logo on 22" x 28" sign outside of Mixer room
- Verbal Thank You recognizing sponsor during Mixer
- Company logo on table signage within room
- Company logo and hyperlink on Peer to Peer Mixer page on Channel Partners Conference Web site
- Sponsor recognition on email confirmation to accepted Peer to Peer registrants
- Company name and hyperlink on attendee confirmations to all valid Channel Partners

Date: Tuesday, September 21, 2010

Sponsorship: \$5,000

Education Program

- Sponsorship recognition of all seminars (excluding the keynote session and vendor presentations) in agenda in the Channel Partners Conference & Expo official Show Planner, Show Guide and show Web site
- Company logo on all 22" x 28" Education Session boards outside of seminar rooms (company logo supplied by sponsor)
- Company logo on podium sign and banner in educational seminar rooms
- Company logo exposure on: on-site signage, advertisements in PHONE+ magazine, Channel Partners official Show Planner and Show Guide, sponsor board, show entrance unit, show Web site on "Sponsor" page with link to sponsor's Web page (company logo supplied by sponsor)
- Company literature distributed in back of seminar rooms (literature supplied by sponsor)
- Literature bin space at show site (literature supplied by sponsor)
- Ad in Seminar Workbook (artwork supplied by sponsor)
- Company logo on front of Seminar Workbook
- Conference and Expo bag literature insert (literature supplied by sponsor)
- Ten complimentary Conference and Expo package registrations

Sponsorship: \$18,000

Co-Sponsorship: 2 available for \$9,500 each

"Hair of the Dog" Continental Breakfast in Exhibit Hall

- Continental breakfast available for all conference attendees
- Company logo exposure on: on-site signage, advertisements in PHONE+ magazine, Channel Partners official Show Planner and Show Guide, sponsor board, show entrance unit, show Web site on "Sponsor" page with link to sponsor's Web page (company logo supplied by sponsor)
- Literature bin space at show site (literature supplied by sponsor)
- Conference and Expo bag literature insert (literature supplied by sponsor)
- Eight (8) complimentary Conference and Expo package registrations

Date: Wednesday, September 22, 2010

Sponsorship: \$6,500

Networking Lounge

This designated lounge space on the exhibit hall floor allows your logo and marketing message to be displayed where attendees will be doing business.

- Lounge space on exhibit hall floor, including tables, chairs and floral displays
- Your company's artwork displayed on a 3'x8' billboard, placed in the networking lounge
- Company logo exposure on: on-site signage, table signage, advertisements in PHONE+ magazine, Channel Partners official Show Planner and Show Guide, sponsor board, show entrance unit, show Web site on "Sponsor" page with link to sponsor's Web page (company logo supplied by sponsor)
- Distribution bin with company logo, placed in networking lounge, with your company's product or literature sample (company logo and sample provided by sponsor)

Sponsorship: \$7,000

Platinum Sponsorship

- Company logo exposure on: on-site signage, advertisements in PHONE+ magazine, Channel Partners official Show Planner and Show Guide, sponsor board, show entrance unit, show Web site on "Sponsor" page with link to sponsor's Web page (company logo supplied by sponsor)
- Conference and Expo Bag insert (inserts supplied by sponsor)
- Mention in three Channel Partners vendor email blasts
- Hotel Room Drop (inserts supplied by sponsor. This sponsorship is not exclusive to one company)
- One Entrance Billboard (approx. 3'w x 8'h dedicated ad space)

Sponsorship: \$6,750

Optional Value-Add - Exclusive to Platinum Sponsorship:

Co-sponsor of Continental Breakfast outside educational sessions

Date: Tuesday, September 21, 2010

\$500 additional

Gold Sponsorship

- Company logo exposure on: on-site signage, advertisements in PHONE+ magazine, Channel Partners official Show Planner and Show Guide, sponsor board, show entrance unit, show Web site on "Sponsor" page with link to sponsor's Web page (company logo supplied by sponsor)
- Choice of Conference and Expo bag insert or literature distribution bin (inserts supplied by sponsor)
- Mention in one Channel Partners vendor email blast
- One Entrance Billboard (3'w x 8'h dedicated ad space)

Sponsorship: \$4,750

Badge Lanyards

- Two-color imprinted lanyards, printed end to end with company logo, to be distributed at registration counter (company logo supplied by sponsor)
- Company logo exposure on: on-site signage, advertisements in PHONE+ magazine, Channel Partners official Show Planner and Show Guide, sponsor board, show entrance unit, show Web site on "Sponsor" page with link to sponsor's Web page (company logo supplied by sponsor)
- Literature bin space at show site (literature supplied by sponsor)
- Five complimentary Conference and Expo package registrations

