

## METROCON12 EXPO & CONFERENCE SPONSORSHIPS & BENEFITS

If you have questions about any of these sponsorships, please contact METROCON12 Sponsorship Liaison, Steve Patterson: [sponsor@metrocon.info](mailto:sponsor@metrocon.info).

### PRIMARY SPONSOR GUIDELINES

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1. Up to two (2) companies may share a sponsorship; however, 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.
2. All 2012 Sponsorship and Booth (optional) purchases must occur online via the links supplied by the METROCON Committee.
3. When purchasing Sponsorships or Booths online, METROCON12 Sponsors will have the option either to pay by credit card or to pay by check (i.e., choosing the "Pay By Invoice" option). If paying by credit card, a receipt will automatically be generated and emailed; if paying by check, an invoice will automatically be generated and emailed.
4. Any Sponsorships NOT PAID FOR IN FULL (if the check option was chosen) by March 1, 2012 will be forfeited and made available to another vendor. There will be no exceptions. Note: If the Sponsor also purchased booths, the exact booth locations will be forfeited, but the booths themselves will not be forfeited, and the Committee will subsequently have full control of booth placement.
5. Any Sponsor's Booths NOT PAID FOR IN FULL (if the check option is chosen) by May 1, 2012 will be forfeited and made available to another vendor. There will be no exceptions.
6. All Sponsors must also sign a Sponsorship Agreement Form specific to their particular sponsorship, which will also detail out booth selections (if applicable). These forms will not be available until the Sponsorship Soirée.

### UNIVERSAL SPONSOR BENEFITS

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#### Please note that every METROCON Sponsor will get...

- logo\* / listing on the sponsor recognition page of the METROCON website, [www.metrocon.info](http://www.metrocon.info) from initiation of sponsorship through January 2013
- logo\* / listing in the METROCON show Directory, which will be distributed on-site during the show
- recognition as a Sponsor in the footer of every official METROCON email mass communication after April 1, 2012 (if Sponsorship is purchased prior to March 30, 2012)
- the Attendee mailing list (with opt-in email addresses) at the conclusion of event

#### And if exhibiting...

- the opportunity to choose an exact booth location with the assistance of the Sponsorship Liaison
- the opportunity to move in on Tue, Aug 7, 2012, the day before official Exhibitor move-in
- recognition plaque / sticker to be displayed in conjunction with exhibit booth(s)

\*To have a company logo used for the website, on-site signage and program, sponsors must provide METROCON with the appropriate logo in color in two different forms – 1) raster-based (.jpg, .gif, .png) for digital use and 2) vector-based (.eps, or .ai) for printed / scalable use – in a timely manner from the time of request. Logos should be sent to [sponsor@metrocon.info](mailto:sponsor@metrocon.info). Sponsors are responsible for verifying the accuracy of their logo by Jun 1, 2012, for use in the METROCON Directory. If no logo is provided by Jun 1, 2012, the sponsor's company name will simply be typeset for all applications.

### **LANDMARK SPONSORSHIP | \$5,000 | 1 available**

- logo graphic and hyperlink on all static pages of the METROCON website, [www.metrocon.info](http://www.metrocon.info) from initiation of sponsorship through October 2012
- inclusion in all METROCON national, regional and local press releases regarding the event
- logo graphic on METROCON event gateway displayed throughout the show
- inclusion of a single information brochure to be provided to Attendees as part of their registration package (minimum 1,800 pieces)
- large banner (designed, paid for and installed by Metrocon) to be placed on the mezzanine wall near the CEU Help Desk banner
- logo near the footer of every official METROCON email mass communication
- twenty (20) event tickets (tradeshow access only) OR one (1) 10'x10' exhibit booth; the exhibit booth area may only represent the Landmark Sponsor's business entity and may not be sold, sub-leased or used by any entity other than the Landmark Sponsor; additional exhibit booth area may be purchased and combined with the granted exhibit booths

### **MEDIA SPONSORSHIP | IN KIND | 1 available**

- logo graphic and hyperlink on all static pages of the METROCON website, [www.metrocon.info](http://www.metrocon.info) from initiation of sponsorship through October 2012
- inclusion in all METROCON national, regional and local press releases regarding the event
- two (2) 10'x10' exhibit booths; the exhibit booth area may only represent the Media Sponsor's business entity and may not be sold, sub-leased or used by any entity other than the Media Sponsor; additional exhibit booth area may be purchased and combined with the granted exhibit booths
- logo graphic on METROCON event gateway displayed throughout the show
- inclusion of a single information brochure / magazine to be provided to Attendees as part of their registration package (minimum 1,800 pieces)
- on either or both show days, the opportunity to provide two (2) greeters to engage attendees in the main entry area of the METROCON trade show floor and personally distribute any of the following pieces: corporate brochures, promotional items (exclusive of tote bags), CD/DVD disks, shirts and caps; any item not specifically included above must be submitted in sample form to the METROCON12 Executive Committee for approval on or before June 1, 2012 as written approval is required

