

# OPTIMIZE THIS! 2014

International HEEDS User Conference

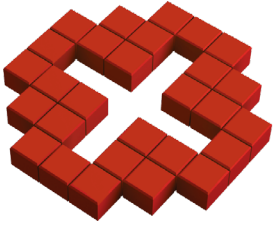
International HEEDS User Conference  
 October 13-17, 2014  
 The Henry Ford, Dearborn, Michigan

## Sponsorship Packages

	Platinum	Gold	Silver	Bronze
	\$25,000	\$12,000	\$6,000	\$3,000
<b>Exhibit Hall</b>				
Premier location booth space	✓	✓		
Standard booth space			✓	✓
Electrical line	✓	✓	✓	✓
High-speed internet/wireless	✓	✓	✓	✓
<b>Marketing and Branding</b>				
Sponsor logo on Optimize This! Conference web site	✓	✓	✓	✓
Space in the conference program for ad or company profile/logo (materials due 8/6/2012)	2 Full pages	Full page	1/2 page	1/4 page
Main stage sponsor logo presence	✓	✓	✓	✓
Attendee portfolio literature insert (sponsor responsible for production of 8.5 x 11; double-sided singlesheet, postcard, or DVD. Approval required by Optimize This! planning committee; due 9/1/2014)	2	2	1	1
Receive full attendee registration list (opt-out) name and email ✓	✓	✓		
Dinner Sponsorship	✓			
<b>Marketing and Branding</b>				
Full Conference Pass (including dinner)	10	5	2	1

## Promotional Sponsorship Opportunities: All Sponsors & Partners

Sponsorship	Cost	Deadline	Description
Conference Program Sponsor	\$2,000	8/4/2014	Sponsor the production of the conference program; sponsor logo featured on the front of the program
Portfolio Sponsor	\$1,500	8/4/2014	Sponsor the production of portfolios for conference attendees; sponsor logo featured on the front of the portfolio
Bottled Water	\$1,000	8/4/2014	Sponsor logo on the bottled water available to conference attendees throughout the day
Lanyard/Badge Holder	\$500	8/4/2014	Sponsor logo on the lanyard; distributed to all conference attendees
Conference Pen	\$500	8/4/2014	Sponsor logo on the pen barrel
Portfolio Literature Insert	\$500	9/1/2014	Sponsor literature (8.5 x 11" sheet, postcard or DVD) placed in portfolio of all conference attendees; sponsor responsible for production
<b>Special Events</b>			
Dinner	\$2,000	9/15/2014	Sponsor dinner for conference attendees; verbal recognition of sponsor(s)
Conference Lunch	\$1,000	9/15/2014	Sponsor lunch for conference attendees; verbal recognition of sponsor
Refreshment Break	\$500	9/15/2014	Sponsor a refreshment break for attendees; verbal recognition of sponsor



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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: \_\_\_\_\_

Address (if different from company address): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### Purchase and Payment Details:

Please refer to the Payment Terms listed in the "Exhibitor Terms & Conditions."

PO #: \_\_\_\_\_

Important: Please place your initials on the following line indicating that you have read and agree to all of the Exhibitor Terms and Conditions: \_\_\_\_\_ (initials here)

Please complete, sign and fax this page to 517.664.1175.

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:

- Program Sponsor \$ 2,000
- Portfolio Sponsor \$ 1,500
- Bottled Water \$ 1,000
- Lanyard/Badge Holder \$ 500
- Pen Sponsor \$ 500
- Portfolio Insert \$ 500
- Dinner Sponsor \$ 2,000
- Lunch Sponsor \$ 1,000
- Break Sponsor \$ 500

### Sponsorship Purchase Cost:

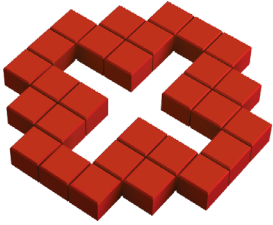
Sponsorship Package Total: \_\_\_\_\_

Additional Promotion Total: \_\_\_\_\_

**TOTAL PURCHASE:** \_\_\_\_\_

### 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:  
Gayle Ryan, Bus. Dev. Coordinator  
gayle.ryan@redcedartech.com  
517.664.1137 x29



