



# TransPromo Summit

Transforming Transaction Documents into Marketing Opportunity

## Sponsorship Opportunities

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

August 22-23, 2007  
Hilton New York  
New York, NY

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## **TransPromo Summit: *Transforming Transaction Documents into Marketing Opportunity***

InfoTrends is pleased to introduce a new educational event focused on the convergence of graphics and transactional data in the enterprise. This first-ever global summit, taking place **August 22-23** at the **Hilton New York in New York City**, will bring together senior executives and managers from the datacenter, in-plant, commercial print and service bureau environments, as well as direct marketing executives for two-days of information sharing and peer-to-peer networking.

Using a combination of bold design, color print and variable data, statements (or any transactional document) can be turned into valuable marketing tool that allows companies to both retain and inform clients. By using, or allowing others to use, the white space on your transactional documents it is also possible to generate valuable incremental sales.

This landmark Conference is designed to educate attendees on the strategies, techniques and tools for fusing the traditional transaction document with marketing messages to enhance customer communications, improve customer retention, increase revenue through leveraging cross selling opportunities and reduce cost with postal savings.

### **Sponsorship Benefits**

This highly focused and interactive conference is perfect for networking and relationship building. The cost of sponsorship is kept reasonable to ensure satisfaction and maximum return on investment. Breakfasts, refreshment breaks and cocktail receptions are strategically positioned to maximize the visibility of each and every tabletop exhibit during the event.

Here are just a few of the many sponsorship benefits:

- Intimate access to a group of industry decision-makers
- 9 hours of conference time dedicated to making contacts and exchanging ideas
- Minimum of 1 conference pass
- Opportunity to involve clients in the event
- Chance to demonstrate your solutions with a tabletop exhibit

You should consider sponsorship if:

- You want to demonstrate your leadership in this emerging segment of the industry
- You want to drive business growth
- You are responsible for cultivating partnerships and identifying new business development opportunities for your company

We're happy to work with you to identify a sponsorship package that is appropriate for your organization.

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## **Audience Profile**

Senior executives and managers from the datacenter, in-plant, commercial print and service bureau environments, as well as director marketing executives, will attend to learn more about the opportunities TransPromo documents provide their businesses.

A variety of vertical markets will be represented during the conference, including:

- Financial Services
- Insurance
- Healthcare/Medical
- Telecommunications/Utilities
- Plus others

## **Integrated Marketing Mix Maximizes Your Exposure**

Exposure will be given to all sponsoring companies for the duration of the 2-day conference, but don't underestimate the value of the exposure you'll receive through our direct marketing prior to the event. We use an integrated mix of marketing tools to attract the high-level executives you want to meet:

### **Direct Mail (15,500 Impressions)**

Customized mailings to the best prospects from our proprietary InfoTrends databases, as well as top industry association and publication lists.

### **eMarketing (63,400 Impressions)**

A comprehensive online marketing program will optimize the power of electronic communications:

- Targeted electronic mail
- Directory listings
- Prominent exposure on the InfoTrends web site
- Strategic links on top industry sites, and more

### **PR (4,750 Impressions)**

We will work to generate maximum media attention, editorial coverage and excitement about attending the event.

## Platinum Sponsorship - \$10,000

### **\*\*Limited Availability\*\***

Qualified companies will be invited by InfoTrends to participate in the opening keynote panel discussion and provide a case study for the general conference program. Participants will receive billing as a Platinum event sponsor. The content of all presentations must be approved by InfoTrends and sales oriented presentations will be strictly prohibited.

Platinum sponsors also receive:

- Logo on the brochure cover (assuming confirmation is before the print date of the brochure)
- Two full conference passes
- One complimentary exhibit (refer to “tabletop display” section for further details)
- Recognition on all event signage
- Acknowledgement during the general session
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends)
- Logo on the brochure cover (assuming you confirm before the print date)
- 100 word company description to be included inside the brochure (assuming confirmation is before the print date of the brochure)
- The conference Web site will feature your name and logo, and will link to your Web site

## USB Drive Sponsorship - \$9,500

This opportunity is available to only one company. With this sponsorship, conference attendees will each receive a USB drive with your company logo imprinted on the drive. Sponsoring company can choose to include promotional materials on the memory stick that attendees will have to take away with them.

The USB Drive Sponsor will receive the following:

- Recognition as a sponsor in the conference brochure (assuming confirmation is before the print date of the brochure)
- Recognition on all event signage
- Two full conference passes (attend the 2 day event)
- A tabletop display in the technology showcase (6’ draped tabletop with 2 chairs)
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends)
- The conference Web site will feature your name and logo, and will link to your Web site

*\* Pricing includes the cost of the USB and production – vendor to be selected by InfoTrends*

## Exclusive Break Sponsorship - \$9,000

This opportunity is available to only one sponsor. You will be promoted as the exclusive sponsor of the conference breaks throughout the 2-day event - a total of 6 breaks (excludes luncheons and receptions).

