

**LEADSCON EAST 2010**  
**SPONSORSHIP / EXHIBIT OPPORTUNITIES**

LeadsCon EAST 2010 will provide a prime opportunity for YOUR company to network with key buyers, decision makers and industry professionals all looking for ways to expand their leads business.

Make sure they find YOU by participating in one of the many LeadsCon East opportunities. It doesn't matter whether your budget is large or small, LeadsCon East 2010 has something for everyone.

**IMPORTANT NOTES:**

- *9' x 10' Exhibit Booths are only available as part of Sponsorship Packages.*
- *Exhibit Only Packages are comprised on Table Top exhibits only*
- *Due to limited space in LeadsCon East, no space larger than 9' x 10' will be available*

**"Lead" Sponsor Package**

**(SOLD OUT)**

Get maximum exposure at the event through this premiere package that includes:

- One 9' x 10' Exhibit Booth in Exhibit Hall\*
- Sponsor of On-Floor Exhibit Hall Reception
- Two Billboards in prominent locations (2 - 3'w x 8'h single-sided signs w/sponsor artwork)
- Ten Conference Passes
- One Ad on Back Cover of Conference Guide
- One Ad with premium placement in LeadsCon East 2010 Blog
- Company logo on LeadsCon 2010 website with hyperlink to sponsor website home page
- Company logo on Thank You signage at event and rotating on screens in main conference room
- Company logo in the Conference Guide
- Company description (50-words) in Conference Guide
- *Option to add meeting room (see Ala Carte section)*

**Gold Package** (limited quantity available)

**\$12,500**

Get your company noticed with this package that includes:

- One 9' x 10' Exhibit Booth in Exhibit Hall\*
- One Billboard in prominent location (1 - 3'w x 8'h single-sided sign w/sponsor artwork)
- Seven Conference Passes
- One Full-Page Ad in Conference Guide
- One Ad in LeadsCon 2010 Blog
- Company logo on Thank You signage at event and rotating on screens in main conference room
- Company logo on LeadsCon 2010 website with hyperlink to sponsor website home page
- Company logo in the Conference Guide
- Company description (50-words) in Conference Guide
- *Option to add meeting room (see Ala Carte section)*

**Silver Package** (limited quantity available)

**\$9,500**

Make a splash with this package:

- One 9' x 10' Exhibit Booth in Exhibit Hall\*
- Five Conference Passes
- One Half-Page Ad in Conference Guide
- One Ad in LeadsCon East Blog
- Company logo on Thank You signage at event and rotating on screens in main conference room
- Company logo on LeadsCon 2010 website with hyperlink to sponsor website home page
- Company logo in the Conference Guide
- Company description (50-words) in Conference Guide
- *Option to add meeting room (see Ala Carte section)*

**Bronze Package**

**\$5,250**

Get down to business with this package:

- One 9' x 10' Exhibit Booth in Exhibit Hall\*
- Three Conference Passes
- One Quarter-Page Ad in Conference Guide
- Company listed on LeadsCon East 2010 website
- Company listed on signage at event
- Company description (50-words) in Conference Guide

**Exhibit ONLY Package – Table Top**

**\$1,750**

- One Table Top at LeadsCon 2010 in Exhibit Hall\*
- Two Conference Passes
- Company listed on LeadsCon East 2010 Exhibit Hall Floorplan
- Company description (50-words) in Conference Guide

## NETWORKING OPPORTUNITIES

LeadsCon events always offer a variety of networking activities that provide you with key opportunities to INTERACT with attendees. LeadsCon East 2010 offers these packages that will let YOU shine at each one of these key events.

### **Offsite Networking Reception** (limited quantity available) **\$10,500**

This package has **GREAT EXPOSURE** for the sponsors. This event will kick off LeadsCon East with an offsite reception that EVERY attendee will want to attend. You'll be listed as the host and be a VIP at the event!

- Company logo on all materials referencing Networking Reception– (Conference Guide, website, onsite signage – listed as Silver Sponsor)
- Company listed as Sponsor (with logo) on Pre-Show Invitation Email sent to all attendees
- Sponsor Table Top at Reception (to staff or put materials on)
- One 9' x 10' Exhibit Booth in Exhibit Hall\*
- Five Conference Passes
- One Full-Page Ad in Conference Guide
- Company description (50-words) in Conference Guide

### **Networking Lounge Host** (limited quantity available) **\$8,250**

Once lunch is complete, the area will be turned into a networking lounge where attendees can relax, network and meet with exhibitors/sponsors. LeadsCon will provide beverages and snacks and the sponsor will get credit for providing this much needed lounge!

- Company logo on signage around networking lounge
- One table round reserved just for "sponsor" to meet with clients
- Company fliers placed on tables for attendees to review (sponsor to provide fliers)
- Company logo on LeadsCon East 2010 website and Conference Guide as package sponsor
- One 9' x 10' Exhibit Booth in Exhibit Hall\*
- Three Conference Passes
- One Half-Page Ad in Conference Guide
- Company description (50-words) in Conference Guide

### **Exclusive Breakfast & Exhibit Package** **\$6,250**

You'll have something NO ONE else will have...exclusive face-to-face exhibit time with attendees! As the host of the breakfast, you'll get to have a table top adjacent to the food tables where you can showcase your company, products and/or services while everyone is gathering for the morning.

