



THE BOTTOM LINE

August 24–27, 2011  
Chicago, IL

**2011 SMPS Build Business  
Sponsorship Agreement Form – Early Rate Version**  
**Save 10% by signing up by January 31, 2011!**  
**Sponsor both Build Business & MCA and save 20%!**

Company: \_\_\_\_\_ URL: \_\_\_\_\_

Authorizing Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Coordinator Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**YES, we would like to sponsor 2011 Build Business (See reverse for benefit details):**

- Platinum Sponsor – \$15,000+
- Gold Sponsor – \$10,000
- Silver Sponsor – \$5,000
- Contributing Sponsor – \$2,500
- Supporter Sponsor – \$1,500
- Friend of Build Business – \$600

**YES, we would also like to sponsor the 2011 SMPS Marketing Communications**

**Awards and save a total of 20%** (Packages – Please Circle: Platinum \$10,000, Silver \$4,000, Contributing MCA \$1,600, or Supporters of MCA \$600). Opportunities\* include: *Judging Day Sponsorship • Awards Gala Sponsorship • Awards Gala Wine • Awards Gala Centerpieces • Awards Gala Dessert Reception • Award Category Sponsor • Crystal Awards*

**Exclusive 2011 Build Business Opportunities\*:**

- General Session Keynote (1 Available): \$15,000
- Conference Session CD: \$2,500 duplication or \$10,000 production
- Conference Signage: \$10,000
- Conference Notebook: \$10,000
- Hotel Key Imprint: \$10,000
- Massage Station: \$10,000
- ShutterBooth: \$10,000
- Registration Tote Bags: \$10,000
- Internet Café: \$5,000
- Receptions (3 available): \$5,000
- Name Badges: \$5,000
- Water Bottles: \$5,000
- Lanyards: \$2,500
- Breakfast or Lunch (4 available): \$3,500
- Pocket Schedule: \$2,500
- Coffee/Soda/Ice Cream Break (4 available): \$1,000
- CPSM Lounge: \$1,000 co-sponsorship

**See reverse for details and complete payment information.**

# 2011 Build Business Sponsorship – Sign up by 1/31/2011 and save 10%!

**Friend of Build Business – \$600:** Company logo included in pre-show mailings and e-mails; on at-show signs, slide shows, and show guide CD; and in post-show promotions\*.

**Supporter Sponsor – \$1,500:** Company logo included in pre-show mailings and e-mails; on at-show signs, slide shows and show guide CD; and in post-show promotions\*. Includes pre- and post-show mailing list.

## Contributing Sponsor – \$2,500:

*All Supporter sponsor benefits plus:*

One complimentary registration  
One invitation to VIP reception  
One ticket to Awards Gala & Social Event  
One display space with 6' draped table  
Pre- and post-show mailing lists

## Silver Sponsor – \$5,000:

*All Supporter sponsor benefits plus:*

Two complimentary registrations  
Two invitations to VIP reception  
Two tickets to Awards Gala & Social Event  
One display space with 6' draped table  
Pre- and post-show mailing lists

## Gold Sponsor – \$10,000:

*All Supporter sponsor benefits plus:*

Three complimentary registrations  
Three invitations to VIP reception  
Three tickets to Awards Gala & Social Event  
One display space with 6' draped table  
Pre- and post-show mailing lists  
Sponsor ad on program CD & show guide  
Half page, 4/color ad in SMPS *Marketer*

## Platinum Sponsor – \$15,000:

*All Supporter sponsor benefits plus:*

Four complimentary registrations  
Four invitations to VIP reception  
Four tickets to Awards Gala & Social Event  
Two display spaces with 6' draped table  
Pre- and post-show mailing lists  
Sponsor ad on program CD & show guide  
Full page, 4/color ad in SMPS *Marketer*

**\*Dependant on receiving logo by SMPS production deadlines.**

**Sponsorship Payment Schedule and Terms:** 50% due within 30 days of agreement and final balance due by April 30, 2011. **Cancellation policy:** Cancellations received before April 30, 2011, will be completed refunded. Cancellations received between April 30 and July 1, 2011, are subject to 50% cancellation penalty. Cancellations after July 1, 2011: sponsor will be charged entire sponsorship amount. If sponsorship payments are not received in full by August 1, 2011, SMPS has the right to cancel exhibit space and sponsorship agreement. **\*For sponsored items ordered by SMPS, sponsor may be required to cover and be invoiced for the cost of production, in addition to sponsorship amount. SMPS will work with sponsor on deadlines, artwork, proofs, and delivery.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Payment Information:

Total sponsorship amount \$ \_\_\_\_\_ Less Discount \$ \_\_\_\_\_

Please Invoice Us for the Total Amount: \$ \_\_\_\_\_

Check #: \_\_\_\_\_

Credit Card  Visa  MasterCard  Amex

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on card: \_\_\_\_\_ V-Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*(Signature required for ALL payments)*

*Although payments to SMPS are not tax deductible as charitable contributions for federal income tax purposes, they may be deductible as ordinary and necessary business expenses under other provisions of the Internal Revenue Code.*

### Fax or mail this form to:

Society for Marketing Professional Services  
44 Canal Center Plaza, Suite 444  
Alexandria, VA 22314

### Fax: 703.549.2498

Attn: Christine Chirichella, SMPS Marketing  
Phone: 800.292.7677, x227

**SMPS Tax ID#:** \_\_\_\_\_

### Company Logo and Description Instructions: (REQUIRED)

- High resolution 300 dpi graphic file in .eps vector format of your company logo to [christine@smps.org](mailto:christine@smps.org)
- 50-word company description to [christine@smps.org](mailto:christine@smps.org)
- Due ASAP to be included in all promotions  
E-mail: [christine@smps.org](mailto:christine@smps.org) with questions.