

# National Safety Council **2011**

# CONGRESS & EXPO

## Sponsorship and Marketing Contract

**PRE-SHOW SPONSORSHIP OPPORTUNITIES**

- \_\_\_\_\_ Attendee Newsletter Banner Ad . . . . . Exclusive opportunity: \$1,000 per month
- \_\_\_\_\_ NSC Congress & Expo Website Banner Ad . . . . . Exclusive opportunity: \$2,000 per month
- SOLD** \_\_\_\_\_ Online Attendee Registration Confirmation . . . . . Exclusive opportunity: \$3,500
- \_\_\_\_\_ Electronic Launch of 2011 Campaign Banner Ad . . . Exclusive opportunity: \$5,000
- SOLD** \_\_\_\_\_ Preliminary Program – Inside Front Cover Ad . . . . . Exclusive opportunity: \$5,000
- SOLD** \_\_\_\_\_ Preliminary Program – Inside Back Cover Ad . . . . . Exclusive opportunity: \$5,000

**ONSITE SPONSORSHIP OPPORTUNITIES**

- SOLD** \_\_\_\_\_ Email Oasis/Network Lounge\* . . . . . 4 Opportunities available: \$2,000 each
- \_\_\_\_\_ Floor Graphics\* . . . . . 8 Opportunities available: \$2,000 each
- \_\_\_\_\_ Registration Counter Kick Panel\* . . . . . 4 Opportunities available: \$2,000 each
- \_\_\_\_\_ Attendee Passport\* . . . . . 20 Opportunities available: \$2,500 each
- \_\_\_\_\_ "You Are Here" Kiosk **NEW** . . . . . 5 Opportunities available: \$5,000 each
- SOLD** \_\_\_\_\_ Standing Sign Boards **NEW** . . . . . 3 Opportunities available: \$5,000 each
- \_\_\_\_\_ Attendee Lunch\* . . . . . 8 Opportunities available: \$6,000 each
- \_\_\_\_\_ Expo Hall Banner\* . . . . . 5 Opportunities available: \$6,000 each
- \_\_\_\_\_ Lobby Banner . . . . . 4 Opportunities available: \$6,500 each
- \_\_\_\_\_ Conference Pen **NEW** . . . . . Exclusive opportunity: \$7,500
- \_\_\_\_\_ Registration Bag Insert\*. . . . . 5 Opportunities available: \$7,500 each
- \_\_\_\_\_ Technical Session Track Sponsor . . . . . 9 Opportunities available: \$7,500 each
- \_\_\_\_\_ Shuttle Bus Headrest Cover . . . . . Exclusive opportunity: \$15,000
- \_\_\_\_\_ Hotel Room Key Card . . . . . Exclusive opportunity: \$20,000
- \_\_\_\_\_ Lanyard\* . . . . . Exclusive opportunity: \$25,000
- SOLD** \_\_\_\_\_ Registration Bag\* . . . . . Exclusive opportunity: \$40,000

**FINAL PROGRAM - YEAR-ROUND BUYER'S GUIDE**

- \_\_\_\_\_ Final Program – Book Mark\* . . . . . 4 Opportunities available: \$3,000 each
- \_\_\_\_\_ Final Program – Full Page Ad/Tab\* . . . . . 12 Opportunities available: \$5,000 each
- \_\_\_\_\_ Final Program – Inside Front Cover Ad\* . . . . . Exclusive opportunity: \$6,000
- \_\_\_\_\_ Final Program – Inside Back Cover Ad\* . . . . . Exclusive opportunity: \$6,000
- SOLD** \_\_\_\_\_ Final Program – Adhesive Cover Ad\* **NEW** . . . . . Exclusive opportunity: \$10,000
- \_\_\_\_\_ Final Program – Back Cover Ad\* . . . . . Exclusive opportunity: \$12,000

\* You must be an Exhibitor to sponsor these items.

**Please send your completed contract to your sales representative.**

\_\_\_\_\_  
CONTACT NAME (All communications regarding this order will be sent to your attention.)

\_\_\_\_\_  
COMPANY NAME

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY/STATE/ZIP/COUNTRY

\_\_\_\_\_  
PHONE

\_\_\_\_\_  
CONFIRMING SIGNATURE

\_\_\_\_\_  
BOOTH # (If applicable)

\_\_\_\_\_  
E-MAIL

\_\_\_\_\_  
DATE

AMEX  Discover  MasterCard  VISA Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Invoice for Deposit  Invoice for Full Amt.  Charge \$ \_\_\_\_\_ to my credit card.

Sponsors from the 2010 NSC Congress & Expo have first right of renewal. Beginning Tuesday, March 8, 2011, sponsorship items will be available on a first-come, first-serve basis. Multiple sponsorships may be purchased. Sponsorship details and artwork specifications will be forwarded after sponsorship contract is signed and deposit is received. Exhibitor will be liable for 50% of the total sponsorship cost due at form signing; remaining balance is due by June 10, 2011. Sponsors who secure a sponsorship after June 10, 2011 will be required to submit full payment with signed contract. Should an exhibitor cancel their exhibit space, their sponsorship will likewise be cancelled. In such case, exhibitor will be liable for 50% of the total cost of the sponsorship fee, if written notice of cancellation is received by NSC on or before May 7, 2011. If cancellation is received after May 7, 2011, the Exhibitor will be liable for 100% of the total sponsorship fee. We understand this application is a legally binding contract. An invoice for payment will be sent upon request.

**INVESTMENT**

**MARKETING OPPORTUNITIES**

- (Please note the following items do not receive sponsorship benefits.)
- \_\_\_\_\_ **Logo Insertion – Final Program/Online Company Profile\***  
\$200 per listing (\$400 for both)
  - \_\_\_\_\_ **Live Exhibitor Presentations\***  
\$475 per 30min. time slot
  - \_\_\_\_\_ **New Product Showcase\***
    - \_\_\_\_\_ **Regular** \$375 per product
    - \_\_\_\_\_ **Spotlight** \$475 per product
    - \_\_\_\_\_ **Exclusive** \$875 per product

**Booth, Marketing and Sponsorship Sales**

**Bill Steinbach**  
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**Advertising and Sponsorship Sales**

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**NATIONAL SAFETY COUNCIL USE ONLY:**

Date Received \_\_\_\_\_

Sponsorship Assigned \_\_\_\_\_

Payment Received \_\_\_\_\_

Check # / Date \_\_\_\_\_

Sold by \_\_\_\_\_