

# hostingcon

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## MARKETING OPPORTUNITIES

### Premier Sponsorships

#### Platinum Sponsorship

\$15,000 (limited to 4)

##### Pre-and Post-Show Exposure

- Mailing list rental (1X)
- Four (4) Dedicated Emails (2 pre- and 2 post-show)
- Enhanced Exhibitor Listing on HostingCon.com

##### Opening Night Reception Sponsorship

- Logo Listings
- Site Signage
- One 6' draped table in the reception area for material distribution and networking

##### Advertising and Signage

- Hanging banner in a high-traffic location (sponsor responsible for providing materials to management specs)
- Listing on "sponsor wall"
- Two (2) 20 second interstitial video ads (files provided by sponsor) placed in rotation on the on-site HostingCon Information Network
- Premium position (based on first-come, first-served availability) full page ad in the printed Show Guide
- One bag insert in the conference attendee bag
- Listed as Platinum Sponsor on all HostingCon marketing materials (print ads, direct mail, etc) where space permits

##### HostingCon.com Exposure

- "Platinum Sponsor" badge
- Rotating logo in the Platinum Sponsor box

##### Complimentary Registrations

- 10 Full Conference Passes
- Up to 20 booth staff, Exhibits Plus Passes
- Unlimited Discounted Exhibits Plus registration codes for distribution to current/potential customers

#### Gold Sponsorship

\$8,000 (limited to 6)

##### Pre-and Post-Show Exposure

- Mailing list rental (1X)
- Three (3) Dedicated Emails (1 pre- and 2 post-show)
- Enhanced Exhibitor Listing on HostingCon.com

##### Advertising and Signage

- Listing on "sponsor wall"
- One (1) 20 second interstitial video ad (files provided by sponsor) placed in rotation on the on-site HostingCon Information Network
- One (1) full page ad in the printed Show Guide
- One (1) bag insert in the conference attendee bag
- Listed as Gold Sponsor on all HostingCon marketing materials (print ads, direct mail, etc) where space permits

##### HostingCon.com Exposure

- "Gold Sponsor" badge
- Rotating logo in the Gold Sponsor box

##### Complimentary Registrations

- 5 Full Conference Passes
- Up to 10 booth staff, Exhibits Plus Passes
- Unlimited Discounted Exhibits Plus registration codes for distribution to current/potential customers

#### Silver Sponsorship

\$4,000 (limited to 6)

##### Pre-and Post-Show Exposure

- Two (2) Dedicated Emails (1 pre- and 1 post-show)
- Enhanced Exhibitor Listing on HostingCon.com

##### Advertising and Signage

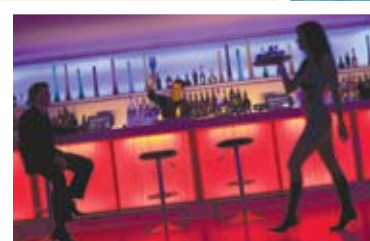
- Listing on "sponsor wall"
- One (1) half-page ad in the printed Show Guide
- One (1) bag insert in the conference attendee bag
- Listed as Silver Sponsor on all HostingCon marketing materials (print ads, direct mail, etc) where space permits

##### HostingCon.com Exposure

- "Silver Sponsor" badge
- Rotating Logo in the Silver Sponsor box

##### Complimentary Registrations

- 2 Full Conference Passes
- Up to 4 booth staff, Exhibits Plus Passes
- Unlimited Discounted Exhibits Plus registration codes for distribution to current/potential customers



AUGUST 10 – 12, 2009

WASHINGTON, DC

# Onsite Promotional Sponsorship Opportunities

## Luncheon Sponsorship – (1) Exclusive Sponsor, Per Day

Don't miss the opportunity to speak exclusively to the largest audience at the show! We will provide a stage where you can welcome attendees and do a short presentation about your company's products and services. You will receive onsite signage denoting your sponsorship of the Conference Luncheon. In addition, you will be listed as the sponsor of the Luncheon in the Show Guide and on the HostingCon website. As a sponsor you may distribute promotional items such as coasters, cups, napkins, or tabletop signs. Sponsors are responsible for providing their own promotional items pending HostingCon's approval.

**Investment is \$10,000 per sponsor**



## Conference Registration Bags – Exclusive Sponsorship

Take advantage of this great opportunity for valuable exposure at HostingCon. Put your company name/logo on the official conference registration bag—filled with all necessary registration materials that attendees will have on hand throughout the Show, and keep for years to come! As a sponsor you can place your company logo or other suitable advertisement on the bag along with the HostingCon logo. Bag production and shipping to show site are included.

