



SPONSORSHIP OPPORTUNITIES
OCTOBER 11-13, 2011 | DALLAS, TX

PREMIUM SPONSORSHIPS

PLATINUM SPONSORSHIP – LIMITED TO 3 Customized to meet client needs. Includes best exclusive branding, lead generation and speaking opportunities! **Call for details.**

GOLD SPONSORSHIP – LIMITED TO 5

- Sponsored Aisle Sign
- Insert in conference tote bag
- Inclusion in an ICMI/CCDEMO pre-show email blast (with link and 35 word blurb)
- 1-time use of post-show Direct Mail list
- Speaking slot in Conference's vendor track
- Includes 45-minute presentation slot, designated room, basic AV, promotion in Show Directory, promotion on signs, contact information for all session attendees, \$100 American Express gift certificate for end of session drawing
- 2 free All-CCDemoss conference registrations (for employees or to give to customers, partners, etc.)
- Discount coupons for CCDEMO conference - to give to customers, partners, etc. - compliments of your organization
- Passport to Prizes Inclusion
- Company Name and Logo promoting Gold Sponsor status in all CCDEMO 2011 promotional materials and on CCDEMO 2011 website
- Enhanced listing in Show Directory
- Full page ad in the Show Directory (call-to-action recommended)
- Logo on "Sponsors" sign in registration area, and on full page ad in Show Directory
- 5% discount on any additional sponsorships at CCDEMO 2011

Total Value..... \$25,000+

Total Investment..... \$19,125

STERLING SPONSOR - LIMITED TO 5

- Inclusion in an ICMI/CCDEMO pre-show email blast (with link and 35 word blurb)
- Insert in conference tote bag
- 1-time use of post-show Direct Mail list
- Passport to Prizes Inclusion
- Full page ad in the Show Directory (call-to-action recommended)
- Logo on "Sponsors" sign in registration area, and on full page ad in Show Directory
- Recognition as Sterling Sponsor status in CCDEMO 2011 promotional materials and on CCDEMO 2011 website
- Enhanced listing in Show Directory

- Discount coupons for CCDEMO conference - to give to customers, partners, etc. - compliments of your organization
- 5% discount on any additional promotions at CCDEMO 2011

Total Value..... \$10,500+

Total Investment..... \$7,500

EXCLUSIVE SPONSORSHIPS

TUESDAY COCKTAIL RECEPTION

SPONSORSHIP.....\$22,500+

You'll be a big winner with attendees when you sponsor the primary networking reception at CCDEMO! We'll help you create a theme that will keep conference delegates, speakers and exhibitors talking about your company long after the event. Pricing includes basic theme and food and beverage, but customizable opportunities abound to help achieve your corporate goals.

WIRELESS LOUNGE

SPONSORSHIP.....\$7,000

The Wireless Lounge is a special area that allows participants to get connected while attending the show. Visitors use this area to check their email and search the Internet. As a sponsor of the Wireless Lounge, your logo will be prominently displayed on all Wireless Lounge signage, and in the Show Directory. A great way to stay in the minds of attendees – and they'll thank you for the service!

CONFERENCE TOTE BAG

SPONSORSHIP.....\$6,500

(INCLUDES PRODUCTION COSTS OF BAG AND ONE TOTE BAG INSERT)

Get the attention of conference attendees from the moment they register. Your logo will appear prominently on the conference tote bags, distributed to all conference attendees. Not only will you generate awareness throughout the event, but your value will continue when delegates return home and re-use their bags – on the beach, on the subway – you never know! (estimated insert quantity required = 600)

LANYARD

SPONSORSHIP.....\$5,500

(INCLUDES PRODUCTION COSTS)

No one can miss your presence when your corporate identity literally circles every neck at the show! Each attendee, speaker and exhibitor will receive a lanyard with their badge at registration. Badges are required for admission at all conference events, so your awareness is a constant throughout the show. A great attention-getter!

TWITTER

SPONSORSHIP.....\$5,000

(PLUS GIVEAWAYS)

Put your company's name in front of CCDEMO attendees and followers by sponsoring the CCDEMO 2011 Twitter page and on-site presence. Includes pre-event promotion, as well as on-site branding of designated "tweet-up" area, and predetermined tweets during the event.

EXHIBIT HALL BAG

SPONSORSHIP\$4,500
(INCLUDES PRODUCTION COSTS)

Your logo will be seen throughout the show when you sponsor these plastic bags available to all exhibit hall attendees. A great awareness builder!

