

2011 Florida Snowbird Extravaganza CORPORATE SPONSORSHIPS



The Lakeland Center, Lakeland, Florida • Tuesday and Wednesday January 25 and 26, 2011

As a Corporate Sponsor of the Snowbird Extravaganza, you will receive the following:

- Premier positioning of your booth area
- On-stage recognition of your pre-eminent role by our Master of Ceremonies.
- Extensive media coverage-print & radio highlighting your company's products
- Directional signage to corporate sponsor booth areas placed in the Show Information Centre
- Prominent company logo sign hung from the ceiling of Exhibit Hall
- Insertion of material into the official show bag to be distributed at the main entrance (material to be supplied by you)

High Impact Advertising

- Substantial pre-promotion, including extensive advertising in the CSANews
- Discounts on standard advertising rates for CSANews for one full year
- Advertisement in the Show Guide distributed at the show entrance
- Special post-event CSANews ("Thank You" page) and other media follow-up
- Recognition of sponsorship – logo representation and/or name mention on www.snowbirdextravaganza.com and in pre-event advertising (radio, newspaper, direct mail, posters etc.) SUBJECT TO PUBLISHER RESTRICTIONS

Corporate Communication

- Feature presentation of your product in the 2300-seat Youkey Theatre (Available to Gold-level ONLY)
- Logo presented daily on the main stage jumbotron screen
- Inclusion in press releases on a rotating basis

On Location

- Buffet breakfast, free shuttle from hotel and parking
- Reserved seating at the main stage for company executives and key clients
- Continuous on-stage recognition
- Post-event V.I.P. reception with other corporate sponsors, CSA Directors and entertainers
- Special exhibitor badges

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Pricing

Item	Gold	Silver	Bronze
Booth Area	Four 10' x 10' booths (includes four tables and eight chairs) plus the option to purchase two additional booths at ½ price	Three 10' x 10' booths (includes three tables and six chairs) plus the option to purchase one additional booth at ½ price	Two 10' x 10' booths (includes two tables and four chairs)
Logo Sign	4' x 7' sign	4' x 7' sign shared with a maximum of two other Silver-level sponsors	4' x 7' sign shared with all other Bronze-level sponsors
Show Guide	Full-page full-colour ad	Half page full-colour ad	Quarter-page full-colour ad
CSANews Advertising	25% off standard advertising rates for one year	15% off standard advertising rates for one year	10 % off standard advertising rates for one year
Stage Presentation	Seven-minute presentation twice daily on the Youkey Theatre Main Stage	N/A	N/A
Price	\$27,500 USD/ \$34,375 CAD	\$11,000 USD/ \$13,750 CAD	\$6,500 USD/ \$8,125 CAD