Sponsorship: \$15,000

Conference and Expo Tote Bag

- Canvas tote bag with two-color company logo printed on one side of bag, to be distributed to attendees at conference registration (sponsor to provide logo). Tote bags will contain promotional items and literature.
- Company logo exposure on: on-site signage, advertisements in PHONE+ magazine, Channel Partners official Show Planner and Show Guide, sponsor board, show entrance unit, show Web site on "Sponsor" page with link to sponsor's Web page (company logo supplied by sponsor)
- Literature bin space at show site (literature supplied by sponsor)
- Conference and Expo bag literature insert (literature supplied by sponsor)
- Eight complimentary Conference and Expo package registrations

Sponsorship: Call for details

Conference Badge Advertising

- Four-color artwork printed on an insert, placed behind attendee badges (artwork to be supplied by sponsor)
- Company logo exposure on: on-site signage, advertisements in PHONE+ magazine, Channel Partners official Show Planner and Show Guide, sponsor board, show entrance unit, show Web site on "Sponsor" page with link to sponsor's Web page (company logo supplied by sponsor)

Sponsorship: \$9,000

Lip Balm

- 2,000 lip balms with your two-color company logo and promotional message to be distributed at entrance to the exhibit hall with sponsor's logo featured on distribution bin (sponsor to supply artwork)
- Company logo exposure on: on-site signage, advertisements in PHONE+ magazine, Channel Partners official Show Planner and Show Guide, sponsor board, show entrance unit, show Web site on "Sponsor" page with link to sponsor's Web page (company logo supplied by sponsor)
- Two complimentary Conference and Expo package registrations

Sponsorship: \$6,500

Tissue Packets

- 1,000 tissue packets with your two-color company logo to be distributed at entrance to the exhibit hall with sponsor's logo featured on distribution bin (sponsor to supply artwork)
- Company logo exposure on: on-site signage, advertisements in PHONE+ magazine, Channel Partners official Show Planner and Show Guide, sponsor board, show entrance unit, show Web site on "Sponsor" page with link to sponsor's Web page (company logo supplied by sponsor)
- Two complimentary Conference and Expo package registrations

Sponsorship: \$5,500

Entrance Billboard Ad

3'x8' size billboard with your message located outside the exhibit hall entrance, in registration or near the seminar rooms. Your company's ad will be prominently displayed on a free-standing billboard. (sponsor to supply artwork). Show Management to determine exact placement onsite.

Single-Sided Billboard: \$2,500

Double-Sided Billboard: \$3,500

Aisle Sign Advertising

- Your company's 2'x6' artwork will be prominently displayed, hanging below every aisle sign on the show floor.
- Two complimentary Conference and Expo package registrations (a \$538 value)
- Company logo exposure on: on-site signage, advertisements in PHONE+ magazine, Channel Partners official Show Planner and Show Guide, sponsor board, show entrance unit, show Web site on "Sponsor" page with link to sponsor's Web page (company logo supplied by sponsor)
- Two complimentary Conference and Expo package registrations

Sponsorship: \$7,000

Floor Sticker Advertising

- 1' x 2' stickers with your four-color company logo, placed at the beginning and end of each numbered aisle.
- Attendees will see your logo every time they walk the show floor!
- Two complimentary Conference and Expo package registrations

Sponsorship \$9,000

Registration Counter Mats

- 10"x14" mat with sponsor's four-color process artwork to be prominently placed at each registration counter
- Company logo exposure on: on-site signage, advertisements in PHONE+ magazine, Channel Partners official Show Planner and Show Guide, sponsor board, show entrance unit, show Web site on "Sponsor" page with link to sponsor's Web page (company logo supplied by sponsor)
- Two complimentary Conference and Expo package registrations

Sponsorship: \$3,000

Exhibit Hall Water Stations

- Five water coolers placed in the exhibit hall with sponsor logo displayed on water cooler (company logo supplied by sponsor)
- 9 oz. cups printed with sponsor's two-color company logo
- Company logo exposure on: on-site signage, advertisements in PHONE+ magazine, Channel Partners official Show Planner and Show Guide, sponsor board, show entrance unit, show Web site on "Sponsor" page with link to sponsor's Web page (company logo supplied by sponsor)
- Two complimentary Conference and Expo package registrations

Sponsorship: \$7,000

Personal Hand Sanitizer Bottles

- 2,000 one-ounce (1oz.) hand sanitizer bottles with your logo on a custom label.
- Bottles will be available for all attendees to take from a stand with your logo featured on distribution bin.
- Two (2) complimentary Conference and Expo package registrations

