



Reinvent • Retool • Rebound

2010 SMPS Build Business
July 14-16, 2010, Boston Marriott Copley Place
Sponsorship Agreement Form - Early Rate Version
Save 10% by signing up by January 31, 2010!

Company: _____ URL: _____

Authorizing Contact Name: _____ Title: _____ Phone: _____

Coordinator Contact Name: _____ Title: _____

Billing Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____ E-mail: _____

YES, we would like to sponsor 2010 Build Business (See reverse for benefit details):

- Platinum Sponsor - \$15,000+
Gold Sponsor - \$10,000
Silver Sponsor - \$5,000
Contributing Sponsor - \$2,500
Supporter Sponsor - \$1,500
Friend of Build Business - \$600

YES, we would like to sponsor these Exclusive 2010 Build Business Opportunities*:

- General Sessions - Keynote (1 Available): \$15,000
Conference Session CD: \$2,500 duplication or \$10,000 production
Conference Signage: \$10,000
Conference Notebook: \$10,000
Hotel Key Imprint: \$10,000
Massage Station: \$10,000
Registration Tote Bags: \$8,000
Internet Cafe: \$5,000
Welcome or Closing Reception: \$5,000
Build Business Social Night: \$5,000
Name Badges: \$5,000
Water Bottles: \$5,000
Lanyards: \$4,000
Awards/Annual Meeting Breakfast: \$3,500
Lunch (2 available): \$3,500
Continental Breakfast: \$2,500
Pocket Schedule: \$2,500
Coffee/Soda/Ice Cream Break (4 available): \$1,000
CPSM Lounge: \$1,000 co-sponsorship

YES, we would like to sponsor the 2010 SMPS Marketing Communications Awards

(Packages - Please Circle: Platinum \$10,000, Silver \$4,000, Contributing MCA \$1,600, or Supporters of MCA \$600). Opportunities* include: Judging Day Sponsorship • Awards Gala Sponsorship • Awards Gala Wine • Awards Gala Centerpieces • Awards Gala Dessert Reception • Award Category Sponsor • Crystal Awards

See reverse for details and complete payment information.

2010 Build Business Sponsorship – Sign up by 1/31/2010 and save 10%!

Friend of Build Business – \$600: Company logo included in pre-show mailings and e-mails; on at-show signs, slide shows, notebook, and show guide CD; and in post-show promotions*.

Supporter Sponsor – \$1,500: Company logo included in pre-show mailings and e-mails; on at-show signs, slide shows, notebook, and show guide CD; and in post-show promotions*. Includes pre/post-show mailing lists.

Contributing Sponsor – \$2,500:

All Supporter sponsor benefits plus:

One complimentary registration
One invitation to VIP reception
One ticket to Awards Gala & Social Event
One 10'x10' display space with 6' draped table
Pre- and post-show mailing lists

Silver Sponsor – \$5,000:

All Supporter sponsor benefits plus:

Two complimentary registrations
Two invitations to VIP reception
Two tickets to Awards Gala & Social Event
One 10'x10' display space with 6' draped table
Pre- and post-show mailing lists

Gold Sponsor – \$10,000:

All Supporter sponsor benefits plus:

Three complimentary registrations
Three invitations to VIP reception
Three tickets to Awards Gala & Social Event
One 10'x10' display space with 6' draped table
Pre- and post-show mailing lists
Sponsor ad on program CD & show guide
Half page, 4/color ad in SMPS Marketer

Platinum Sponsor – \$15,000:

All Supporter sponsor benefits plus:

Four complimentary registrations
Four invitations to VIP reception
Four tickets to Awards Gala & Social Event
Two 10'x10' display spaces with 6' draped table
Pre- and post-show mailing lists
Sponsor ad on program CD & show guide
Full page, 4/color ad in SMPS Marketer

***Dependant on receiving logo by SMPS production deadlines.**

Sponsorship Payment Schedule and Terms: 50% deposit payable within 30 days of agreement and final balance due by March 31, 2010; or full payment within 30 days if agreement is signed after February 1, 2010. **Cancellation policy:** In the event of cancellation prior to June 1, sponsor will forfeit 50% of the full sponsorship amount. After June 1, sponsor will be charged entire sponsorship amount upon cancellation. If the full sponsorship payment has not been received by June 15, SMPS reserves the right to cancel exhibit space and sponsorship agreement, and sponsor will forfeit the full amount of any previous deposit. **For sponsored items ordered by SMPS, sponsor may be required to cover and be invoiced for the cost of production, in addition to sponsorship amount. SMPS will work with sponsor on deadlines, artwork, proofs, and delivery.**

Signature: _____ Date: _____

Payment Information:

Total sponsorship amount \$ _____ Less 10% Discount \$ _____

Please Invoice Us for the Total Amount: \$ _____

Check #: _____

Credit Card Visa MasterCard Amex

Credit Card #: _____ Exp. Date: _____

Name on card: _____ V-Code: _____

Signature: _____ Date: _____

(Signature required for ALL payments)

Although payments to SMPS are not tax deductible as charitable contributions for federal income tax purposes, they may be deductible as ordinary and necessary business expenses under other provisions of the Internal Revenue Code.

Fax or mail this form to:

Society for Marketing Professional Services
44 Canal Center Plaza, Suite 444
Alexandria, VA 22314

Fax: 703.549.2498

Attn: Christine Chirichella, SMPS Marketing
Phone: 800.292.7677, x. 227

SMPS Tax ID#: _____

Company Logo and Description Instructions: (REQUIRED)

- High resolution 300 dpi graphic file in .eps vector format of your company logo to christine@smps.org
- 50-word company description to christine@smps.org
- Due ASAP to be included in all promotions
E-mail: christine@smps.org with questions.