**Investment is \$10,000**

## Networking Lounge in Exhibit Hall – Exclusive Sponsorship

This incredible sponsorship opportunity gives you the ability to network with your prospects and peers while on the show floor. To create the perfect networking atmosphere, HostingCon will provide up to \$5,000 food/beverages, tables and chairs, and wireless internet access for your guests, along with onsite signage promoting your company as the sponsor.

**Investment is \$10,000**

## Kickoff Networking Happy Hour – Exclusive Sponsorship

Don't miss the first networking event of HostingCon! Become a sponsor of the Kickoff Networking Happy Hour and associate yourself with some of the best and most memorable moments of HostingCon. Your company logo will appear on all drink tickets (2 per person) and on onsite signage, indicating your sponsorship of the Happy Hour, as well as in the Show Guide and on the HostingCon website. In addition, you will receive 100 additional drink tickets to hand out at the event, making you the life of the party! As a sponsor, you may distribute promotional items such as coasters, cups, napkins, or tabletop signs. Sponsors are responsible for providing their own promotional items pending HostingCon's approval.

**Investment is \$7,500**

## Water Bottles – Exclusive Sponsorship

One exhibitor will have the opportunity to quench the thirst of every attendee at HostingCon 2009. Your logo will be placed on a 26oz water bottle given out at registration, and placed in every attendee bag at the show. Also, your logo will be displayed on all water coolers throughout the Show naming your company as the sponsor. Take advantage of this exclusive opportunity! Production and shipping costs included.

**Investment is \$7,500**

## Lanyards – Exclusive Sponsorship

Do you want your company's logo to really stand out? Take advantage of this opportunity to put your company's name around the neck of every HostingCon attendee—for the entire show. Every attendee will receive this lanyard at registration. Lanyard production and shipping costs are included.

**Investment is \$6,400**

### **HostingCon T-Shirts – Exclusive Sponsorship**

Let the attendees be walking billboards for your brand! Sponsor the Official Show T-Shirt with your logo on the front and the HostingCon logo on the back. T-shirt production, shipping to show site and distribution via the show bag are included.

**Investment is \$6,000**

### **Closing Networking Reception Sponsorship – Limited to (4) Sponsors**

The exceptional event! Sponsor the ultimate networking and entertainment evening of HostingCon. Great food, drinks and music will guarantee great business deals in a relaxed atmosphere. Your company logo will appear on all drink tickets (2 per person) and on onsite signage, indicating your sponsorship of the Reception, as well as in the Show Guide and on the HostingCon website. In addition, you will receive 100 drink tickets to hand out at the event! As a sponsor, you may distribute promotional items such as coasters, cups, napkins, or tabletop signs. Sponsors are responsible for providing their own promotional items pending HostingCon's approval.

**Investment is \$5,000 per sponsor**

### **Hotel Room Key Card – Exclusive Sponsorship**

Take advantage of this unique opportunity to put your message directly into the hands of HostingCon attendees. Sponsor the hotel room keys for the HostingCon block at the Gaylord Hotel. Include your logo and marketing message along with the HostingCon logo on this standout promotional piece. Card production and shipping costs are included.

**Investment is \$4,000**



### **Show Notepads – Exclusive Sponsorship**

Every conference attendee will receive a notepad in their registration bag and in the classrooms. Put your logo on the front cover and attendees will see your company name throughout the Show and afterward at the office. Notebook production and shipping costs are included.

**Investment is \$3,500**



### **Espresso Coffee Station in Exhibit Hall - Exclusive Sponsorship**

Caffeinate your message and sponsor an Espresso Coffee Station in the Exhibit Hall! Your company logo and booth location will appear on signage so attendees can come to your booth to get a complimentary drink ticket! Sponsorship includes 200 complimentary Espresso tickets for the two-day event.

**Investment is \$3,500**

### **Show Pens – Exclusive Sponsorship**

Place your company name/logo on the pens given to all attendees in their registration bags and in the classrooms. Your pens will be distributed to all members of the press, speakers and conference attendees during the event. Pen production and shipping costs are included.

**Investment is \$3,000**

### **Email Newsletter Sponsorship – Exclusive Sponsorship**

Attendees will receive a monthly newsletter from HostingCon [April 2009 – September 2009] detailing the latest program and exhibit hall developments, along with a recap edition in September. You can be the exclusive sponsor of the newsletter series with banner ads displaying your marketing message and URL link in every edition.

