



## 29<sup>th</sup> Annual International Operating Conference & Trade Show

George R. Brown Convention Center • Hilton Americas-Houston  
June 8-10, 2009 • Houston, TX USA

### **Sponsorship & Advertising Opportunities**

Enhance your visibility during the 2009 ILTA Conference and Trade Show!

The 2009 ILTA Conference and Trade Show sponsorship package includes ways for your company to maintain a high profile throughout the event. A large selection of sponsorship opportunities is available to fit any budget. Become a sponsor of the event and communicate your company's corporate message to attendees.

All sponsors at the \$1,000 level or higher receive the following benefits:

- Company logo on ILTA 2009 Conference & Trade Show website
- Company logo in ILTA 2009 Conference Program
- Recognition in ILTA newsletter preceding and following the event
- Company logo on welcome signage in conference and trade show registration areas
- Company logo in official ILTA 2009 Conference & Trade Show Guide

We expect an even larger turnout for the 2009 event. Don't miss this opportunity to reserve your sponsorship package or to buy an ad in the show guide. Please 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.*



## Golf Sponsorship Benefits

### Golf Tournament Title Sponsor

Exclusive sponsorship  
\$3,000

**SOLD**

- Name recognition during the awards presentation
- Company logo exclusively displayed on tournament banner at registration and awards dinner
- Company logo on lunch box
- Company logo on golfer arrival gift
- Company logo on tournament marketing materials
- Four tickets to awards dinner

### Eagle Sponsor

Two sponsorships available  
\$1,500 each

**SOLD**

- Company logo displayed on signage at awards dinner
- Company logo on golfer arrival gift
- Company logo on tournament marketing materials
- Two tickets to awards dinner

### Beverage Cart Sponsor

Six sponsorships available  
\$600 each

**SOLD**

- Company logo on beverage koozies
- Sponsorship sign on one beverage cart

### Putting Contest Sponsor

Exclusive sponsorship  
\$500

**SOLD**

- Company logo exclusively displayed on the putting green
- Company logo on tournament marketing materials
- Name recognition during the awards presentation

### Longest Drive Sponsor – **only one (1) left**

Two sponsorships available (one per course)  
\$300 each

- Name recognition during the awards presentation
- Sponsorship sign at the tee

### Closest to the Pin Sponsor – **only one (1) left**

Two sponsorships available (one per course)  
\$300 each

- Name recognition during the awards presentation
- Sponsorship sign at the tee



## Conference & Trade Show Sponsorship Opportunities

### Conference & Trade Show Program Brochure Sponsor

Exclusive sponsorship  
\$10,000

**SOLD**

- Exclusive opportunity to place one full-page, four-color ad in the ILTA 2009 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

**SOLD**

- 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

**SOLD**

- 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

**SOLD**

- 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

**SOLD**

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



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Sponsorship & Advertising Opportunities

**Conference Reception Sponsor (Monday)**

Four sponsorships available at \$1,500 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

**SOLD**

**Trade Show Reception Sponsor (Tuesday) – only two (2) left**

Six sponsorships available at \$1,500 each

- Company logo displayed on signage during reception
- Company logo on cocktail napkins used during reception

**Trade Show Lunch Sponsor (Wednesday) – only three (3) left**

Four sponsorships available at \$1,500 each

- Company logo displayed on signage during lunch
- Company logo on napkins used during lunch

**Hotel Room Key Sponsor**

Exclusive sponsorship

\$5,000 + cost of keys

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

**SOLD**

**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

**SOLD**

**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

**SOLD**

**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

**SOLD**

**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

**SOLD**

**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.*



## 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!

### ILTA 2009 Show Guide Ad Specs

Full Page Ad:

Trim Size: 8.5" x 11"

A. Bleed Ad - add 1/8" on all 4 sides = 8.75" x 11.25"

B. Non-Bleed Ad - 7" x 10"

Half Page Horizontal (non-bleed only)

7" x 4.875"

Quarter Page Vertical Ad (non-bleed only)

3.8125" x 4.875"

Artwork:

1. 300dpi, CMYK PhotoShop TIF or EPS Preferred on CD with color proof.
  2. High resolution PDFs with all fonts embedded. MUST be accompanied by color proof.
- No other file formats accepted. (No Quark, InDesign etc.) Only TIF, EPS or PDF. No native application files accepted.

Reservation Deadline: **May 1, 2009**

Artwork Deadline: **May 8, 2009**



## 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) \$1,500
- Exclusive Conference Reception Sponsor (Monday) \$5,000
- Shared Trade Show Reception Sponsor (Tuesday) \$1,500
- Exclusive Trade Show Reception Sponsor (Tuesday) \$7,500
- Shared Trade Show Lunch Sponsor (Wednesday) \$1,500
- Exclusive Trade Show Lunch Sponsor (Wednesday) \$5,000
- Hotel Room Key Sponsor \$5,000+
- Room Drop Sponsor \$3,000
- Door Drop Sponsor \$2,500
- Popcorn Cart Sponsor \$1,000+
- Prize Giveaway Sponsor \$1,000

### GOLF TOURNAMENT OPTIONS

- Golf Tournament Title Sponsor \$3,000
- Eagle Sponsor \$1,500
- Beverage Cart Sponsor \$600
- Putting Contest Sponsor \$500
- Longest Drive Sponsor \$300
- Closest to the Pin Sponsor \$300

### 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

**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 29<sup>th</sup> 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 17, 2009. Full payment must be made before any sponsorship benefits will be received.

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