

SPONSORSHIP LEVELS

Businesses - from both within and outside of the design industry - have an expanded array of options to support METROCON08, gaining valuable exposure with its targeted audience. For further information about any of these sponsorship opportunities, please contact:

Sebastian Sheetz | IFMA Industry
 METROCON08 Sponsorship Committee Chair
 214.952.4395 | sheetzs@paoli.com

Attention current IFMA DFW Chapter Sponsors, IIDA TX/OK Chapter Sponsors, and ASID TX Industry Partners - Please note that METROCON sponsorships are optional and completely independent of your yearly sponsorships for the individual professional organizations.



Who We Are

METROCON is a ground-breaking collaboration: a regional expo and conference organized through an innovative volunteer alliance between the **Texas / Oklahoma Chapter of IIDA** [International Interior Design Association], the **Dallas / Fort Worth Chapter of IFMA** [International Facility Management Association], and the **Texas Chapter of ASID** [American Society of Interior Designers]. In a concentrated effort to strengthen the design and facility management communities, the three organizations have joined forces and pooled resources to offer the best in exhibitors, continuing education, and speakers.

METROCON08 will take place, **Thursday, August 14 & Friday, August 15, 2008 at Dallas Market Hall** [2200 Stemmons Freeway, Dallas, Texas]. This premiere two-day event focuses on introducing the latest in products and innovative ideas to the Southwest region's community of interior designers, facility managers, architects, design students and other industry members. Any income from the event goes back to the chapters to fund special educational and recognition programs, as well as scholarships and charities earmarked by the individual organizations.

METROCON08 promises sustained exponential growth in vendor participation and continuing education, as well as an overall improved attendee experience. All conference information, as well as exhibitor, tradeshow, continuing education, and special event registration, will be available through METROCON's official website: www.metrocon.info.

Year	1	2	3	4	5
Event	METROCON03	METROCON04	METROCON05	METROCON06	METROCON07
Sponsoring organizations	IIDA TX/OK IFMA DFW	IIDA TX/OK IFMA DFW	IIDA TX/OK IFMA DFW ASID TX	IIDA TX/OK IFMA DFW ASID TX	IIDA TX/OK IFMA DFW ASID TX
Regular attendees	n/a	700+	1,450+	1,550+	1,800+
Exhibitor attendees	n/a	427	1,047	1,100+	1,200+
Exhibitors	140	n/a	246	225	228
Exhibitor booths 100sf	n/a	n/a	330	350	400
Total attendance	500+	1,120+	2,500+	2,650+	3,000+

Please note that every METROCON Sponsor will get...

- the attendee mailing list (excluding email addresses) at the conclusion of event
- recognition in the METROCON08 program
- recognition on the Sponsor page of the official METROCON website, www.metrocon.info, from the initiation of sponsorship through February 2009
- recognition on show signage

TITLE SPONSORSHIP [\$10,000]

The METROCON title sponsorship affords both sweeping brand exposure over several months and one-on-one contact during the two-day event. *This sponsorship can be shared by a maximum of two named entities.*

- logo graphic and hyperlink on all static pages of the official METROCON website, www.metrocon.info, from the initiation of sponsorship through February 2009
- inclusion in all national, regional and local press releases regarding the event (distribution includes over 20 media outlets, including industry monthlies, economic weeklies, news dailies, regional television, and global internet outlets)
- distribution of any collateral / special offers at event through registration packets (minimum of 2000 pieces required)
- up to six (6) complimentary 10'x10' booths (to be outfitted by sponsor) in a prominent location during the two-day expo

WEBSITE SPONSORSHIP [\$5,000]

After last year's major overhaul, METROCON's website will go through an expanded functional upgrade for 2008. All exhibitor and attendee pre-registration will be funneled through the site, and all press materials direct interested parties to the website for further information; therefore, traffic will be heavy and exposure constant.

- logo graphic and hyperlink on all static pages of the official METROCON website, www.metrocon.info, from the initiation of sponsorship through February 2009
- inclusion in all national, regional and local press releases regarding the event (distribution includes over 20 media outlets, including industry monthlies, economic weeklies, news dailies, regional television, and global internet outlets)

KEYNOTE SPONSORSHIP [\$3,500]

Associate your company's name with the future of design, construction, and facility management: sustainability. On Fri, Aug 15 at 1:00pm, METROCON will welcome **Dr. Deb Bright**, founder of Bright Enterprises.

- recognition on various METROCON08 signage, with special attention to Keynote signage
- the option to provide additional promotional materials during the Keynote event (minimum of 500 pieces required)
- the option to introduce the speaker, Dr. Deb Bright, "Power of Positive Criticism."

SHUTTLE SPONSORSHIP [\$2,500 per day - 2 days available]

The growth of METROCON into a regional tradeshow necessitates overnight stays for out-of-town guests. To accommodate attendees, we are looking for a sponsor (or sponsors) to cover the expense of shuttle service from Dallas Market Hall to designated adjacent hotels.

