



# 2012 Sponsorship Opportunities

Phone: 877-ASI-SHOW • Fax: 866-709-6740 • www.asishow.com

**NOTE: COST IS PER ASI SHOW.**

## SHOW SPONSORSHIP OPPORTUNITIES

### General Sponsorship

	Co-Sponsor Exclusive		
Shuttle Bus Sponsor.....	N/A	\$10,000	\$ _____
Combo Pak			
Catalog Courier/Package Shipping.....	N/A	\$3,950	\$ _____
Info Desk Sponsor.....	N/A	\$1,500	\$ _____
Hotel Key Sponsor – Contact Your ASI Show Exhibitor Rep for Details.			

### Education Sponsorship

Tony Robbins Education Sponsor (CH) Only 2 Left! ...	\$10,000	N/A	\$ _____
Education Lunch Sponsor (CH only).....	\$2,500	N/A	\$ _____
Education Track Sponsor.....	N/A	\$6,450	\$ <b>SOLD</b>
Social Media Track (OR/DA/SD/NY).....	N/A	\$3,500	\$ _____
Wearables University (DA/SD/NY/CH).....	N/A	\$3,500	\$ _____
Distributor Networking Lunch (OR/DA/SD/NY).....	\$1,899	N/A	\$ _____
Power Sessions.....	N/A	\$1,995	\$ _____
How to Get the Most Out of Your Trade Show Experience Only 2 Left! .....	\$1,500	N/A	\$ _____
Power Sales Summit (OR) Only 3 Left! .....	\$1,500	N/A	\$ _____
Speed Networking Session (OR/DA) Only 6 Left! .....	\$599	N/A	\$ _____

### Event Sponsorship

Gala Sponsor (OR/DA/SD).....	\$5,500	\$10,000	\$ _____
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### High Profile Keynote Sponsor

Bill O'Reilly/James Carville (OR) Only 2 Left!.....	\$7,500	\$20,000	\$ _____
Twitter's Biz Stone (DA) Only 4 Left! .....	\$7,500	\$20,000	\$ _____
Michael J. Fox (SD) Only 3 Left! .....	\$7,500	\$20,000	\$ _____
Facebook's Randi Zuckerberg (NY) Only 4 Left! .....	\$7,500	\$20,000	\$ _____
Chicago's Mayor Daley (CH) Only 4 Left! .....	\$7,500	\$20,000	\$ _____

Combo Pak			
Celebrate/Closing Receptions.....	\$3,200	N/A	\$ _____
Celebrate Reception (4 per show) .....	\$2,000	N/A	\$ _____
Closing Celebration w/Passport .....	\$2,999	N/A	\$ _____
Women's Networking Reception (SD/NY) (up to 3) .....	\$1,500	N/A	\$ _____
ASI Canada Reception (OR/SD/NY/CH).....	\$1,500	N/A	\$ _____

### Registration Sponsorship

Registration Area Sponsor.....	Starts at \$3,500		\$ _____
Registration and Web Site Sponsor.....	N/A	\$5,000	\$ _____
Badge Sponsor.....	N/A	\$3,500	\$ <b>SOLD</b>
Lanyard Sponsor.....	N/A	\$3,500	\$ <b>SOLD</b>
Registration Bag Sponsor.....	N/A	\$3,500	\$ <b>SOLD</b>

### Product Sponsorships

Candy/Mint Sponsor.....	\$1,900	\$3,500	\$ _____
Floor Mats Sponsor.....	\$1,950		\$ <b>SOLD</b>
Hand Sanitizer Sponsor.....	\$1,900	\$3,500	\$ <b>SOLD</b>
Lip Balm Sponsor.....	N/A	\$3,500	\$ <b>SOLD</b>
Pen Sponsor (SD/NY).....	N/A	\$3,500	\$ _____

\*Product Sponsorship Guidelines:

- 1) Co-Product Sponsorship is not available once an Exclusive Sponsorship is reserved for a specific product.
- 2) Once two Co-Product Sponsorships are reserved for a specific product, an Exclusive Product Sponsorship is no longer available for that item.
- 3) If there is one Co-Product Sponsor of a specific product and an Exclusive Product Sponsorship reservation comes in, the Co-Sponsor will be notified and offered the Exclusive Product Sponsorship option.