IT'S 1 ½ HOURS OF PRIME, EXCLUSIVE EXHIBIT TIME!

- Table Top at Breakfast service – exclusive 1 ½ hour demo opportunity (outside exhibit hall)
- Sponsor logo on signage at food and beverage stations
- Sponsor logo on LeadsCon East 2010 website and Conference Guide as package sponsor
- One 9' x 10' Exhibit Booth in Exhibit Hall\*
- Two Conference Passes
- Company description (50-words) in Conference Guide
- Option to add paper coffee cups and napkins with sponsor logo

**Brand Enhancement Lunch Package****\$5,250**

The event will be full and everyone will be anxious to have lunch. Make sure they know YOU are the one responsible for the great food.

- Company logo on tent cards placed on each lunch table and on signage at buffet tables
- Company fliers placed on each lunch table for attendees to review (sponsor to provide fliers)
- Company logo on LeadsCon East 2010 website and Conference Guide as package sponsor  
One 9' x 10' Exhibit Booth in Exhibit Hall\*
- Two Conference Passes
- Company description (50-words) in Conference Guide

**ADDITIONAL "HIGH EXPOSURE" OPPORTUNITIES**

Are you looking to do something unconventional or want to add something to your sponsorship above that will expand your exposure? Then take a look at the unique offerings that will provide additional opportunities to showcase your company.

**Exclusive Exposure Package I (only 1 available)****\$7,950**

Want to make a big splash and ensure that everyone sees your company name? Then take advantage of this custom package that provides a variety of unique exposure opportunities that put your company name EVERYWHERE!

- Company logo used on custom gobo light that will move around the floor just outside the elevators and escalators where everyone comes to attend LeadsCon
- One 9' x 10' Exhibit Booth in Exhibit Hall\*
- One Half-Page Ad in Conference Guide
- Ability to include promotional flyer in attendee conference bag (sponsor to provide flyer)
- Two Conference Passes
- Company description (50-words) in Conference Guide

**Exclusive Exposure Package II (only 1 available)****\$7,950**

Here's another High Exposure package with several exciting options to make sure YOUR company is showcased everywhere attendees will be looking.

- Company logo and custom message shown on LCD screens in all 16 elevators of the hotel
- Customized Voicemail left on all attendees phone letting them know when and where to come see you (booth number, etc)
- One 9' x 10' Exhibit Booth in Exhibit Hall\*
- One Half-Page Ad in Conference Guide
- Ability to include promotional flyer in attendee conference bag (sponsor to provide flyer)
- Two Conference Passes
- Company description (50-words) in Conference Guide

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### **Attendee Tote Bag Package – (Exclusive)**

**\$8,250**

Every attendee will want what you have to offer! Be one of their favorite companies by providing them with this valuable gift.

- LeadsCon will produce and provide bag that will be given to all attendees\*\* – bag will highlight sponsor logo
- Ability to include promotional flyer in attendee conference bag (sponsor to provide flyer)
- One 9' x 10' Exhibit Booth in Exhibit Hall\*
- Two Conference Passes
- Company logo on Sponsor Page of Website and Conference Guide
- Company description (50-words) in Conference Guide

### **Attendee Badge Holder - (Exclusive)**

**(SOLD OUT)**

Make sure your company name stands out right where everyone looks...directly on each attendees badge holder!

- LeadsCon will produce badge holders with sponsors logo (white only) – which will be used for all attendee badges
- One 9' x 10' Exhibit Booth in Exhibit Hall\*
- Two Conference Passes
- Company logo on Sponsor Page of Website and Conference Guide
- Company description (50-words) in Conference Guide

### **Registration Package – (Exclusive)**

**(SOLD OUT)**

The first thing everyone does is head to Registration...make sure they see you first!

- Company logo on registration signage at event
- Company logo and URL in registration confirmation and on LeadsCon website registration page
- Ability to include promotional flyer in attendee conference bag (sponsor to provide flyer)
- One 9' x 10' Exhibit Booth in Exhibit Hall\*
- Two Conference Passes
- Company logo on Sponsor Page of Website and Conference Guide
- Company description (50-words) in Conference Guide

### **Hotel Key Card Package - (Exclusive)**

**\$ 6,450**

Put your name in the hands of every LeadsCon attendee who stays at the Marriott. They will each get a hotel key card with your company artwork/logo as they check in.

- LeadsCon will produce hotel key cards with sponsors logo/artwork (sponsor to provide artwork)
- One 9' x 10' Exhibit Booth in Exhibit Hall\*
- Two Conference Passes
- Company logo on Sponsor Page of Website and Conference Guide
- Company description (50-words) in Conference Guide

**Wi-Fi Package - (Exclusive)****\$5,950**

At this event, attendees will be conducting business and looking for Wi-Fi access to keep things moving. Make sure they know to thank YOU for providing this valuable service in the conference sessions!

