



30th Annual International Operating Conference & Trade Show

George R. Brown Convention Center • Hilton Americas-Houston
May 24-26, 2010 • Houston, TX USA

Sponsorship and Advertising Opportunities

The 2010 ILTA trade show is already sold out! How will you stand out from the 250 other companies exhibiting at the event?

Enhance your visibility during the ILTA conference and trade show with an event sponsorship. This is a great opportunity to reach a targeted audience interested in your company's products and services.

We know that you look for events that demonstrate a positive return on your sponsorship investment. ILTA is recognized as the leader in terminal industry services. What better way to have your company brand associated with a great event and a great organization?

Conference and Trade Show sponsors at the \$1,000 level or higher receive the following benefits:

- Company logo on ILTA 2010 Conference and Trade Show website
- Company logo in ILTA 2010 Conference Program
- Recognition in ILTA newsletter preceding the event
- Company logo on welcome signage in conference and trade show registration areas
- Company logo in official ILTA 2010 Conference and Trade Show Guide

30th Anniversary Commemorative Conference and Trade Show Guide Be a part of this special issue!

This year, we will produce a commemorative show guide for the 30th Anniversary of the ILTA conference and trade show. Show your support of ILTA with an ad in guide.

A limited number of sponsorship packages are available. Don't miss this opportunity to reserve your sponsorship package or to buy an ad in the show guide. Contact ILTA at 202-842-9200 to discuss options.

Please note that show guide advertisers are not considered sponsors for the purpose of the additional benefits described above.



30th Annual International Operating Conference & Trade Show
Sponsorship & Advertising Opportunities

2010 Golf Tournament Sponsorship Opportunities

Tournament sponsors are encouraged to register at least one foursome for the tournament.

Title Sponsor – \$3,275

Exclusive Opportunity

- One complimentary foursome
- Name recognition at conference
- Company logo exclusively displayed on tournament banner
- Company logo on a golfer arrival gift
- One full-page advertisement in tournament program
- Company logo on tournament registration flyer & webpage

Eagle Sponsor – \$1,750 ea.

2 sponsorships available

- Company logo displayed on signage during lunch and awards dinner
- Company logo on a golfer arrival gift
- One ½ page advertisement in tournament program
- Company logo on tournament registration flyer & webpage

Beverage Cart Sponsor – \$650 ea.

6 sponsorships available

- Company logo on beverage koozies
- Company logo prominently displayed on the beverage cart
- Company logo displayed on tournament webpage
- Sponsors may staff their carts with one individual to distribute beverages during tournament play

Putting Contest Sponsor – \$500

Exclusive Opportunity

- Company logo exclusively displayed near the putting green
- Company logo on tournament registration flyer & webpage

Bottle Water Sponsor - \$450

Exclusive Opportunity

- Company logo on bottles of water that will be pre-loaded onto the players' golf carts
- Company logo exclusively displayed within the tournament staging area

Longest Drive Sponsor - \$375

Exclusive Opportunity

- Company logo exclusively displayed at the tee on both courses

Closest to the Pin Sponsor - \$375

Exclusive Opportunity

- Company logo exclusively displayed at the tee on both courses



2010 Conference & Trade Show Sponsorship Opportunities

Conference & Trade Show Program Brochure Sponsor

Exclusive sponsorship

\$10,000

- Exclusive opportunity to place one full-page, four-color ad in the ILTA 2010 Conference & Trade Show Program Brochure
- One complimentary full conference registration
- Company logo prominently displayed on projection screen in conference breakout rooms

Platinum Sponsor

Exclusive sponsorship

\$5,000

- One complimentary full conference registration
- Company logo prominently displayed on projection screen in conference breakout rooms
- Copy of event registration mailing list (electronic)
- Opportunity to insert one item in conference bag
- Use of a "Sponsors Only Table" (shared table) in registration areas for distribution of company literature
- Participation in prize giveaway

Gold Sponsor

Four sponsorships available

\$2,500 each

- Two tickets for Monday night conference reception
- Company logo displayed on projection screen in conference breakout rooms
- Opportunity to insert one item in conference bag
- Use of a "Sponsors Only Table" (shared table) in registration areas for distribution of company literature

