

NCOF 2011 Sponsorship Opportunities

Rio All-Suite Hotel & Casino, Las Vegas, Nevada

April 4 - 6, 2011

NCOF MONDAY KICKOFF PARTY!

Sponsor the **NCOF 2011 KICKOFF** party and we'll do all the work - you take the credit and exposure! Host the NCOF KICKOFF PARTY and get the attendees to notice!

This sponsorship includes:

- Your company logo on reception signage displayed in the reception area
- Company logo at food & bar stations
- Cocktail napkins with your logo and booth # used throughout the reception
- Your company logo and hosting of reception will be displayed prominently in the NCOF Program & Directory
- The NCOF website home page and Special Events section will display your logo as the host of the reception

Exclusive Opportunity.....\$15,000

ATTENDEE LANYARDS

Not only does every attendee of NCOF receive a badge to gain access, they also receive a lanyard to hang around their neck to hold the badge. This is a spectacular opportunity to get your company name and logo around every attendee!

Opportunity:.....\$15,000

*Lanyards provided by sponsor

The PARK @ NCOF IN THE EXHIBIT HALL!

Be the 'Proprietor' of The Park @ NCOF, where NCOF attendees sit to relax and network in the Exhibit Hall. Here's what it is:

- A 20 x 20 carpeted area, furnished with park benches and lamp posts
- Prominent signage with your company name, logo, and booth at The Park and your exhibit booth
- Recognition in the NCOF program as the provider of The Park @ NCOF
- Recognition in the events page of ncof.com as the proprietor of The Park @ NCOF

Exclusive

Opportunity.....\$10,000

EXHIBIT HALL LUNCH

Monday, April 4, 2011 OR Wednesday, April 6, 2011

Meet prospective business leads at the Exhibit Hall Lunch on the first or last day. Your company banner will be displayed during the luncheon and your promotional items and logo on a napkin will be placed by the lunch.

Exclusive Opportunity.....\$8,000 each (2 available)

CYBER CAFÉ @ NCOF IN THE EXHIBIT HALL!

Everyone needs to stay connected online while they're out of the office. Sponsor the Cyber Café in the Exhibit Hall, equipped with wireless access, and you'll be providing this great service to NCOF attendees. Your logo will appear on signage inside and outside the Lounge, on the splash screen and tent cards, and your literature will be on display in the area.

Exclusive Opportunity:..... \$5,000

CARICATURES

Link your company to an interactive event in the NCOF Exhibit Hall. Provide complimentary caricatures for NCOF attendees on the Exhibit Floor! This high-profile opportunity, guaranteed to increase booth traffic, features:

- Caricature station with professional caricaturist
- Signage in your company's booth promoting complimentary caricatures for attendees
- Tickets printed with your company's logo for distribution from your booth
- Signage to be displayed at the caricaturist station, recognizing your company as the provider of the caricatures
- Your company's logo appears on the caricatures

Exclusive Opportunity.....\$5,000

CONFERENCE TRACK

Sponsor a track for the conference and be actively involved in the topic!

- One speaking session within the sponsored track, please note a case study client will need to be brought on
- Company logo will be displayed next to the track in the show directory

Opportunity.....\$4,000

HOTEL ROOM DROP

Monday, April 4, 2011 OR Tuesday, April 5, 2011

Drive attendees to your exhibit booth! Deliver your special message directly to NCOF attendees, staying at **Rio All Suite Hotel & Casino**, the NCOF headquarters hotel. The room delivery includes: one item delivered to each attendee's room. (Item to be provided by Exhibiting Company.)

Opportunity:.....\$3,995 per evening

DESSERT WITH THE EXHIBITORS

Tuesday, April 5, 2011

Provide dessert in the NCOF Exhibit Hall on Tuesday during the afternoon break, "Dessert with the Exhibitors." This is one of the most popular events at NCOF. Includes: listing you as the dessert break provider; company logo on signage during NCOF, at multiple food stations; napkins with your company's (one-color) logo; your company's name in the conference program & directory where the event appears.