**Investment is \$2,500**

### **\$100 Gift Card Giveaway from Exhibit Hall Main Stage – Exclusive Sponsorship**

Participate by sponsoring twelve (12) \$100 VISA Gift Card Giveaways to lucky attendees at the show! This powerful marketing and branding opportunity is sure to put your company at the top of everyone's mind. Your company will have the opportunity to select a lucky winner every hour that the trade show floor is open—your company name will be announced from the exhibit hall main stage each time a winner is drawn. And, you will be able to keep all of the business cards from those who enter to win each day. Your logo and sponsorship will also be listed in the Show Guide.

**Investment is \$2,500**

### **Freestanding Promotional Signage (7' X 3') – Limited Participation**

Drive traffic to your booth by sponsoring one or more of these free-standing billboards! These seven-foot signs will be strategically placed in high-traffic areas such as registration, the exhibit hall lobby and busy hallways throughout the event. Sponsor provides design file. Production and printing are included.

**Investment is \$1,750 per sign**

### **In-Room TV – Limited Participation**

Renting a house channel at Gaylord allows you to broadcast custom content to everyone in the HostingCon room block. Broadcast advertising spots, videos or PowerPoint presentations converted to video. A great opportunity to reach a targeted audience! Sponsor is responsible for production of advertisement pending HostingCon's approval.

**Investment price is \$1,500 first day; \$1,250 additional days**

### **Badge Holder Inserts – Exclusive Sponsorship**

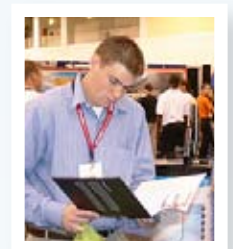
With this exclusive sponsorship your company name/logo will be seen by everyone at the show! You will be responsible for creating and printing the insert, per hostingCon's badge specs, and can design it to showcase your brand or drive traffic to your booth. Sponsor is responsible for production and shipping costs.

**Investment is \$1,500**

### **Aisle Signs – Exclusive Sponsor, Per Aisle**

Take advantage of this unique opportunity to reinforce your brand every time an attendee walks down your aisle in the exhibit hall. Only (1) sponsor logo per aisle sign—be the one and only exhibitor in your row to have your logo on the overhead aisle sign. First-come, first served. Sign production and printing included.

**Investment is \$1,000 per aisle sign**



### **Registration Bag Insert – Limited Sponsorship**

The Show registration bag is the perfect place to distribute your advertising material or product demo directly into hands of every attendee. Flyers, brochures, or CD/DVDs are acceptable insert items. If you wish to insert a different type of item, please contact us for approval. Item production and shipping costs are the Sponsor's responsibility.

**Investment is \$800 per insert**

### **Interstitial Advertisements on HostingCon Information Network – Limited Participation**

Get the attention of attendees with a 10-20 second flash advertisement on the informational screens available at the Show. Attendees will be viewing these screens to see which sessions and activities are coming up next. Sponsor will provide the flash file(s). Advertisements will be placed in rotation.

**Investment is \$500 per day**

**Not find the opportunity you're looking for? Contact us for creative ways to get your company the exposure it deserves. The possibilities are endless!**

# Pre- and Post-Promotional Sponsorship Opportunities

## Attendee Mailing List Rental – Limited Participation

You can contact 2009 show attendees to announce your participation in the event, set up meetings and promote your brand message. Your mailing will be sent to our database of attendees who have selected to receive sponsor and exhibitor related emails. All mailings must be approved by HostingCon and sent through a bonded third-party mailing house. Pre-show mailings must be mailed at least 3 weeks prior to the start of the show. Post-show mailings must be completed within 6 weeks of the end of the show. Sponsor is responsible for printing costs, mail house charges, and postage.

**Investment is \$1,200**

## Attendee Email Blast – Limited Participation

Send a targeted email to attendees of HostingCon before the show. Promote your presence at the event and encourage people to come visit your booth! HostingCon will send the email on your behalf to our database of attendees who have selected to receive sponsor and exhibitor related emails. Sponsor must provide content for the email, which will be sent by HostingCon on the sponsor's behalf.

**Investment is \$1,000**

## Exhibitor List Logo – Unlimited Participation

Catch the eye of attendees as they review who is exhibiting! Add your logo to your entry in the exhibitor list--both online at [hostingcon.com](http://hostingcon.com) and in the HostingCon Show Guide.

**Investment is \$250**

**For more information about HostingCon 2009, please visit [HostingCon.com](http://HostingCon.com)**



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2009

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9100 West Chester Towne Centre Rd. Suite 200 • West Chester, OH 45069 • Phone: 513-531-5600 • Fax: 513-531-5601

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