Internet Café Sponsor

Exclusive sponsorship

\$3,000

- Exclusive opportunity to sponsor four computer stations prominently located in the Oasis on the trade show floor
- Company logo on signage in Internet cafe
- Company's home page will be set as default home page on each computer
- Use of a "Sponsors Only Table" (shared table) in registration areas for distribution of company literature

Conference Attendee Bag Sponsor

Exclusive sponsorship

\$2,500 + cost of bag

- Company name or logo displayed with ILTA logo on bag given to all conference attendees
- Opportunity to insert one item in conference bag

Badge Lanyard Sponsor

Exclusive sponsorship

\$2,500 + cost of lanyards

- Company provides lanyards to be given to all conference and trade show attendees



30th Annual International Operating Conference & Trade Show
Sponsorship & Advertising Opportunities

Conference Reception Sponsor (Monday)

Six sponsorships available at \$2,000 each

- Two complimentary tickets to reception
- Company logo displayed on signage during reception
- Company logo on cocktail napkins used during reception
- Opportunity to purchase additional first night conference reception tickets at a discount

– or –

Exclusive sponsorship of entire conference reception at \$8,500

- 10 complimentary tickets to reception
- Company logo displayed on signage during reception
- Company logo on cocktail napkins used during reception
- Opportunity to purchase additional first night conference reception tickets at a discount

Trade Show Lunch Sponsor (Wednesday)

Four sponsorships available at \$2,000 each

- Company logo displayed on signage during lunch
- Company logo on napkins used during lunch
- Company logo on lunch tickets (tickets to be distributed by company)

– or –

Exclusive sponsorship available at \$6,500

- Company logo displayed on signage during lunch
- Company logo on napkins used during lunch
- Company logo on lunch tickets (tickets to be distributed by company)

Hotel Room Key Sponsor

Exclusive sponsorship

\$5,000 + cost of keys

- Company logo on room keys for ILTA attendees at Hilton Americas-Houston

Room Drop Sponsor

Exclusive sponsorship

\$3,000

- Opportunity to place one item or company brochure inside each ILTA attendee room at the Hilton Americas-Houston

Door Drop Sponsor

Exclusive sponsorship

\$2,500

- Opportunity to place one item or company brochure outside each ILTA attendee room at the Hilton Americas-Houston

Monday Conference AM Coffee Break Sponsor

Four sponsorships available at \$1,500 each

Note: Two break stations will be set up in the conference area.

- Signage at break station

Monday Conference PM Cookie Break Sponsor

Four sponsorships available at \$2,000 each

Note: Two break stations will be set up in the conference area.

- Signage at break station

Tuesday Trade Show Beverage Sponsor

Four sponsorships available at \$2,500 each

Note: Four beverage stations will be set up on the trade show floor.

- Signage at beverage station



30th Annual International Operating Conference & Trade Show
Sponsorship & Advertising Opportunities

Popcorn Cart Sponsor

\$1,000 + cost of popcorn bags/boxes

Exclusive sponsorship

- Company logo on signage near popcorn cart in the Oasis
- Company may provide popcorn bags or boxes with company logo

Prize Giveaway Sponsor

Ten sponsorships available

\$1,000 each

- Trade Show attendees must visit all prize giveaway sponsor booths to be eligible for prize drawing
- Prizes to be awarded each day of the Trade Show
- Company logo displayed on prize giveaway signage in Trade Show
- Company logo displayed on prize giveaway entry form

Don't see anything that fits what you had in mind? Call ILTA at 202-842-9200 to discuss your ideas.

ILTA reserves the right to limit or reject sponsorships from organizations or companies.



2010 Advertising Opportunities

Conference and Trade Show Guide Advertising Opportunities

- Full-page – \$1,000
- ½ page – \$600
- ¼ page – \$350

Note: 20% premium will be added for inside front cover and inside back cover ad placement

Exclusive Belly Band Advertising Opportunity!

\$5,000

The belly band is an advertising strip that is wrapped horizontally around each conference and trade show guide. This guarantees that each conference and trade show attendee will see your ad!

Golf Tournament Program Opportunity

\$100

Advertising space is limited and will be available exclusively to ILTA's 2010 exhibitors that register a foursome in the tournament.

