

Sponsorship Levels and Benefits FOR OUR EXHIBITORS

WELL EXPO sponsorships are available at several different levels of investment, and include exclusive marketing opportunities that combine day-of-show exposure with online, print and media marketing that spans six months. Contact your sales representative for more information, or download the sponsorship form by visiting www.wellexpomadison.com.

Corporate Sponsor: \$10,000

- Prominently placed, carpeted double booth (10 x 20 feet) with electricity.
- One "Corporate Sponsor" ceiling sign hung directly above booth
- Exclusive use of Classroom #2 for programming throughout both days.
- Editorial coverage in *Corporate Report Wisconsin*
- Email addresses of all the attendees.
- Opportunity to make one announcement each day to attendees.
- **PLUS Presenting Sponsor Benefits**

Presenting Sponsor: \$5,000

- Prominently placed, carpeted double booth (10 x 20 feet) with electricity.
- One "Presenting Sponsor" ceiling sign hung above booth
- Recognition as Main Stage Sponsor for one day with announcements throughout the show.
- 45 min. seminar slot for Q&A, presentation or demonstration to attendees.
- Logo on tickets.
- Full page ad in Expo Show Guide.
- Item in goody bag, if desired
- **PLUS Platinum Sponsor Benefits**

PLATINUM: \$3,500

- Double booth (10 x 20 feet) with electricity.
- Recognition as Classroom Sponsor with announcements throughout the show.
- Mention in radio and television ads, and press releases.
- Banner ad on website through January 31, 2012.
- Half page ad in Expo Show Guide.
- Video footage taken at booth for online posting.
- Logo and link in eBlasts
- **PLUS Gold Sponsor Benefits**

GOLD: \$2,000

- 45 min. seminar slot for Q&A, presentation or demonstration to attendees.
- Tile ad on website through January 31, 2012.
- **PLUS Silver Sponsor Benefits**
- **LOBBY EXHIBITOR: \$1,500**
- Standard booth w/ electricity in lobby of Alliant Energy Center at WELL Expo entrance.
- Capture WELL Expo attendees + attendees of two other expos on the same weekend.
- **PLUS Silver Sponsor Benefits**

SILVER: \$1,000

- Standard booth (10 x 10 feet) with electricity
- Placement of logo on all promotional collateral
- Posts and Tags on Facebook and Twitter
- 1/3 page ad in Show Guide.
- 25 tickets to the Expo.
- 4 daily parking passes.

GOODY BAG: \$500

- Placement of logo on wellexpomadison.com
- Logo/web link on Facebook and Twitter pages
- 1/6 page ad in Show Guide.
- 20 tickets to the Expo.
- Placement of coupon or item in goody bags for the first 200 attendees. (100 each day)

PLEASE SEE REVERSE SIDE AND RETURN THIS FORM TO RESERVE YOUR SPACE. THANK YOU!
FOR QUESTIONS, PLEASE CALL DENA FRISCH AT 608-220-2120 OR SEND AN E-MAIL TO DENA@NTMEDIAGROUP.COM



**SPONSORSHIP AGREEMENT
JANUARY 28-29, 2012
EXHIBITION HALL A,
ALLIANT ENERGY CENTER**

The exhibitor package includes one 10-ft x 10-ft booth, skirted table, 2 chairs, booth sign, 4 daily parking passes, a listing in the Expo Show Guide and a listing on www.wellexpomadison.com.

PLEASE MARK HOW YOU WOULD LIKE TO PARTICIPATE:

<u>BOOTH PACKAGES</u>	<u>SPONSORSHIP LEVEL PACKAGES</u>	<u>SHOW GUIDE ADS</u>	<u>EXHIBITOR</u>	<u>NON-EXHIBITOR</u>
Standard Booth <input type="checkbox"/> \$550	Corporate <input type="checkbox"/> \$10,000	Full Page	<input type="checkbox"/> \$300	<input type="checkbox"/> \$375
Add On Additional Booth (10-ft x 20-ft total space) <input type="checkbox"/> \$365	Presenting <input type="checkbox"/> \$5,000	1/2 page	<input type="checkbox"/> \$200	<input type="checkbox"/> \$275
Electricity <input type="checkbox"/> \$95	Platinum <input type="checkbox"/> \$3,500	1/3 page	<input type="checkbox"/> \$150	<input type="checkbox"/> \$225
	Gold <input type="checkbox"/> \$2,000	1/6 page	<input type="checkbox"/> \$100	<input type="checkbox"/> \$175
	Lobby Exhibitor <input type="checkbox"/> \$1,500			
	Silver <input type="checkbox"/> \$1,000			
	Goody Bag <input type="checkbox"/> \$500			

ARE YOU INTERESTED IN OFFERING AN ITEM FOR OUR 200 GIVEAWAY BAGS? YES!

EXHIBITOR INFORMATION:

COMPANY NAME: _____

CONTACT NAME: _____

BILLING ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

PHONE: _____ **FAX:** _____ **EMAIL:** _____

FOR THE WEB SITE, BOOTH SIGN AND SHOW GUIDE LISTING:

COMPANY NAME: _____

PHONE: _____ **WEB SITE:** _____

PAYMENT:

CHECK ENCLOSED (MAIL TO NEI-TURNER MEDIA GROUP, INC.; P.O. BOX 1080, WILLIAMS BAY, WI 53191)

CREDIT CARD (MC or VISA): CARDHOLDER NAME: _____

NUMBER: _____ **EXP DATE:** _____ **SEC CODE:** _____

IF BILLING ADDRESS IS DIFFERENT FROM ABOVE, PLEASE ADD: _____

PLEASE SEND ME AN INVOICE FOR PAYMENT

AUTHORIZED SIGNATURE: _____ **DATE:** _____

***SIGNATURE DENOTES ACCEPTANCE OF TERMS AND CONDITIONS STATED BELOW**

By signing this agreement Vendor agrees to indemnify Nei-Turner Media Group, Inc., Alliant Energy Center, any sponsors of WELL Expo, and their officers, employees, agents, representatives, and volunteers, and any organization involved with the production of WELL Expo and will hold each of them harmless from any and all actions, damages, and claims, to persons or property, penalties, obligations, liabilities or attorney's fees that may be asserted or claims by any person, firm, entity, corporation, political subdivision or other organization arising out of any negligent or intentional tortuous acts, errors or omissions of vendor, its agents, employees, sub-contractors, or invitees, provided for herein and arising out of the performance of this agreement. **PAYMENT TERMS:** Non-refundable payment is due by Sept. 1, 2011. **ACCEPTANCE:** Nei-Turner Media Group, Inc. reserves the right to alter or reject any application, which is not in keeping with WELL Expo's theme and standards.

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