

## 2011 Loyalty, Incentive & Reward Expo

360° VOICE OF THE CUSTOMER

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.

## 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
  - 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**

# LOYALTY EXP<sup>TM</sup>

*analyze, reward, understand & retain*

March 20 - 22, 2011 • ORLANDO, FL

## SOCIAL EVENT SPONSORSHIP

### SUNDAY

#### **GOLF SCRAMBLE** \_\_\_\_\_ **\$12,500**

- 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 website

#### **WELCOME RECEPTION** \_\_\_\_\_ **\$40,000**

- 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 website
- Membership in sponsor advisory committee

#### **CUSTOM AFTER-HOURS PARTY** \_\_\_\_\_ **\$10,000+**

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

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## MONDAY

### **BREAKFAST\_\_\_\_\_ \$20,000**

- 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 website
- Membership in sponsor advisory committee

### **LUNCH\_\_\_\_\_ \$20,000**

- 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 website
- Membership in sponsor advisory committee

### **COCKTAIL PARTY\_\_\_ \$30,000**

- 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 website
- Membership in sponsor advisory committee

### **CUSTOM AFTER-HOURS PARTY\_\_\_\_\_ \$10,000+**

- Full page ad in conference manual
- Door drop on Sunday
- Logo, company information, whitepapers and blog participation on the Loyalty Expo website

## TUESDAY

### **BREAKFAST\_\_\_\_\_ \$15,000**

- 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 website
- Membership in sponsor advisory committee

### **LUNCH\_\_\_\_\_ \$15,000**

- 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 website
- Membership in sponsor advisory committee

## CONFERENCE MATERIAL SPONSORSHIPS

### **REGISTRATION SPONSOR** \_\_\_\_\_ **\$20,000**

- 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 website
- Membership in sponsor advisory committee

### **ROOM KEY** \_\_\_\_\_ **\$12,500**

- 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 website
- Membership in sponsor advisory committee

### **TOTE BAG** \_\_\_\_\_ **\$20,000**

- 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 website
- Membership in sponsor advisory committee

### **CONFERENCE MANUAL** \_\_\_\_\_ **\$15,000**

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

### **POCKET AGENDA** \_\_\_\_\_ **\$15,000**

- 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 website

## CONFERENCE MATERIAL SPONSORSHIPS

### **BADGE & LANYARD** \_\_\_\_\_ **\$15,000**

- 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 website
- Membership in sponsor advisory committee

### **WATER BOTTLE** \_\_\_\_\_ **\$15,000**

- 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 website

### **JOTTER & PEN** \_\_\_\_\_ **\$10,500**

- 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 website

### **DOOR DROP (5 available)** \_\_\_\_\_ **\$10,000 each**

- 10 x 10 exhibit space
- 2 free registrations for associates
- 5 free registrations for clients
- Logo and company information on the Loyalty Expo website
- 1/2 page ad in conference manual

### **BREAK SPONSOR (3 available)** \_\_\_\_\_ **\$10,000 each**

- 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 website

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## EXHIBITOR OPPORTUNITIES

### **EXHIBITOR** \_\_\_\_\_ **\$5,000**

- 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 website, 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 (9 available)** \_\_\_\_\_ **\$10,000** each

- 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 website, 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

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## ADVERTISING OPPORTUNITIES

### **CONFERENCE MANUAL AD (full page)\_\_\_\_\_ \$2,500**

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

### **CONFERENCE MANUAL AD (1/2 page)\_\_\_\_\_ \$1,500**

- 1/2 page ad in conference manual
- 25% discount on associate registrations

### **INSERTION IN ATTENDEE BAGS\_\_\_\_\_ \$2,500**

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

## FOR MORE INFORMATION OR TO BECOME A SPONSOR, CONTACT:

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