



2012 EQUIPMENT EXPO & TECHNICAL CONFERENCE

SPONSORSHIP OPPORTUNITIES

March 14-17, 2012

San Antonio, Texas

JW Marriott San Antonio Hill Country Resort & Spa

www.adsc-iafd.com

SPONSORSHIP C

To market your company, using our unique and promotional opportunities, allow us to assist you in the design of an ideal program that will enhance your company's **2012 EXPO** experience. All sponsors, if confirmed prior to deadlines, are recognized in all **2012 EXPO** material, including the website, conference preview, onsite program, onsite signage, post event literature, and more. (Prior sponsors of similar events will have the first opportunity to renew sponsorship. Should a company not renew, the sponsorship will be available on a first-come, first-served basis.) All artwork must be approved by ADSC for the **2012 EXPO**. *Please note an estimated 2000 + persons will attend this conference. Costs are based accordingly.*

SPONSORSHIP LEVELS

Bronze Sponsor \$400 - \$499

- Your company name appears in the Onsite Conference Program.
- Your company name will appear on sponsor signage at the function.
- Your company will be listed in ADSC's *Foundation Drilling* magazine.

Gold Sponsor \$500 - \$999

- Same as Bronze Sponsor, plus:
- A sign listing Gold Sponsors will be displayed throughout the Conference at various locations.

Platinum Sponsor \$1000 - \$2,499

- Same as Bronze and Gold Sponsors, plus:
- A separate sign will be created for each Platinum Sponsor company and displayed throughout the meeting at various locations.

Diamond Sponsor \$2,500 and up

- Same as Platinum Sponsor, plus:
- Your company will be listed on the ADSC website as Most Valued Supporters.

SPONSORSHIP GUIDELINES

- Sponsorship is based on the total dollars spent. Any sponsor that wishes to add marketing or advertising materials to the event they are sponsoring must receive approval from the Meeting Director 30 days prior to the event.
- Functions may be jointly sponsored; two or more companies cannot combine their contributions to be identified as a Gold, Platinum, or Diamond Sponsors. (These designations are based on total dollars donated by one company.)
- To be assured that your sponsorship is listed in pre-show promotional materials, order forms must be returned no later than April 25, 2011.
- This is a sponsorship contract for the **ADSC 2012 EXPO** to be held in San Antonio, Texas, March 14-17, 2012. The individual signing this warrants that he/she has the authority to bind the organization contracting for the sponsorship.

PROMOTE YOUR COMPANY



Lanyards



Notepads



EXPO Express

OPPORTUNITIES

Wednesday Welcome Reception

This ticketed event has averaged over 900 + attendees. Company recognition will be prominent during this event and will be located in the Indoor Exhibit Hall. Sponsor signage will be prominent during the reception. Cost: \$400 minimum and up - each sponsor (Value of Event: \$60,000)

Thursday Conference Breakfast

Open to all Full Registered attendees. The location will be in a highly visible venue. You will be able to place promotional literature on tables. Cost: \$5,000 (Value of Event: \$20,000)

Indoor & Outdoor Lunches -5 Available (Thursday/Friday/Saturday)

Beginning on Thursday, you would be listed as an exclusive or co-sponsor of these lunches that will be served in both exhibit areas. You may place promotional literature on tables, and your company's name will be displayed. Cost: \$3,000 each sponsor (Value of Event: \$40,000)

Thursday Outdoor Reception

This reception will be held in the Outdoor Exhibit area, which will have high attendance. Sponsor signage will be prominent during the reception. Cost: \$400 minimum and up - each sponsor (Value of Event: \$60,000)

President's Awards Luncheon

This event is a highlight of the conference honoring companies and individuals from the construction and design segments for their outstanding contribution to the industry. The luncheon provides the opportunity for you to market to 300 professionals. You may place promotional literature on display tables. Your logo will be displayed on screen as guests enter the luncheon. Cost: \$6,000 each sponsor (Value of Event: \$40,000)

Final Night Reception

What better way to wrap up a fantastic week! During this 45-minute reception, you may place promotional literature on display tables. Your company will be recognized with signage at the entrance of the reception. Cost: \$3,500 each sponsor (Value of Event: \$12,000)

Final Night Dinner/Dance

The final Dinner and Dance Gala is an evening to celebrate a productive week. What great venue for your company to be recognized by all during this event. Cost: \$6,000 each sponsor (Value of Event: \$60,000)

Coffee Breaks - 13 Available

Wednesday morning through Saturday morning of the conference. Both morning and afternoon breaks will be located in the indoor and outdoor exhibit areas. Your company will be listed as a sponsor on signage at each break that you select. Company promotional literature may be placed in the area during the break.

