



# ITEXPO East 2011

February 2 - 4 | Miami Beach Convention Center

[www.itexpo.com](http://www.itexpo.com)

## Stand Out from the Crowd with Unique Sponsorship Opportunities

ITEXPO attracts strong attendance and dozens of exhibitors. Why not maximize your presence at the event and stand out from the crowd with one of our enhanced sponsorship opportunities? Select from this menu of ways to increase your visibility before, during and even after the show, and drive more traffic to your booth. Our packages are flexible and many can be customized to fit your company's needs and budget.

**Aisle Signs** - Prominent placement of your company name and logo, suspended sign above the exhibit hall's main aisles, ensuring high visibility and repeat viewing. **\$8,500**

**Attendee Backpacks** - The official bag given to each paid attendee, speaker and member of the media, these bags feature your company logo aside the official conference logo. All will see hundreds of these bags throughout the week, and attendees will take them home and use them again and again. **\$10,000**

**Attendee Confirmation Emails** - As each of the expected 7,000 attendees register, they receive an informative confirmation email. Have your company's message along with a link to your site included as the exclusive sponsor of these emails. Sure to be seen and read by every attendee. **\$5,000**

**Badge Inserts** - Your company's promotional information will be inserted into the badge of each attendee. Your message is guaranteed to be seen and read by everyone! **\$7,500**

**Badge Logo** - Have your company's logo printed on every show badge. Be seen by thousands of decision makers, and enhance your brand awareness with this powerful audience. **\$5,000**

**Badge Mailing Insert** - Your company literature is included with all badges mailed before the show. Great way to reach buyers before anyone else, and drive traffic to your booth. **\$5,000**

**Car Giveaway Sponsor** - One lucky ITEXPO attendee will drive away with a brand new car! By being one of the ten sponsors of this giveaway, you get hundreds, perhaps thousands of attendees coming to your booth to get their entry cards stamped. **\$4,000**

**Entrance Unit** - This is the first thing attendees will see when they enter the Convention Center. What better place to have your company's name and logo? **\$10,000**

**Conference Notepads** - These convenient 6 x 9 pads of paper will feature your company logo prominently printed on each page. All conferees will receive one to use for note-taking during sessions and to keep on their desks back at their offices. **\$4,000**

**Coffee Stand at the Convention Center** - Incredible opportunity for exposure at this stand offering complimentary coffee to attendees. Your company name and logo will be prominently displayed on signs and in the conference program, and you will have the opportunity to distribute literature to attendees waiting in line for their delicious coffee. **\$7,000**

**Conference Literature Bags** - Every exhibit hall attendee receives a bag full of information as s/he enters the event. Have your company logo prominently displayed on the side of the bags to be seen by all. Additionally, you will be able to put your own literature into the bag, providing information about your products and helping to increase traffic to your booth. **\$5,000**

**Conference Breaks** - Conference attendees always enjoy a snack and refreshing beverage between sessions. They will appreciate that your company is providing this pick-me-up. As the sponsor, you will display your logo on signage near each break station, and in the show directory. **\$3,000**

**Conference Session Guide** - This is the complete booklet featuring descriptions of every session being held throughout the event. An invaluable guide that is referenced repeatedly by every conferee, it's one of the best tools for repeat on-site visibility. Your company name and logo will appear prominently on the cover, as well as a full-page ad inside. **\$3,000**

**Conference Track Sponsorship** - Most attendees come to ITEXPO for the unsurpassed educational opportunities offered in our program. When you sponsor a conference track attendees will favorably associate your company with the topic of the track and see you as a recognized leader. **\$10,000**

**Floor Level Booth Signage** - These convenient floor-level decals help guide attendees throughout the crowded exhibit hall, without having to keep looking up at the ceiling to gauge where they are. High visibility and great practicality with your logo on each marker. **\$7,500**

**Hotel Keys** - All guests staying at one of the official show hotels will receive a room key carrying your logo, ensuring high visibility. **\$7,500**



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**Hotel Room Drops** - Have your company's promotional materials delivered to the door of each conference attendee staying at the official show hotels. **\$3,000**

**Lanyards** - Guaranteed visibility during the entire event with your logo around the neck of every attendee! **\$7,500**

**Lobby Signs** - Catch the attention of all attendees as they enter the convention center with can't-miss banners hung in the lobby. Available as either 10'w x 6'h or 8'w x 8'h. **\$5,000**

**Looping Keynote Presentation** - Displays on screens before and after all keynotes, panels and meals, with details of conference events. Have your logo on each slide and one full slide to promote your company. A great way to reach a captive audience. **\$5,000**

**Meal Sponsorship** - Everyone appreciates the meals at ITEXPO, either the breakfast to start the day off right, or the lunch offering a break in the middle of a busy day. As a sponsor of a meal, you will receive great recognition including signage, mention in promotional messaging, and the opportunity to distribute literature to attendees. **Call For pricing.**

**Mini Conference Guide** - This convenient and user-friendly conference guide will be a favorite of attendees trying to find their way around. As the exclusive sponsor, you will be featured on the cover as well as one 'mini' full page ad inside. **\$7,500**

**Networking Receptions** - Great visibility with a captive audience as attendees gather to enjoy complimentary hors d'oeuvres and beverages. Your company will be represented with signage throughout the reception area, in the official program, and pre-event marketing materials. **Call For pricing.**

**Press Room and Media Lounge** - A hub of activity, as members of the media gather to work, relax and share their thoughts about the event. By sponsoring this lounge, your company receives key exposure to this influential group. Sponsor will be featured on signage in the room. **\$5,000**

**Registration Counter** - One of the most visible areas in the convention center, each attendee entering will look for the registration counter before anything else. Your company logo will be prominently displayed on the front panels. **\$5,000**

**Registration Staff Shirts** - The attentive and hard-working staff will be wearing your company's shirts as they check in all conference attendees. **\$3,000**

**Reseller Solutions Day** - Exclusive Sponsor - Reseller Solutions Day workshop is one of the most popular events each year at ITEXPO, packing the room with resellers seeking the latest information. Put your company in front of this targeted audience. Sponsor will be placed prominently on signage, in the directory, mentioned in all messaging of the event, and have the opportunity to distribute literature. **\$7,500**

**Show Directory Belly Band** - Every attendee grabs a show directory immediately on arrival. And your company is the first thing they see when they do! Your company name, logo, message and booth number are displayed prominently for all to see. A great tool to drive traffic to your booth. **\$7,500**

**Show Directory Bookmark** - This piece will help attendees keep their place in the show directory. And each time they refer to it, they will readily see your company name, logo, message and booth number. **\$4,000**

**Speaker Check-In Table** - This table is prominently placed in the midst of the educational rooms where your banner will be seen by all conferees and speakers. Each speaker must check in at this table and will be given your flyer with their conference materials, while each conferee passes by dozens of times during the 3-day event. **\$5,000**

**Shuttle Bus Sponsor** - The shuttle buses will run between hotels and the Los Angeles Convention Center, transporting ITEXPO West attendees to/from the event. Provide a valuable service to thousands of attendees who will see your company logo on signs at hotels and the convention center, and in the show directory. **\$10,000**

**Water Coolers in the Convention Center** - You'll be the attendees' and the exhibitors' best friends by providing them with free water throughout the exhibit hall. Your company's name and logo will appear at every cooler, and in the official conference program. **\$7,500**

**Welcome Reception** - Help kick off ITEXPO with the grand opening welcome reception. Provide attendees complimentary food and beverages in an outstanding networking opportunity. Prominent signage and mentions in promotional messaging delivers great branding for your company. **\$20,000**