Ad Specifications

Trade Show Guide: Trim Size: 8.5" X 11"

Full Page Ad: 8.75" x 11.25"

- Full Page Bleed Ad, add 1/8" on all 4 sides
-- All full page bleed ads **MUST** keep text, website URLs, phone numbers and important imagery (logos etc.) 1/2" (.5 inches) or 12mm from the trim size.
- Full Page Non-Bleed Ad, 7" x 10"

Half-Page Horizontal (non-bleed only) 7" x 4.875"

-- Horizontal format only. No vertical half-page ads accepted.

Quarter-Page Vertical Ad (non-bleed only) 3.8125" x 4.875"

-- Vertical format only. No horizontal quarter-page ads accepted.

Golf Tournament Program: Trim Size 5.5" X 8"

Half-Page Horizontal (non-bleed only) 4.75" X 3.75"

-- No Vertical half page ads accepted.

-- 4-color process (CMYK) No metallic or PMS inks accepted.

Artwork Specifications

- All ads must be submitted digitally. No film/negatives allowed.
- Must be accompanied by color proof for accurate color matching.
 1. High resolution PDFX1a file Preferred with all fonts embedded. CMYK. 300dpi.
 2. 300dpi, CMYK PhotoShop TIF or JPG
- No other file formats accepted. Only TIF, JPG or PDFX1a.
- No native application files accepted. (No Quark, InDesign etc.)

Ad Reservations: April 13, 2010

Ad Artwork Due: April 20, 2010



Sponsorship & Advertising Order Form

CONFERENCE & TRADE SHOW OPTIONS

- Conference & Trade Show Program Sponsor \$10,000
- Platinum Sponsor \$5,000
- Gold Sponsor \$2,500
- Internet Café Sponsor \$3,000
- Conference Attendee Bag Sponsor \$2,500+
- Badge Lanyard Sponsor \$2,500+
- Shared Conference Reception Sponsor (Monday) \$2,000
- Exclusive Conference Reception Sponsor (Monday) \$8,500
- Shared Trade Show Lunch Sponsor (Wednesday) \$2,000
- Exclusive Trade Show Lunch Sponsor (Wednesday) \$6,500
- Hotel Room Key Sponsor \$5,000+
- Room Drop Sponsor \$3,000
- Door Drop Sponsor \$2,500
- Monday Conference AM Coffee Break Sponsor \$1,500
- Monday Conference PM Cookie Break Sponsor \$2,000
- Tuesday Trade Show Beverage Sponsor \$2,500
- Popcorn Cart Sponsor \$1,000+
- Prize Giveaway Sponsor \$1,000

GOLF TOURNAMENT OPTIONS

- Title Sponsor \$3,275
- Eagle Sponsor \$1,750
- Beverage Cart Sponsor \$650
- Putting Contest Sponsor \$500
- Water Bottle Sponsor \$450
- Longest Drive Prize \$375
- Closest to the Pin Prize \$375

ADVERTISING OPTIONS

Trade Show Guide Advertising Opportunities

- Full Page \$1,000
 - *20% premium will be added for inside front cover, and inside back cover ad placement
- Half Page \$600
- Quarter Page \$350
- Exclusive Belly Band Advertising \$5,000

Golf Tournament Program Advertising Opportunities

- Half Page \$100 (space is limited)

TOTAL DUE:

CONTACT INFORMATION

Name: _____ Title: _____

Company : _____

Address: _____

City/State/Zip: _____

Phone: (____) _____ Fax: (____) _____ E-mail: _____

PAYMENT OPTIONS

- Check Enclosed (US funds only) Visa MasterCard American Express

Card No. _____

Exp. Date _____

Cardholder _____

Complete Billing Address: _____

Signature _____

(Signature required to authorize charge and acknowledge cancellation and fee policies)

Please return this form to:

ILTA 30th Annual International Operating Conference & Trade Show
 1444 I Street, NW Suite 400
 Washington, DC 20005
 Phone: (202) 842-9200 • Fax: (202) 326-8660

A deposit equal to 25% of the total sponsorship fee is due within 15 days of application submission. The remainder of the sponsorship fee is due by April 9, 2010. Full payment must be made before any sponsorship benefits will be received.

Signature: _____ Date: _____