The Exclusive Break Sponsor will receive the following:

- Travel coffee mugs imprinted with the sponsor's logos and available for attendees to use during the breaks.
- Recognition as a sponsor in the conference brochure (assuming confirmation is before the print date of the brochure)
- Recognition on all event signage and a 22" x 28" showcard welcoming attendees to the refreshment break, featuring your company logo
- Two full conference passes to attend the 2-day event
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends)
- The conference Web site will feature your name and logo, and will link to your Web site

*\* Pricing includes the cost of food and beverage – menu to be selected by InfoTrends*

## Reception - 1 Available - \$7,000

**Wednesday , August 22, 2007 (2 hours)**

The Networking Reception Sponsorship is a very popular sponsorship option. Marketers find value in networking with influential market leaders in a relaxed, after-hours setting. The reception will be held immediately following the conclusion of day 1 of the conference.

Networking Reception Sponsor will receive the following:

- Recognition as a sponsor in the conference brochure (assuming confirmation is before the print date of the brochure)
- A 22" x 28" showcard welcoming attendees to the cocktail reception, featuring your company logo
- Acknowledgment during the general session
- Two full conference passes to attend the 2-day event
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- Your company logo on the InfoTrends web site with a link to your home page
- Company profile (200 word description) on the InfoTrends web site
- You may provide promotional materials to be used during the reception (this may include your logo on a banner or signage, cups, or giveaways)

*\* Pricing includes the cost of food and beverage – menu to be selected by InfoTrends*

## Luncheon - 2 Available - \$6,000 each

**Wednesday, August 22, 2007 (1 hour) - SOLD**

**Thursday, August 23, 2007 (1 hour)**

The Luncheon Sponsorship is only available to two companies. The luncheon sponsorship is also a high-visibility sponsorship option.

Luncheon sponsors will receive the following:

- Recognition as a sponsor in the conference brochure (assuming confirmation is before the print date of the brochure)
- A 22" x 28" showcard welcoming attendees to the luncheon, featuring your company logo
- Acknowledgment during the general session
- One full conference pass to attend the 2-day event
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- Your company logo on the InfoTrends web site with a link to your home page
- Company profile (200 word description) on the InfoTrends web site
- You may provide promotional materials to be used during the luncheon (this may include your logo on a banner or signage, cups, or giveaways)

*\* Pricing includes the cost of food and beverage – menu to be selected by InfoTrends*

## Tabletop Display - \$4,000

**Wednesday-Thursday, August 22-23, 2007 (open during all breaks and receptions)**

Each sponsor will receive a draped 6' tabletop with 2 chairs at the conference for displaying literature, new products, or new technologies. Sponsors bring their own equipment, and power may be ordered in advance of the event through InfoTrends. You can also rent computer monitors, TVs, Internet access, and other equipment from us if you place your order 30 days in advance of the conference. Tabletop browsing will take place in the morning, early evening, during the breaks, and during the lunches.

Exhibitors receive the following:

- Recognition as an exhibitor in the conference brochure (assuming confirmation is before the print date of the brochure)
- Recognition on all event signage
- Acknowledgment during the general session
- One full conference pass to attend the 2-day event
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- Your company logo on the InfoTrends web site with a link to your home page

## Customized Packages

We're happy to work with you to identify a sponsorship package that is appropriate for your organization. To learn more about custom sponsorship opportunities contact us today.

**Scott Phinney**

**781-616-2100 ext. 123**

**e-mail: [scott\\_phinney@infotrends.com](mailto:scott_phinney@infotrends.com)**

**TransPromotional Summit  
Sponsorship Contract  
August 22-23, 2007**

*Please fill out the following two pages and fax back to (781)616-2121*

**To:** Scott Phinney

**Fax:** 781-616-2121

**Tel:** 781-616-2100 ext. 123

**Email:** scott\_phinney@infotrends.com

Yes, my company would like to participate as a sponsor at this event in the following capacity:

- Platinum Sponsorship** ..... \$10,000
- USB Drive Sponsorship** ..... \$6,100
- Exclusive Break Sponsorship** ..... \$2,000
- Reception Sponsorship (1 available)** ..... \$3,000
- Luncheon Sponsorship (2 available)** ..... \$6,000 each
- Tabletop Display** ..... \$4,000 each

**Sponsorship Terms and Conditions** – Sponsor recognizes that the benefits of sponsorship are limited to what is outlined in our sponsorship invitation. Sponsor must participate in the complete 2-day event (August 22-23, 2007). Tabletops may not be broken down before the last break on the second day of the event. No exceptions will be made. Sponsorships are limited and granted on a first-come, first-served basis. Conference fees are nonrefundable. Upon receipt of this agreement and a PO number, InfoTrends will issue an invoice for the amount of the sponsorship.

**Company Information:**

Sponsoring Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Country: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**TransPromotional Summit  
Sponsorship Contract (continued)**

**Contact Information:**

Primary Contact: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Secondary Contact: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Signature: \_\_\_\_\_

Sponsorship Description: \_\_\_\_\_

Date/Time (if participating in a break): \_\_\_\_\_

Purchase Order # (if applicable)

Total Amount Due: \_\_\_\_\_

**Payment Information:**

Credit Card Number: \_\_\_\_\_ Expiration Date \_\_\_\_\_

Credit Card Company: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Title: \_\_\_\_\_

Cardholder's Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

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

Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

**Please make all checks payable to InfoTrends**

**Return to:**

**InfoTrends  
Attn: Scott Phinney  
97 Libbey Parkway Suite 300  
Weymouth, MA 02189**

**Tel: 781-616-2100 ext. 123  
Fax: 781-616-2121**