### ASI Show Sponsorship Benefits

- Recognition as Sponsor on ASI Show web site (including full-color logo)
- Recognition as Sponsor on all appropriate (as deemed by ASI Show) pre- and post-show marketing
- Recognition as Sponsor on The ASI Show Directory's Official Sponsor Page (including full-color logo)
- An upgraded highlighted listing in The ASI Show Directory, with a special "Official Sponsor" logo within the exhibitor listing section
- Recognition as Sponsor on The ASI Show Sponsor Board located in the Registration area of the show (including full-color logo)
- Recognition as Sponsor on the opening slides of each Keynote (including a full-color logo)
- Sponsor Ribbons received upon badge pick up
- A 4' x 8' Sponsor Banner above your booth

### Keynote Sponsorship

- ALL THE SPONSORSHIP BENEFITS AS OUTLINED, PLUS:
- Your full-color logo featured on all event signage and on the big screen throughout the Keynote
- Your full-color logo featured on special event tickets
- Verbal recognition during sponsored event, as appropriate
- The ability to distribute promotional materials and/or product samples at the sponsored event
- Recognition as Sponsor on the specific ASI Show web site event page
- VIP seating for the sponsored Keynote (number of tickets varies per event)
- Complimentary tickets to associated Meet & Greet (number of tickets varies per event)

### Event Sponsorship

- ALL THE SPONSORSHIP BENEFITS AS OUTLINED, PLUS:
- A one meter sign recognizing your sponsorship at the sponsored event
- Verbal recognition during sponsored event, as appropriate
- The ability to distribute promotional materials and/or product samples at the sponsored event
- Recognition as Sponsor on the specific ASI Show web site event page
- Complimentary tickets to sponsored event (number of tickets varies per event)

### Education Track Sponsorship

- ALL THE SPONSORSHIP BENEFITS AS OUTLINED, PLUS:
- Signage in each session room
- Verbal recognition during sponsored event, as appropriate
- The ability to distribute promotional materials and/or product samples at the sponsored event
- Recognition as Sponsor on the specific ASI Show web site event page
- A one minute "commercial" at the start of the program

### Exclusive Product Sponsorship\*

- ALL THE SPONSORSHIP BENEFITS AS OUTLINED, PLUS:
- Pre-Show Email Blast announcing product sponsorship
- A sample product will be placed in each attendee registration bag

### Co-Product Sponsorship\*

- Recognition as co-sponsor on ASI Show web site (including full-color logo)
- An upgraded highlighted listing in The ASI Show Directory, with a special "Official Sponsor" logo within the exhibitor listing section
- A sample product will be placed in a "Grab One 'N Go" bin in the registration area

**Platinum: \$10,000 and over • Gold: \$5,000 – \$9,999 • Silver: \$2,500 – \$4,999 • Bronze: \$1,500 – \$2,499**

**Review complete terms and conditions at <http://www.asishow.com/mktgopps/Termsconditions.html>.**

**Fax today to 866-709-6740 or 215-953-3939 • Attention: ASI Show Advertising Coordinator**



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## Payment Terms

All marketing, advertising and sponsorship fees must be paid in full with order. Space cannot be reserved without full payment. Any order may be cancelled by *The ASI Show* if the advertiser or agent fails to pay accounts when due.

If advertiser or its advertising agency fails to pay moneys owed to *The ASI Show* the advertiser agrees to pay all costs, including attorney's fees, expended in collecting overdue charges. Interest on all unpaid balances will be at the rate of 1.5% per month or the legally permissible rate, whichever is lower.