#### **Sponsor to provide:**

- full-page ad space in two (2) issues of Dallas-Fort Worth *Design Guide* and full-page ad space in two (2) issues of Austin-San Antonio *Design Guide*; METROCON to supply artwork following outlined specifications by deadline requested by Media Sponsor

### **ATTENDEE TOTE BAG SPONSORSHIP | \$1,500 + BAGS | 2 available (THU & FRI)**

- on the designated show day, the opportunity to provide two (2) greeters to engage attendees in the main entry area of the METROCON trade show floor and personally distribute tote bags; no hand-out other than the approved tote bag may be distributed by the greeters unless specifically approved by the METROCON12 Executive Committee in writing on or before June 1, 2012
- recognition on Tote Bag station signage placed in the area of distribution

#### **Sponsor to provide (in addition to payment):**

- a minimum of 1,000 tote bags with sponsor's logo, tag line, etc. for distribution and use by all METROCON attendees

### **CEU CLASSROOM CEILING TILE SPONSORSHIP | IN KIND | 1 available**

- one (1) 10'x10' exhibit booth located in the event's premium space allotment; the exhibit booth area may only represent the CEU Classroom Ceiling Tile Sponsor's business entity and may not be sold, sub-leased or used by any entity other than the CEU Classroom Ceiling Tile Sponsor; additional exhibit booth area may be purchased and combined with the granted exhibit booths
- recognition on downstairs CEU Classroom signage placed in downstairs CEU Classroom area

#### **Sponsor to provide:**

- appropriate amount of ceiling tile necessary to cover the ceiling area above the downstairs CEU Classrooms effectively for the purpose of optimizing the Speakers' and Attendees' comfort level

### **CEU CLASSROOM CEILING TILE INSTALLATION SPONSORSHIP | IN KIND | 1 available**

- one (1) 10'x10' exhibit booth located in the event's premium space allotment; the exhibit booth area may only represent the CEU Classroom Ceiling Tile Installation Sponsor's business entity and may not be sold, sub-leased or used by any entity other than the CEU Classroom Ceiling Tile Installation Sponsor; additional exhibit booth area may be purchased and combined with the granted exhibit booths
- recognition on downstairs CEU Classroom signage placed in downstairs CEU Classroom area

#### **Sponsor to provide:**

- proper installation of ceiling tile above the downstairs CEU Classrooms for the purpose of optimizing the Speakers' and Attendees' comfort level

### **BEVERAGE NAPKIN SPONSORSHIP | \$1,500 + NAPKINS | 1 available**

- recognition on Coffee / Water Station and Happy Hour signage placed in the areas of distribution

#### **Sponsor to provide (in addition to payment):**

- a minimum of 2,000 napkins with sponsor's logo, tag line, etc. for distribution and use by all METROCON attendees at all Coffee / Water Stations and during the Happy Hour

### **LANYARD SPONSORSHIP | \$1,000 + LANYARDS | 1 available**

- recognition on Lanyard distribution / reclamation signage at the trade show hall entry point

#### **Sponsor to provide (in addition to payment):**

- a minimum of 1,800 lanyards with sponsor's logo, tag line, etc. for distribution and use by all METROCON attendees

### **NOTEPAD SPONSORSHIP | \$1,000 + NOTEPADS | 1 available *[New for 2012!]***

- recognition on Notepad distribution signage at the trade show hall entry point

#### **Sponsor to provide (in addition to payment):**

- a minimum of 1,800 notepads with sponsor's logo, tag line, etc. for distribution and use by all METROCON attendees; additional option to provide accompanying writing utensils

### **DIRECTORY SPONSORSHIP | \$2,500 | 1 available**

- the opportunity to be the exclusive advertiser within the METROCON12 Directory with up to two full-page advertisements located on the inside front cover and/or on the back cover

#### **Sponsor to provide (in addition to payment):**

- digital artwork as per the publisher's specifications by June 1, 2012

## INDIVIDUAL SPONSOR BENEFITS – CONTINUED

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### **LOUNGE FURNITURE AREA SPONSORSHIP | \$2,000 + LOUNGE FURNITURE | 2 available**

- recognition on all Lounge Furniture Area signage specific to respective lounge area
- opportunity to set out marketing materials referencing provided furniture pieces

#### **Sponsor to provide (in addition to payment):**

- furniture for a 10'w X 20'd lounge area; the inclusion of floor covering is recommended