Wednesday afternoon - indoors/outdoors

Thursday morning - indoors/ outdoors;

Thursday afternoon - indoors/outdoors

Friday morning - indoors/outdoors;

Friday afternoon - indoors/outdoors

Saturday morning - indoor/outdoors

Cost: \$1000/each break per location

Conference Program Advertising

Quarter Page Color Ads:	\$ 800
Half Page Color Ads:	\$1,050
Full Page Color Ads:	\$1,400
Inside Front Cover Location	\$2,000
Inside Back Cover Location:	\$2,000
Outside Back Cover Location:	\$2,500

Banner Ads with Hyperlinks

Make your presence known through the 2012 EXPO website beginning January, 2012. Cost: Web banner ads \$800

Lanyards

Put your company's name in a clearly visible place - around the necks of over 2000 attendees. 2012 EXPO staff will coordinate the onsite distribution of lanyards. Artwork must be approved by ADSC prior to implementation. Price includes production. Cost: \$5,000

Conference Notepads/Pens

This opportunity puts your company's logo in the hands of fully registered attendees and gives them a useful take-home piece, reminding them of your company throughout the year. Price includes one-color production. Cost: \$4,000

Conference Bags

The perfect way to market your company while providing a means for attendees to carry their EXPO materials. Bags will be distributed to full conference registrants. Attendees will carry your company name around the conference and promote your participation at EXPO 2012! Price includes one-color production. Cost: \$5,500

Hotel Room Key Cards

Brand your company on the hotel room guest key cards. Don't miss your chance to have attendees see your brand every time they use their room key. Cost: \$4,500

Escalator Runners - 4 Areas Available

As attendees work their way down from the Educational Sessions to the Exhibits, your company becomes evident with the escalator runner. Price includes one-color production. Cost: \$3,000/per 6' runner

Window Wraps - 4 Available

Create a sensational display ad or logo on select windows outside of the Indoor Exhibits. A window wrap will put your company first in mind to attendees as they enjoy their ADSC experience. Price includes one-color production. Cost: \$3,000/per window

EXPO Express - 2 Available

2012 Expo covers a large area, and the "EXPO Express" comes in handy throughout the week to provide assistance in getting about the outdoor exhibit area. As an "EXPO Express" sponsor, your logo is highly visible. Carts will operate Wednesday through Saturday during show hours. Cost: \$3,500/per cart

ADSC 2012 EQUIPMENT EXPO & TECHNICAL CONFERENCE

SPONSOR INFORMATION

Company: _____
(as it will appear on all promotional pieces)

Name: _____

Title: _____

Mailing Address: _____

City: _____ ST: _____ ZIP: _____

Phone: _____ Fax: _____

Email Address: _____

Check Enclosed - Check # _____
Please make checks payable to ADSC

OR

Charge \$ _____ to the following Credit Card:

AMEX MasterCard VISA

Card #: _____

Exp.: _____ ID# _____

Card Holder: _____

Signature: _____

Date: _____ Authorized Charge: \$ _____

PAYMENT

All sponsorships must be paid in advance. You may use check or credit cards. To secure your sponsorship opportunity, please send completed form to Jan Hall by **Monday, April 25, 2011**.

PLEASE REMIT PAYMENT TO:

ADSC 2012 EXPO Sponsorship Sales

(Memo: 2012 EXPO)

8445 Freeport Parkway, Suite 325
Irving, TX 75063

2012 EXPO Sales Contact:

Jan Hall

jhall@adsc-iafd.com
469.359.6000 Phone
469.359.6007 Fax

All Prices are in US dollars (USD.)
Please select your preferred sponsorship.

Keynote Breakfast

Conference Breakfast \$ 5,000

Luncheons

Thursday Luncheon (Indoor) \$ 3,000

Thursday Luncheon (Outdoor) \$ 3,000

Friday Luncheon (Indoor) \$ 3,000

Friday Luncheon (Outdoor) \$ 3,000

Saturday Luncheon (Outdoor Only) \$ 3,000

Thursday Presidents' Awards Luncheon \$ 6,000

Receptions

Wednesday Reception \$ 400

Thursday Reception \$ 400

Coffee Breaks

Wednesday AM Indoor \$ 1,000

Wednesday PM Indoor \$ 1,000

Wednesday PM Outdoor \$ 1,000

Thursday AM Indoor \$ 1,000

Thursday AM Outdoor \$ 1,000

Thursday PM Indoor \$ 1,000

Thursday PM Outdoor \$ 1,000

Friday AM Indoor \$ 1,000

Friday AM Outdoor \$ 1,000

Friday PM Indoor \$ 1,000

Friday PM Outdoor \$ 1,000

Saturday AM Indoor \$ 1,000

Saturday AM Outdoor \$ 1,000

Final Dinner/Dance Gala

Reception \$ 3,500

Dinner \$ 6,000

Conference Program Advertising

Quarter Page Color Ads \$ 800

Half Page Color Ads \$ 1,050

Full Page Color Ads: \$ 1,400

Inside Front Cover \$ 2,000

Inside Back Cover \$ 2,000

Outside Back Cover \$ 2,500

General

Conference Bags \$ 5,500

Conference Note Pads/Pens \$ 4,000

Escalator Runners \$ 3,000

EXPO Express \$ 3,500

Hotel Room Key Cards \$ 4,500

Lanyards \$ 5,000

Window Wraps \$ 3,000

Web Banner Ad \$ 800