

OPTIMIZE THIS! 2016

International HEEDS User Conference

International HEEDS User Conference
October 11-14, 2016
Dearborn, Michigan

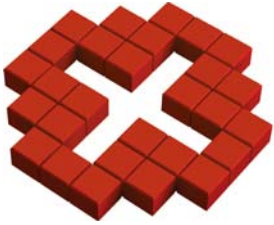
Sponsorship Packages

	Platinum	Gold	Silver	Bronze
	\$25,000	\$12,000	\$6,000	\$3,000
Exhibit Hall				
Premier location booth space	✓	✓		
Standard booth space			✓	✓
Electrical outlet	✓	✓	✓	✓
High-speed internet/wireless	✓	✓	✓	✓
Marketing and Branding				
Sponsor logo on Optimize This! Conference web site	✓	✓	✓	✓
Ad space in the conference program or company profile/logo (materials due 8/1/2016)	2 full pages	1 full page	1/2 page	1/4 page
Main stage sponsor logo presence	✓	✓	✓	✓
Attendee portfolio literature insert (sponsor responsible for production of material. Approval required by Optimize This! planning committee; due 9/2/2016)	2	2	1	1
Receive full attendee registration list (opt-out) name and email ✓	✓	✓		
Meal Sponsorship	Dinner or Reception	Breakfast or Lunch	Coffee Break	
Marketing and Branding				
Full Conference Pass (including dinner)	10	5	2	1

Additional Promotional Sponsorship Opportunities

Sponsorship and Special Events	Cost	Deadline	Description
Meet & Greet Welcome Reception	\$2,500	9/9/2016	Sponsor evening reception prior to the conference for all guests
Cocktail Hour	\$1,000	9/9/2016	Sponsor cocktail hour prior to dinner
Dessert Hour	\$1,000	9/9/2016	Sponsor after dinner dessert service
USB Drives	\$1,000	8/1/2016	Sponsor logo on one side of USB drive
Portfolio Literature Insert	\$200	9/2/2016	Sponsor literature (8.5 x 11" sheet, postcard or DVD) placed in portfolio of all conference attendees; sponsor responsible for production

Register your sponsorship online at <https://www.regonline.com?eventID=1772124&TypeID=410266> or complete form attached.



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Exhibitor and Sponsor Application/Contract

Company Name: _____

List the company name as it should appear on signage, booth, in program and online. No changes can be made to your company name after this submission. Please initial here _____ to indicate that this is the official company name you'd like listed for all media.

Company Address: _____

City: _____ State: _____

Zip Code: _____ Country: _____

URL: _____

Conference On-site Contact: _____

Title: _____

Telephone: _____ Fax: _____

E-mail: _____

Primary Contact for Exhibit/Sponsorship Logistics: _____

Title: _____

Telephone: _____ Fax: _____

E-mail: _____

Purchase and Payment Details:

PO #: _____

Our payment terms are net 30 days. Please place your initials on the following line indicating that you agree to these terms: _____ (initials here)

Please complete and sign this page.

Fax to 517.664.1175 or send to val.townsend@redcedartech.com.

Signature: _____

Signed by (print name): _____ Date: _____

All prices are in U.S. dollars

Select Sponsorship Packet:

- Platinum Sponsor \$25,000
- Gold Sponsor \$12,000
- Silver Sponsor \$ 6,000
- Bronze Sponsor \$ 3,000

Select Promotional Opportunities:

- Meet & Greet \$ 2,500
- Cocktail Hour \$ 1,000
- Dessert Hour \$ 1,000
- USB Drives \$ 1,000
- Literature Insert \$ 200

Other _____

Sponsorship Purchase Cost:

TOTAL: _____

Mail payment information to:

Red Cedar Technology
Attn: Optimize This! Conference
4572 S. Hagadorn Road, Suite 3-A
East Lansing, MI 48823

If you have questions or need additional information, please contact:

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517.319.0314