- Splash page with Company Logo and 25 word message
- Company logo on signage at event and on "access code" flyers
- Ability to include promotional flyer in attendee conference bag (sponsor to provide flyer)
- One 9' x 10' Exhibit Booth in Exhibit Hall\*
- Two Conference Passes
- Company logo on Sponsor Page of Website and Conference Guide
- Company description (50-words) in Conference Guide

**Attendee Notepad/Pen Package – (Exclusive)****\$5,950**

Attendees are always looking for something to take notes with. You can make their life easier while showcasing your company name/logo to them.

- LeadsCon will produce and provide notepad/pen that will be given to all attendees – these will highlight sponsor logo
- One 9' x 10' Exhibit Booth in Exhibit Hall\*
- Two Conference Passes
- Company logo on Sponsor Page of Website and Conference Guide
- Company description (50-words) in Conference Guide

**Floor Plan Exhibit Booth Package - (Exclusive)****\$4,750**

Everyone always reviews the floorplan to see who will be exhibiting and where to find them.

**MAKE SURE THEY SEE YOUR COMPANY FIRST AND FOREMOST.**

- YOUR Exhibit Booth will be the ONLY ONE Highlighted on Exhibit Hall Floorplan in Conference Guide and on LeadsCon East 2010 website, PLUS we'll include your company logo on the page so everyone knows to look for you when they get to the exhibit hall
- Ability to include promotional flyer in attendee conference bag (sponsor to provide flyer)
- One 9' x 10' Exhibit Booth in Exhibit Hall\*
- Two Conference Passes
- Company logo on Sponsor Page of Website and Conference Guide
- Company description (50-words) in Conference Guide

**Attendee Lanyard Package – (Exclusive)****(SOLD OUT)**

Have your name around the neck of every attendee at the event and make sure everyone sees you all day, every day!

- Sponsor will produce and provide lanyard that will be given to all attendees – lanyard will highlight sponsor logo (quantity and lanyard type to be confirmed with LeadsCon)
- One 9' x 10' Exhibit Booth in Exhibit Hall\*
- Two Conference Passes
- Company logo on Sponsor Page of Website and Conference Guide
- Company description (50-words) in Conference Guide

## ALA CARTE ADD-ONS

Everyone is always looking for ways to stand out. LeadsCon has several very affordable options that you can ADD ON to your exhibit or sponsorship for that extra exposure. Make sure attendees see you!

### **Meeting Rooms** (limited availability – Silver, Gold & Lead ONLY) **\$4,500**

As a Silver, Gold or Lead Sponsor, you have the opportunity to add on your very own meeting room. The rooms are located right next to the main conference area and provide you with the opportunity to meet with attendees in the privacy of your own space. Show new products, entertain clients, CLOSE deals! Rooms include sign outside door with company logo, standard tables and chairs, plus inclusion in (1) promotional email sent to all attendees listing your room/activity (all functions listed in the same email).

### **“Welcome” Email Sponsor** **(SOLD OUT)**

One week prior to the event, LeadsCon will send out a “welcome” email to all registered attendees. Make sure they know to look for you at the event. \*Only available as add-on for sponsors or exhibitors in LeadsCon East 2010.

- Company logo and URL link on LeadsCon East 2010 Welcome email

### **“Thank You” Survey Sponsor** **\$1,000**

Be the name that attendees remember when all is said and done. Immediately following the event, attendees will receive a “thank you” and survey from LeadsCon, sponsored by you with a link to your website. \*Only available as add-on for sponsors or exhibitors in LeadsCon East 2010.

- Company logo and URL link on LeadsCon 2010 East Thank You/Survey email

### **Attendee Bag Insert** (limited availability) **\$1,000**

Take advantage of the opportunity to insert your promotional flyer or giveaway in the tote bag given to all attendees. Item subject to LeadsCon approval and cannot include lanyards or other exclusive sponsorship items. \*Only available as add-on for sponsors or exhibitors in LeadsCon East 2010

### **Full Page Advertisement in Conference Guide** (limited availability) **\$1,000**

\*Only available as add-on for sponsors or exhibitors in LeadsCon East 2010

\*Exhibit Booths are 8' x 10' space only (pipe & drape). Table Tops include 1 6'x2' table and 2 chairs. Additional services such as electricity, internet, tables, chairs, etc will be available through event vendors and are not included in sponsorship/exhibitor package pricing.

\*\*“Attendee” does not include speakers or exhibit/sponsor personnel

All sponsorship items offered are subject to deadlines. Deadline checklist will be provided with Exhibitor Service Manual, unless specific with sponsorship contract. Items not received by the specified deadline will be considered void.

Additional sponsor registrations can be purchased at the special rate of \$395 per person.

Custom sponsorships available. Sponsorship information as of March 29, 2010.