Sponsorship \$6,500

Exhibit Hall Maps

- Official exhibit hall maps printed with sponsor logo on front of map and map sleeve (company logo supplied by sponsor). Exhibit hall map to also include exhibiting company names and booth number(s), with a highlighted box designating sponsor's location on the floor plan.
- Exhibit hall maps to be distributed at entrance to the exhibit hall, with sponsor's logo featured on distribution bin
- Company logo exposure on: on-site signage, advertisements in PHONE+ magazine, Channel Partners official Show Planner and Show Guide, sponsor board, show entrance unit, show Web site on "Sponsor" page with link to sponsor's Web page (company logo supplied by sponsor)
- Two (2) complimentary Conference and Expo package registrations

Sponsorship: \$6,000

Pens

- 1,000 pens imprinted with two-color company logo to be distributed at the registration counters (company logo supplied by sponsor)
- Company logo exposure on: on-site signage, advertisements in PHONE+ magazine, Channel Partners official Show Planner and Show Guide, sponsor board, show entrance unit, show Web site on "Sponsor" page with link to sponsor's Web page (company logo supplied by sponsor)
- Two (2) complimentary Conference and Expo package registrations

Sponsorship: \$5,500

Note Pads

- 1,000 note pads with two-color company logo imprinted on white 5"x7" pads (50 sheets per pad) to be distributed in expo bags or inside education rooms (company logo supplied by sponsor)
- Company logo exposure on: on-site signage, advertisements in PHONE+ magazine, Channel Partners official Show Planner and Show Guide, sponsor board, show entrance unit, show Web site on "Sponsor" page with link to sponsor's Web page (company logo supplied by sponsor)
- Two (2) complimentary Conference and Expo package registrations

Sponsorship: \$5,500

Cell Phone-Shaped Mint Tins

- 1,200 mint tins, in the shape of a cell phone, distributed at entrance to the exhibit hall, with sponsor's two-color logo featured on distribution bin (company logo supplied by sponsor)
- Company logo exposure on: on-site signage, advertisements in PHONE+ magazine, Channel Partners official Show Planner and Show Guide, sponsor board, show entrance unit, show Web site on "Sponsor" page with link to sponsor's Web page (company logo supplied by sponsor)
- Two (2) complimentary Conference and Expo package registrations

Sponsorship: \$6,000

Promotional Opportunities

Hospitality Suites

Entertain your most promising prospects in a Hospitality Suite for one evening or the duration of the conference!

- Hospitality Suites must be booked directly through show management.
- Sponsor will assume all ancillary costs

Call for details: floor plans, pricing, and availability.

Meeting Rooms

Entertain your most promising prospects in a Meeting Room for one day or the duration of the conference!

- Meeting Rooms must be booked directly through show management.
- Sponsor will assume all ancillary costs

Call for details: floor plans, pricing, and availability.

Hotel Room Drop

- Sponsor's promotional literature (8 1/2"x11" or smaller) to be included in the hotel room drop for all show participants in the host hotel room block on Monday, September 20. (literature supplied by sponsor – item must be approved by show management).
- This sponsorship is limited to 5 companies

Sponsorship: \$3,500

Vendor Presentations

There are a limited number of three-hour and 50-minute sessions available

- Meeting room with theater-style seating, podium, microphone, clip-on microphone and LCD projector (sponsor supplies laptop computer)
- Company logo on 22" x 28" sign outside of seminar room (company logo supplied by sponsor)
- Insert in attendee confirmation mailing promoting sponsor's presentation (insert provided by sponsor)
- Session description included in agenda in the Channel Partners Conference & Expo official Show Planner, Show Guide, and show Web site
- Two complimentary Conference and Expo package registrations

**Sponsorship: 3 hour presentation \$5,000
50 minute presentation \$3,000**

Advertising Promotional Opportunities:

- Official Channel Partners Show Planner – mailed to potential attendees
- Official Channel Partners Show Guide – distributed at conference to all participants
- Official Magazine Show Issue – distribution at the conference
- On-line advertising

**The ideal vehicles to reach ALL of the attendees -
Call for details!**

Literature Distribution Opportunities include:

- 1,500 Show Bag Inserts\$1,300
- 2,000 Literature Bin Inserts\$1,200
- 1,000 Confirmation Mailing Inserts.....\$2,000

Deadlines:

Company Logo Due upon receipt of signed contract
Attendee Confirmation Literature Due: July 23, 2010
Billboard Artwork Due: July 30, 2010
Banner Artwork Due: July 30, 2010

Literature Distribution Bin Literature..... August 27, 2010
Show Bag Inserts Due:..... August 27, 2010
Hotel Room Drop Materials Due: August 27, 2010

*Email all logos to:
Ed Younkin at eyounkin@vpico.com &
Marisa Freed at mfreed@vpico.com

Sponsorship opportunities available as 11/4/2009
Availability subject to change.

**For exhibits/sponsorships,
call Stacy Whitley at +1 480 281 6779**