All advertising commitments are non-cancellable, non-transferable and non-refundable.

Advertising materials not received by the Materials Due Date may not be published and/or will not be entitled to revisions, changes, cancellations, approvals or guarantees in color matches. This order is subject to acceptance and credit approval by *The ASI Show*.

## Rates

*The ASI Show* reserves the right to change the rates and terms herein at any time without notice. No discounts apply. All *The ASI Show* advertising opportunities are non-transferable and cannot be resold.

Please complete this form, attach your advertising and sponsorship selections and send with payment right away for the most exposure! **Orders will not be processed without payment.** All prices are net. All payments must be made in U.S. dollars only. Prices are per show.

**I would like to order these advertising opportunities for the following 2012 ASI Shows:**

**ORLANDO**  
January 16-18

**DALLAS**  
February 1-3

**SAN DIEGO**  
April 2-4

**NEW YORK**  
May 8-10

**CHICAGO**  
July 17-19

**All Five 2012 ASI Shows**

## Company Information

Company Name \_\_\_\_\_ asi/ \_\_\_\_\_

Advertising Contact (for questions) \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Authorizing Representative \_\_\_\_\_

Authorizing Representative Signature \_\_\_\_\_

**Total Advertising and Sponsorship Investment:** \$ \_\_\_\_\_

## Payment Information

We would like to pay by:

Credit card:  Visa  MasterCard  American Express  Discover

Account Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CV2 Code \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

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

Please note that full payment is due with order. Space will not be reserved without full payment. All prices are net. Advertiser/Sponsor agrees to all terms and conditions. All advertising commitments are non-cancellable, non-transferable and non-refundable. Please visit [www.asishow.com/mktgopps/Termsconditions.html](http://www.asishow.com/mktgopps/Termsconditions.html) for details.

AS-8796SP  
4/14/12

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## Artwork Specifications

The ASI Show accepts artwork in electronic format only. We cannot accept film negatives or camera ready copy of any type.

### Application files:

We accept Adobe InDesign CS3, QuarkXpress Version 6.5 for Macintosh and Adobe Illustrator Version 5.0-CS3 for Macintosh ONLY. Please be sure to include all fonts and placed images with your document. Please convert all Illustrator type to outlines.

### All other applications:

We accept TIFF, EPS and PDF file formats. All files must be 300 ppi to size, and in CMYK format. Please enclose a black and white laser proof with each ad submission. We will not accept any ads with missing or low resolution images, missing or incomplete font files, or incompatible file formats. We reserve the right to reject any submission that does not conform to the size and format specifications listed above. Production changes or alterations will incur a minimum charge of \$75; all production work over \$200 will be quoted on a per-ad basis.

### Media Specifications

We accept CD-ROM and files submitted via email.\*

\*Attachments must be less than 10MB in total, files larger must be submitted on disc.

### Mailing Information

Please send all advertising materials on disk with a black and white or color proof to:

Attn: Karen Wynne  
The ASI Show!  
4800 Street Road  
Trevose, PA 19053

For answers to questions regarding artwork specifications, please call Thomas Fryer, Senior Graphic Designer at 800-546-3300. Billing issues, order forms, changes, and cancellations can be faxed to Shelli Jordan, Order Entry Coordinator at 800-546-6381.

## Traffic Builder

Please send your email in TEXT format –or– in HTML and TEXT format. Text format will be sent to those who can not view HTMLs.

The following formats are NOT acceptable:

- Flash, Swish, etc.
- Video
- Scripts: JavaScript, VBScript, Perl, etc.
- Java Applets
- Audio
- Word Documents
- Frames and IFrames
- No header tags
- Style sheets, DIV TAGS, I LAYERS or any other forms of CSS or DHTML
- Meta refresh
- Tooltips

Page Size: Preferred width – 500 pixels, Maximum acceptable width – 650 pixels. Image References: When building the page, please use absolute links and link images to your server (<http://www.yourserver.com/images/imagename.gif>).