ICE CREAM CART

SPONSORSHIP\$2,000

Be "cool" by sponsoring ice cream carts on the show floor after Tuesday's lunch! Your corporate logo will appear prominently on the cart signage, leaving attendees no question whom to thank for the sugar boost! (a minimum of 500 ice creams will be distributed from the carts.)

LEAD GENERATION SPONSORSHIPS

LEAD GENERATION PACKAGE – LIMITED TO 7

- Passport to Prizes Inclusion
- Inclusion in an ICMI/CCDEMO pre-show email blast (with link and 35 word blurb)
- Post-show email blast
- Full page ad in the Show Directory (call-to-action recommended)

Total Value..... \$8,000

Total Investment..... \$5,000

MASSAGE STATION

SPONSORSHIP\$10,000

A great way to quickly generate exposure, goodwill – and LEADS! A massage area will be set up in the demo hall with two therapists available to provide complimentary massages to attendees – courtesy of your company! Sponsorship includes identifying signage with the sponsor’s logo and pedestal number, promotion in the Show Directory, and one staff person with lead retrieval device to scan attendee badges prior to their massage. The sponsor may also provide a backdrop and/or additional signage in the area (approx. 10’x10’) and/or shirts for the massage therapists. You’ll exponentially increase the value of your participation, and attendees will remember you well when they receive a mini-vacation from the show.

LCD TV

GIVEAWAY\$7,000

Get exceptional visibility AND massive lead generation with this high-profile sponsorship! Your company sponsors an LCD TV giveaway. In addition to a mention in the Show Directory and signage throughout the event, a flat panel TV in the registration area runs with a sponsor-supplied commercial loop to encourage traffic to your booth. Attendees are instructed to stop by your booth to pick up their entry ticket. Sponsorship includes scanner to capture the leads.

“PASSPORT TO PRIZES”

INCLUSION.....\$1800 + GIVEAWAY

A great way to drive traffic to your booth! Your participation in the Passport to Prizes program will generate hundreds of opportunities to get your message across to attendees.

Here's how it works: Attendees will receive the "passport" when they register. After having their card stamped by all participating exhibitors, they return the card to be eligible for a large number of great prizes.

- Requires donation of a \$100 minimum value generic prize or \$200 value company product
- Your logo, booth number and the prize you are giving are listed on the passport
- Your logo, booth number and prize will appear in the Show Directory

LIMITED SPONSORSHIPS

First-come, first-served opportunities for great branding and lead generation—get them **while they last!**

SHOW PROMOTION EMAIL

SPONSORSHIP.....\$4,500

OR FREE WHEN YOU PROVIDE YOUR LIST OF CONTACTS OF AT LEAST 5,000 NAMES

Past, present, and future attendees receive email announcements promoting CCDEMO 2011. Be seen as a leader from the very start by sponsoring one of these pre-show communications. **Includes 35 words and link.**

SIGNAGE IN MAIN

FOYER/REGISTRATION.....\$3,500

Make your presence known! With your company banner, 8'x4' hung and prominently displayed in the main registration area, attendees will identify you as an industry leader before they even set foot in the hall. **Banner must be vendor-supplied.**

LOGO ON AISLE

SIGN.....\$3,000

Your company logo will appear prominently on one of the large signs that hang overhead in each aisle of the hall. Buy your aisle and you get more than awareness—you make it easy for attendees to find you!

FLYER INSERT IN CONFERENCE TOTE BAG.....\$1,500/PREMIUM \$2,000

Deliver your message directly to every conference delegate by including an insert into the conference tote bag. **Client provides insert.**

HOTEL ROOM DROP.....\$4 PER ROOM

Want to reach attendees away from the bustle of the show floor, when they can really focus on your message? You can drop a brochure, logo-imprinted giveaway, or special gift (with your logo and message, of course). You supply the item –we make sure it's delivered to all rooms registered to the show room block.

SHOW DIRECTORY ADVERTISING

Bring yourself to attendees' attention by advertising in the Show Directory. Distributed to all conference and expo attendees, speakers, exhibitors and press on-site, the show directory is an essential and constant resource for attendees throughout the show. What better place to communicate your email directly to qualified buyers – and drive traffic to your booth?

Outside Back Cover Of Show Directory.....\$3,000

Inside Back Cover Of Show Directory.....\$2,000

Inside Front Cover Of Show Directory.....\$2,500
Full-Page Ad.....\$1,000