- recognition at the shuttle bus stops via signage
- the option to provide small give-aways in all shuttles

SPONSORSHIP MENU CONTINUED

FIRST FLOOR CONTINUING EDUCATION CLASSROOM SPONSORSHIP [\$2,500 - 5 classrooms available]

Over 1,800 attendees will take at least one continuing education class during the two-day show. While attendees are absorbing new ideas, make sure that your offerings are included in those new ideas. An extra bonus: Grab them with your extra marketing display while they are grabbing some coffee or water outside the classrooms.

- recognition on CE classroom signage
- the option to provide additional signage to hang outside the designated CE classroom
- the option to set up a 15' long x 5' deep x 10' high vignette outside the designated CE classroom
- the option to provide additional promotional materials outside CE classroom

FIRST FLOOR CLASSROOM CEILING TILE SPONSORSHIP [In Kind]

Provide ceiling tiles in the Freeway Hall space roughly 50' X 120' of ceiling tiles. They will be responsible for installing and removing the tiles.

- recognition on the Attendee section of the web site that the classrooms will be much quieter
- recognition on all mass emails sent to attendees that the classrooms will be much quieter
- recognition on CE Classroom signage
- the option to provide additional promotional materials in CE classrooms

BEVERAGE NAPKIN SPONSORSHIP [\$2,500 - 1 available]

Provide napkins for the beverage areas.

- recognition on various METROCON08 signage, with special attention to Beverage signage
- the option to provide additional promotional materials in the Beverage area

LOUNGE FURNITURE SPONSORSHIP [\$2,000 - 2 available]

Provide furniture for one of two lounge area for casual conversation throughout the day and into happy hour. Each space is approximately 10'x20'. You could partner with a carpet company and make the space more inviting.

- recognition on various METROCON08 signage, with special attention to Lounge signage
- the option to provide additional promotional materials in the lounge area

FRIDAY LUNCH SPONSORSHIP [\$2,000 - 5 available]

Prior to Friday's Keynote event, METROCON will offer a free box lunch to all tradeshow attendees. Put smiles on attendees' faces, keep them on the tradeshow floor, and help them focus by curbing their hunger with some convenient cuisine.

- recognition on various METROCON08 signage, with special attention to Lunch signage
- the option to provide additional promotional materials and/or give-aways during Friday lunch

ENTERTAINMENT SPONSORSHIP [\$2,000]

Promote industry networking and encourage attendees to linger late into the evening by helping METROCON create a fun, festive atmosphere during the Thursday night Cocktail Party, which starts at 5pm. Be responsible for providing the entertainment for the culmination of METROCON's first tradeshow day. Music = Energy, Energy = Deals, and Deals = Sales. And we all want that.

- recognition on various METROCON08 signage, with special attention to Entertainment signage
- the option to provide additional promotional materials and/or give-aways during the cocktail party near the entertainment stage

TOTEBAG SPONSORSHIP [\$1,500 per day - 2 days available]

Who doesn't love a cool tote bag? Especially one that can be used for years to come. Let every attendee who walks through the door on a particular day get up close and personal with your brand by giving them a vehicle to carry it around and take it away with them.

- recognition on Tote Bag station signage
- a minimum of 1,000 number of bags (to be provided by sponsor)

ATTENDEE LANYARD SPONSORHIP [\$1,500]

Promote your company to all attendees with your name and/or logo around their neck. Give every attendee who walks through the door have a place to put their name along-side your name.

- recognition on Lanyard station signage
- a minimum of 2,500 lanyards (to be provided by sponsor)

VALET SPONSORSHIP [\$1,500 per day - 2 days available]

Despite an increase in parking spaces at Market Hall, valet parking is still a necessity. We are looking for sponsorship to cover the expense of valet parking for attendees.

- recognition via signage at the valet stand
- the option to provide small give-aways in cars via the valet parking attendants

THURSDAY NIGHT COCKTAIL PARTY SPONSORSHIP [\$1,500 - 3 available]

Who doesn't love a party? Associate your company's brand with positive vibes and lots of fun by sponsoring the energetic Thursday evening METROCON Cocktail Party, which starts at 5pm. The bar set-ups and food stations will be staggered among the tradeshow floor to encourage maximum attendee circulation.

- recognition on Cocktail Party signage
- the option to provide additional promotional materials and/or give-aways during the cocktail party near the beverage and food stations

UPSTAIRS CONTINUING EDUCATION CLASSROOM SPONSORSHIP [\$1,500 - 5 available]

Over 1,800 attendees will take at least one continuing education class during the two-day show. While attendees are absorbing new ideas, make sure that your offerings are included in those new ideas. An extra bonus: Grab them with your extra marketing display while they are grabbing some coffee or water outside the classrooms.