### **CONTINUING EDUCATION CLASSROOM SPONSORSHIP | \$2,000 | 6 available**

- recognition on specific CEU classroom signage

#### **Sponsor to provide (in addition to payment):**

- up to 800 brochures, which will be placed by METROCON volunteers on each seat in the assigned classroom prior to the beginning of each course
- (optional) opportunity to provide ninety (90) chairs for the classroom and/or set-up for one (1) 5'x8' exhibit area located immediately adjacent to the sponsored classroom; chairs may not exceed 22" X 22" and Sponsor is responsible for delivery and removal of the chairs at Market Hall; the exhibit area and / or chairs may only represent the CEU Classroom Sponsor's business entity and may not be sold, sub-leased or used by any entity other than the CEU Classroom Sponsor

### **HOTEL SHUTTLE SPONSORSHIP | IN KIND | 1 available**

- one (1) 10'x10' exhibit booth; the exhibit booth area may only represent the Hotel Shuttle Sponsor's business entity and may not be sold, sub-leased or used by any entity other than the Hotel Shuttle Sponsor; additional exhibit booth area may be purchased and combined with the granted exhibit booths

- recognition on all signage referencing the Hotel Shuttle service placed near shuttle pick-up areas

#### **Sponsor to provide:**

- effective hotel shuttle service between the METROCON event and designated hotels during the two-day show

### **SPECIALTY COCKTAIL SPONSORSHIP | \$1,500 | 1 available *[New for 2012!]***

- ability to work with METROCON Catering Chairperson and designated catering company on the creation of a specialty formulated and named cocktail to be served during the METROCON Thursday evening Happy Hour
- recognition on Happy Hour signage placed in the areas of beverage distribution
- the option to provide up to 500 specialty beverage vessels branded with Sponsor's logo, tagline, etc.; a sample or photo of the item to be provided to the METROCON12 Executive Committee for approval on or before June 1, 2012 as written approval is required
- the option to provide up to 500 marketing brochures, which will be placed near specialty cocktail distribution points during the METROCON Thursday evening Happy Hour

### **HAPPY HOUR FOOD & BEVERAGE SPONSORSHIP | \$1,500 | 7 available**

- recognition on METROCON Thursday evening Happy Hour signage placed in the areas of food and beverage distribution
- the option to provide additional promotional materials and/or give-aways during the METROCON Thursday evening Happy Hour near the beverage and food stations; a sample or photo of the item to be provided to the METROCON12 Executive Committee for approval on or before June 1, 2012 as written approval is required

## INDIVIDUAL SPONSOR BENEFITS – CONTINUED

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### **BOTTLED WATER SPONSORSHIP | \$500 + BOTTLED WATER | 1 available**

- recognition on signage referencing the Bottled Water service placed in the areas of distribution

#### **Sponsor to provide (in addition to payment):**

- a minimum of 1,500 bottles of water displaying the sponsor's logo, tag line, etc. for distribution at Coffee / Water Stations and use by all METROCON attendees; Sponsor will need to pay a corkage fee to catering company if requested; note that the bottled water service areas will be removed prior to the METROCON Thursday evening Happy Hour

### **COFFEE SPONSORSHIP | \$1,000 | 7 available**

- recognition on METROCON Coffee / Water Station signage placed in the areas of food and beverage distribution
- the option to provide additional promotional materials such as cups and cup sleeves during the coffee service; a sample or photo of the item to be provided to the METROCON12 Executive Committee for approval on or before June 1, 2012 as written approval is required

### **GREEN ZONE SPONSORSHIP | \$1,000 | 4 available**

- recognition on all signage referencing the Green Zone and placed in the actual Green Zone area

### **INFORMATION BOOTH SPONSORSHIP | \$1,000 | 1 available**

- recognition on all signage, including the primary banner, referencing the Information Booth and placed in the actual Information Booth area
- the option to provide up to six (6) counter-height stools for use by volunteers at the Information Booth

### **CEU HELP DESK SPONSORSHIP | \$1,000 | 1 available *[New for 2012!]***

- recognition on all signage, including the primary banner, referencing the CEU Help Desk and placed near the actual CEU Help Desk area
- the option to provide up to three (3) counter-height stools and/or an anti-fatigue mat(s) (minimum of 6 linear feet) for use by volunteers at the CEU Help Desk

### **RECYCLE TRASH SPONSORSHIP | \$1,000 | 1 available**

- placement of Sponsor's logo on two sides of twenty-five trash receptacles on major aisles and in Lounge areas, Coffee / Water Station areas and Happy Hour food and beverage distribution areas
- recognition on all signage referencing the Recycle Trash Sponsor and placed in the actual METROCON Recycle Trash areas