

## 2010 Loyalty, Incentive & Reward Expo

360° Voice of the Customer

### Sponsorship Opportunities

By using and sharing a series of quantitative and qualitative surveys administered to show attendees, speakers and partners, Loyalty Expo is a forum to openly discuss today's challenges and their solutions by bringing together the best-in-class speakers and partners.

Partnering with Loyalty Expo will give you access to Loyalty Expo member insights. Plus, you will be able to evaluate their insights and address the findings directly with the members via our interactive website prior to the event. This process allows you to build your conference strategy knowing exactly what your customer needs.

### 2010 Sponsorship Opportunities

Each Sponsor receives the following:

- Insertion in attendee bags (developed and delivered by sponsor)
- Sponsor ribbons for each company attendee
- Company exposure and promotion of sponsorship in Loyalty Expo marketing materials: conference manual, website, email marketing and direct mail pieces
- Full list of attendees prior to the event
- Access to compiled attendee survey responses
- 25% discount on registration for associates and clients

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#### Sunday Golf Scramble Sponsorship

Package includes:

- 10 x 10 exhibit space
- 3 free registrations for associates
- 3 free registrations for clients
- Signage on course, logo on golf balls, and in applicable marketing materials
- Post tournament golf gathering
- Logo and company information on the Loyalty Expo web site

# Sponsorship Opportunities (continued)

## Sunday Welcome Reception Sponsorship (three hours)

Package includes:

- 1 pre conference Loyalty Expo marketed webinar
- 10 x 20 exhibit space
- 5 Free registrations for associates
- 5 Free registrations for clients
- Introduction and signage during event, logo on napkins, distribution of materials
- Door drop on Sunday
- Logo, company information, whitepapers and blog participation on the Loyalty Expo web site
- Membership in sponsor advisory committee

## Sunday Custom After Hours Party

Package includes:

- Custom after hours party
- Full page ad in manual
- Door drop on Sunday
- Logo, company information, whitepapers and blog participation on the Loyalty Expo web site

## Monday Continental Breakfast Sponsorship

Package includes:

- Ability to run promotion video during breakfast hours
- 10 x 10 exhibit space
- 3 free registrations for associates
- 5 free registrations for clients
- Signage during breakfast and introduction
- Logo and company information on the Loyalty Expo web site
- Membership in sponsor advisory committee

## Monday Lunch Sponsorship

Package includes:

- Ability to run promotion video during lunch hours
- 10 x 10 exhibit space
- 3 Free registrations for associates
- 5 Free registrations for clients
- Signage during lunch and introduction
- Door drop on Sunday
- Logo, company information, whitepapers and blog participation on the Loyalty Expo web site
- Membership in sponsor advisory committee

# Sponsorship Opportunities (continued)

## Monday Cocktail Party Sponsorship (two hours)

Package includes:

- 10 x 10 exhibit space
- 5 Free registrations for associates
- 5 Free registrations for clients
- Introduction and signage during event, logo on napkins
- Door drop on Monday
- Logo, company information, whitepapers and blog participation on the Loyalty Expo web site
- Membership in sponsor advisory committee

## Monday Custom After Hours Party

Package includes:

- Custom after hours party
- Full page ad in manual
- Door drop on Sunday
- Logo, company information, whitepapers and blog participation on the Loyalty Expo web site

## Tuesday Continental Breakfast Sponsorship

Package includes:

- Ability to run promotion video during breakfast hours
- 10 x 10 exhibit space
- 3 free registrations for associates
- 5 free registrations for clients
- Signage during breakfast and introduction
- Logo and company information on the Loyalty Expo web site
- Membership in sponsor advisory committee

## Tuesday Lunch Sponsorship

Package includes:

- Ability to run promotion video during lunch hours
- 10 x 10 exhibit space
- 3 free registrations for associates
- 5 free registrations for clients
- Signage during lunch and introduction
- Door drop on Monday
- Logo and company information on the Loyalty Expo web site
- Membership in sponsor advisory committee

# Sponsorship Opportunities (continued)

## Registration Sponsor

Package includes:

- 10 x 10 exhibit space
- 3 Free registrations for associates
- 5 Free registrations for clients
- Signage at registration and on room keys
- Logo, company information, whitepapers and blog participation on the Loyalty Expo web site
- Membership in sponsor advisory committee

## Room Key Sponsor

Package includes:

- 10 x 10 exhibit space
- 3 Free registrations for associates
- 5 Free registrations for clients
- Logo on room key
- Logo, company information, whitepapers and blog participation on the Loyalty Expo web site
- Membership in sponsor advisory committee

## Tote Bag Sponsor

Package includes:

- 10 x 10 exhibit space
- 3 Free registrations for associates
- 5 Free registrations for clients
- Logo on tote bags
- Logo, company information, whitepapers and blog participation on the Loyalty Expo web site
- Membership in sponsor advisory committee

## Conference Manual Sponsorship

Package includes:

- 10 x 10 exhibit space
- 3 free registrations for associates
- 5 free registrations for clients
- Logo on cover and throughout manual
- Logo and company information on the Loyalty Expo web site

## Pocket Agenda Sponsorship

Package includes:

- 10 x 10 exhibit space
- 3 free registrations for associates
- 5 free registrations for clients
- Logo promoting sponsorship on 4-color pocket agenda distributed to all attendees
- Logo and company information on the Loyalty Expo web site

### **Badge and Lanyard Sponsorship**

Package includes:

- 10 x 10 exhibit space
- 3 free registrations for associates
- 5 free registrations for clients
- Logo imprint on lanyards
- Logo and company information on the Loyalty Expo web site

## **Sponsorship Opportunities (continued)**

### **Bottle Water Sponsorship**

Package Includes:

- 10 x 10 exhibit space
- 3 free registrations for associates
- 5 free registrations for clients
- Water bottle for each attendee branded with company logo
- Sponsoring company receives recognition at water stations throughout the conference
- Logo and company information on the Loyalty Expo web site

### **Jotter and Pen Sponsorship**

Package includes:

- 10 x 10 exhibit space
- 2 free registrations for associates
- 5 free registrations for clients
- Logo on jotter and pen set distributed in attendee bag
- Logo and company information on the Loyalty Expo web site

### **Door Drop Sponsorship**

Package includes:

- 10 x 10 exhibit space
- 2 free registrations for associates
- 5 free registrations for clients
- Logo and company information on the Loyalty Expo web site
- ½ page ad in Conference Manual

### **Break Sponsorship**

Package includes:

- 10 x 10 exhibit space
- 2 free registrations for associates
- 5 free registrations for clients
- Signage and introduction
- Logo and company information on the Loyalty Expo web site

## Exhibitor Opportunities

### Exhibitor

Packages Include:

- 10 x 10 exhibit space
- 2 free registrations for associates, additional registrations at 25% discount
- 2 free registrations for clients
- Signage on the Loyalty Expo web site, in conference manual and applicable marketing materials
- 50% discount on attendee bag insertions (developed and delivered by sponsor)
- Full list of attendees prior to the event
- Exhibitor ribbons

## Workshop Sponsorship

### Workshop

Packages Include:

- 10 x 10 exhibit space
- Pre-conference webinar to introduce Workshop
- 2 free registrations for associates, additional registrations at 25% discount
- 5 free registrations for clients
- Signage on the Loyalty Expo web site, in conference manual and applicable marketing materials
- 50% discount on attendee bag insertions (developed and delivered by sponsor)
- Full list of attendees prior to the event
- Special Workshop ribbons
- Website presence and description of workshop

## Advertising Opportunities

### Conference Manual Advertising (Full page)

Package includes:

- Full page ad in conference manual
- 25% discount on associate registrations

### Conference Manual Advertising (1/2 page)

Package includes:

- ½ page ad in conference manual
- 25% discount on associate registrations

### Insertion in Attendee Bags

Package includes:

- Insertion into attendee bags (sponsor is responsible for creating, printing and shipping inserts)
- One free registration and 25% discount on additional registrations

## Sponsor Contact Information:

To Sponsor, please contact either:

**Mark Johnson**

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