- recognition on CE classroom signage
- the option to provide additional signage to hang outside the designated CE classroom
- the option to set up a 10' long x 5' deep x 8' high vignette outside the designated CE classroom
- the option to provide additional promotional materials outside CE classroom

ATTENDEE CONTINENTAL BREAKFAST SPONSORSHIP [\$1200 - 4 available]

If your company has a limited marketing budget and is looking for the ultimate "bang for the buck," then this is your best sponsorship opportunity. The price covers both mornings of the tradeshow.

- recognition on Breakfast station signage
- the option to provide additional promotional materials during the breakfast

RECYCLED TRASH SPONSOR [\$1000]

If your company has an Environmental Policy and is looking for the ultimate “practice what you preach,” then this is your best sponsorship opportunity. Having Recycle Trash Receptacles on the tradeshow floor helps reduce the environmental impact of our show!

- provide 40 adhesive signs for the trash cans

COFFEE SPONSORSHIP [\$1000 - 7 available]

If your company has a limited marketing budget and is looking for the ultimate “bang for the buck,” then this is your best sponsorship opportunity. Having coffee stations in various locations around the tradeshow floor encourages attendee traffic and circulation. The price covers both mornings of the tradeshow.

- recognition on Coffee station signage
- the option to provide additional promotional materials during the morning coffee

GREEN ROOM SPONSORSHIP [\$500]

Continuing education and keynote speaker, as well as members of the press and various VIPs from the organizations’ national leadership, stop by METROCON’s Green Room for information, refreshments, and a little R&R, so showcase your product and help stock the Green Room with drinks and snacks. *Sponsor must provide also system furniture at least 65” high with door, conference table, and chairs.*

- recognition on Green Room signage
- the option to provide additional promotional materials in and outside the Green Room

BOTTLED WATER SPONSORSHIP [\$500]

Provide 1000+ bottles of water and pay associated fees.

- recognition on Water Bottle signage
- the option to provide additional promotional materials in Water Bottle area

SPONSORSHIP NOTES

For further information about these sponsorship notes and to see a tradeshow map, please contact:

Sebastian Sheetz | IFMA Industry
METROCON08 Sponsorship Committee Chair
214.952.4395 | sheetzs@paoli.com



1. Payments for sponsorships may be made by credit card (Visa and MasterCard), check, or valid Purchase Order.
2. Two (2) or more companies may only share a sponsorship when a) all of the sponsoring companies are owned by one umbrella organization (not necessary named as a sponsor), b) one of the sponsoring companies owns the additional sponsoring companies, or c) one of the sponsoring companies is distributing dealer of the other sponsoring company(ies).
3. Only one single payment will be accepted for sponsorships. For example, if Companies A & B go in together for a \$2,500 sponsorship, one payment in the amount of \$2,500 will be accepted, but two payments in the amount of \$1,250 each will not be accepted.
4. Sponsorships will be filled on a first come, first serve basis.
5. Sponsorships cannot be reserved. A sponsorship will not be considered valid until payment has been received (and cleared) in full. If, for some reason, a sponsor commits but does not fill its financial obligation within 30 days, then the sponsorship will be forfeited immediately, and the METROCON Committee will proceed to the next interested party on the waiting list.
6. To have a company logo used for both the program and signage, sponsors must provide METROCON with a color-version vector-based file (.eps, or .ai) in a timely manner from the time of request. If this requirement cannot be met, the sponsor's company name will simply be typeset. Email image files to METROCON08 PR & Marketing Committee Member, Christopher Goggin: christopher_goggin@gensler.com.
7. Sponsors have the option of purchasing booth space along with their sponsorship. **[NOTE: The only sponsorship level where booth space is included is the Title Sponsorship.]** Any company that purchases a sponsorship will be allowed to select their choice of "super premium" or "premium" booth space. Both the "super premium" and "premium" designated spaces carry an additional cost of \$200 and \$100 per booth (respectively) over and above the set booth pricing structure.

SPONSORSHIP FORM

Fax or hand-deliver this form to:

Pat Gallagher
METROCON08 Bookkeeper
ASID Texas Chapter Office
1444 Oak Lawn Ave #501 | Dallas, Texas 75207
214.748.1541 o | 214.651.9309 f | txasid@airmail.net

For further information about sponsorship opportunities,
please contact:

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(Please print or type)

Company Name: _____

If shared sponsorship, other Company Names: _____

How Sponsor listing should appear on the website, on signage, and in the event program (be specific):

Main Contact Name: _____

Address: _____

City / State / Zip: _____

Main Contact Phone: _____ Fax: _____

Main Contact Email: _____

Sponsorship Type: _____

Total Sponsorship Amount: _____ (to be charged to C.C.: Visa or MasterCard)

C.C. No. / Check No. / P.O. No.: _____

Exp. Date [MM/YY]: _____ Security No. [on back of credit card]: _____

Name on Credit Card: _____

Signature: _____

Note: All POs are due within 30 days of submission.