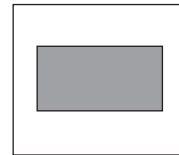
## Passport to Winnings



### Passport to Winnings

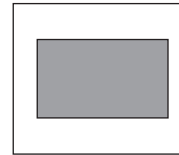
Please supply four-color logo and text tag line – limit tag line to 60 characters.

## Keynote Spotlight Ads



### Keynote Spotlight Ad

Size: 700 w x 300 h pixels  
Format: .jpeg or .png. Full-color 72 dpi, Text no smaller than 18 pt. Please place booth number and asi# on ad.

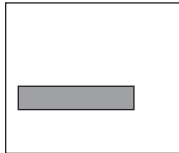


### Keynote Spotlight Video

Size: 720 w x 480 h pixels  
Specs: 30 seconds in length  
29.97 fps; standard NTSC video (4:3 interlaced)  
720h X 480v 48kHz (16 bit) audio

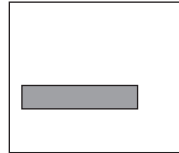
## Advertising on Web Site

\*For all banners linking to external URL follow the additional instructions located at <http://www.asishow.com/MktgOpps/Specs.html>.



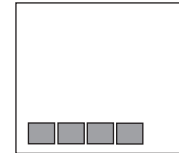
### Home Page Banner Ad

Size: 685w x 95h pixels  
File type/size: File should be RGB, 72 dpi and .jpg or .gif. Flash should be .swf.



### Show Specific Banner Ad

Size: 685w x 95h pixels  
File type/size: File should be RGB, 72 dpi and .jpg or .gif. Flash should be .swf.



### Home Page Video Ad

File type: YouTube, FLV, .MOV, mpeg4, .AVI, .WMV.

## Advertising on Mobile Application

### Logo Upgrade

Size: 400w x 400h pixels  
File type/size: .eps, .png, .gif, .jpg. Maximum size of 3MB.

### Banner Ad

Image Size: 300w x 50h pixels  
File type/size: .eps, .png, .gif, .jpg. Maximum size of 500KB.  
Message: 70 Characters.

### Mobile Alert

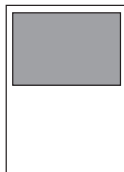
Alert Title: 100 characters.  
Alert Description: Brief description included with alert.

## The ASI Show Directory



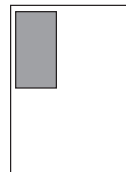
### Full-Page/Cover Ad

Bleed Ad: 6.5" w x 9" h  
(plus 0.125" bleed on all sides)  
Please allow .375" margin on all sides.



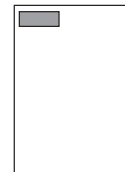
### Half-Page Ad

Ad size: 6" w x 3.5" h



### Enhanced Listing Ad

Ad size: 1.875" w x 3.5" h  
Please supply four-color logo. Ad will be generated by ASI Show based upon supplied copy.



### Logo with Highlighted Listing

Please supply four-color logo. Listing will be generated by ASI Show from supplied Official Exhibitor Listing Form.

## The Advantages New Product Showcase Digest



### Full-Page Ad

Bleed Ad: 8.5" w x 11" h  
(plus 0.125" bleed on all sides)  
Please allow .375" margin on all sides.



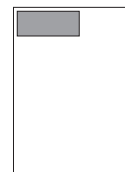
### Half-Page Ad

Bleed Ad: 8.5" w x 5.5" h  
(plus 0.125" bleed on all sides)  
Please allow .375" margin on all sides.



### Front Cover Banner

Ad size: 8.5" w x 3.125" h  
(plus 0.125" bleed on all sides)  
Please allow .375" margin on all sides.



### NPS Highlighted Ad

Ad size: 3.75" w x 1.5" h  
Please supply a high resolution photo. Ad will be generated by ASI Show based upon supplied copy.