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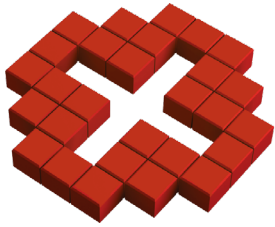
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## Sponsorship Checklist

- Contract:** If you haven't already done so, please complete the contract and return it with payment.
- Attendee Registration:** Please complete one online registration form for each person who will be attending from your organization. Sponsors receive from one to ten complimentary registrations depending on the sponsorship level. Use the coupon code that we sent you to process these registrations at no cost. Any additional attendees will be at the standard rate of \$350 per person. Register here: <http://www.regonline.com/optimizethis2014>
- Company Logo:** Please e-mail a high-resolution vector .eps or .png (with transparent background) of your company logo to [gayle.ryan@redcedartech.com](mailto:gayle.ryan@redcedartech.com). This logo will be used on the conference Web site and in the conference program.
- Company Description:** Please e-mail a brief company description (up to 75 words) to [gayle.ryan@redcedartech.com](mailto:gayle.ryan@redcedartech.com). This description will be used in the conference program and on the conference website. Company descriptions for the program are due by August 4th, 2014. All company descriptions are subject to approval by conference management. If a company description is not provided, Red Cedar Technology will use one from your company website.
- Booth Assignment:** You will be notified of your booth assignment one month prior to the conference event.
- Literature Insert(s):** Sponsors may include either one or two literature inserts in the attendee portfolio, depending on the level of sponsorship. These can be double-sided single sheets, postcards, or DVDs. Approval of literature inserts is required by conference management. All literature inserts are due by September 1, 2014.
- Advertisements:** Sponsors are provided with ad space in the conference program depending on the level of sponsorship. Please prepare your program ads using the specifications listed on the next page to ensure quality reproduction. All print materials for the conference program are due August 4, 2014.

*If you have any questions regarding any of these items, please contact Gayle Ryan by phone at 517-664-1137x29 or email at [gayle.ryan@redcedartech.com](mailto:gayle.ryan@redcedartech.com)*



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## AD SPECIFICATIONS

### Full Page Ad Specs (Platinum and Gold Sponsors)

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#### Full Page Ad (with bleed)

- Final trim: 8.5" wide x 11" tall
- Bleed size: 8.75" wide x 11.25" tall
- Live area: 7.5" wide x 10" tall (i.e. keep all vital, live matter 1/2" from top, bottom and sides of final trim size)

#### Full Page Ad (no bleed)

- 7.5" wide x 10" tall

### Half Page Ad Specs (Silver Sponsors)

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#### Half Page Ad (with bleed)

- Final trim: 8.5" wide x 5.5" tall. Will take up half a full sized page when trimmed
- Bleed size: (add 1/8" to all sides) 8.75" wide x 5.75" tall
- Live area: Keep all vital, live matter 1/2" from top, bottom and sides of final trim size)

#### Full Page Ad (no bleed)

- 7.5" wide x 10" tall

### Quarter Page Ad Specs (Bronze Sponsors)

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#### Quarter Page Ad (no bleed)

- 3.5" wide x 4.875" tall

## LINE SCREEN

- 150 line screen. Scans should be a minimum of 300 dpi at 100% of placed sizes.
- Obey SWOP Standards\* (combined CMYK densities, screen angles, etc.)  
[http://www.swop.org/specification/SWOP\\_EdX\\_Specs.pdf](http://www.swop.org/specification/SWOP_EdX_Specs.pdf)

## DIGITAL FILE FORMATS

Preferred File Format: Hi-Res PDF (Press Quality @ 300 dpi, maximum quality, CMYK color); All digital files should contain all hi-res images and fonts (fonts are to be converted to outlines in Illustrator or included with files).

PDF files are our requested format. The reason we prefer this file is that the file is totally self contained. All text, graphics and fonts are part of the single PDF file making it the fastest to proof and print. It also compresses the file for easier uploading or emailing - or burning to CD.

Please save all PDF files as High-res pdfs: Press Quality @ 300 dpi, maximum quality, CMYK color. All digital files should contain all hi-res images and fonts (fonts are to be converted to outlines or included with files).

You will need Adobe Acrobat Distiller (not Adobe Acrobat Reader) to create a PDF. If you don't have Distiller, Adobe offers an way to create a PDF online: <https://createpdf.adobe.com/index.pl>

DO NOT use password protection in the PDF file.  
Compression (if needed): ZIP