Exclusive Opportunity..... \$3,750

CONTINENTAL BREAKFAST

Monday April 4, 2011 OR Tuesday, April 5, 2011

Kick off Monday and/or Tuesday morning at NCOF with a continental breakfast for conference attendees. This is their first stop before sessions begin. Includes: listing you as the continental breakfast provider; company name in conference Program & Directory where event appears; one-color company logo on cocktail napkins at food stations; and company logo on signs during the event.

Opportunity:.....\$3,000 each (2 available)

Exclusive Opportunity:.....both for \$5,500

HOT BREAKFAST

Wednesday, April 6, 2011

End the last morning of the conference with a hot breakfast for NCOF attendees. This will be placed right next to the Breakfast Roundtable discussions prior to the Wednesday keynote. Includes: listing you as the Wednesday hot breakfast provider; company name in conference Program & Directory where event appears; one-color company logo on cocktail napkins at food stations; and company logo on signs during the event.

Exclusive Opportunity.....\$3,500

BEVERAGE BREAKS IN THE EXHIBIT HALL

Tuesday, April 5, 2011 OR Wednesday, April 6, 2011

Provide refreshment for conference attendees as they visit the Exhibit Hall on Tuesday or Wednesday morning. Includes: company name in conference Program & Directory where event appears; one-color company logo on cocktail napkins; company logo on signs in the Exhibit Hall during the event.

Exclusive Opportunity.....\$2,000 each (2 available)

TOTE BAG INSERTS

Insert your company brochure or special promotional piece into the official NCOF show tote bags. Your company will be seen by conference attendees during and even after the show. It's a great way to get additional exposure, make a special offer and keep your name in front of qualified attendees even after the show is over. Act now, space is limited!

Opportunity:.....\$1,000

NCOF PROGRAM & DIRECTORY ADVERTISEMENT

Place your b&w or color ad in the NCOF Program & Directory. Every attendee receives one and uses it through-out and after the conference. Art supplied by exhibitor. (Ad placement at the discretion of Show Management)

Back Cover.....\$1,595
Full Page Ad\$1,295
½ Page Ad\$595
Logo in Your Exhibitor Description.....\$295

PASSPORT TO PRIZES AT NCOF!

Attendees pick up their game cards at registration and must visit all Passport To Prizes sponsors, who will stamp their cards. When the cards are completed, attendees must drop them in the designated bins inside the Exhibit Hall. Drawings will take place in the Exhibit Hall for the sponsors' prizes and NCOF Grand Prize of \$300! We will promote Passport to Prizes on the NCOF 2011 website and in other NCOF 2011 promotions. Each sponsor must provide a gift or gift certificate valued at \$150 or more!

Opportunity:.....\$1,000 (8 available)

***Winners must be present to win a prize.*

HANGING AISLE SIGN

Have your company rise above the rest! Splash your company name, logo and booth number on a hanging aisle sign, for all to see, in the Exhibit Hall on April 5th and 6th.

Opportunity:.....\$950 (per isle)

To Become A Sponsor At NCOF
Please Contact:
DONNA LOPORTO • 303-543-1164
dloporto@the-dma.org
KAITLYN KIM • 212-790-1460
kkim@the-dma.org

ORDER FORM

Contact Information

Company Contact: _____ Title: _____

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-mail: _____

Item/Event: _____ Quantity (if applicable): _____

Total Cost of Marketing Opportunity: \$ _____ Date: _____

Signature: _____

Payment Information:

Check #: _____ (make check payable to NCOF) Credit Card: Visa MC AMEX

Credit Card Number: _____

Name on Card: _____ Exp. Date: _____

Signature: _____ Date: _____

Credit Card of Check Payment:

Fax Form or Email to Donna LoPorto

Fax: 303.494.4577

Email: dloporto@the-dma.org

Questions: Contact **Donna LoPorto** at 303.543.1164 or dloporto@the-dma.org

Kaitlyn Kim at 212-790-1460 or kkim@the-dma.org

**No refunds will be made after receipt of signed contract*