

NEW IDEAS.

Rue Bourbon
New Orleans

Protect Your Investment and Maximize your ROI with Sponsorship Opportunities at The Great Ideas Summit 2010, Presented by ERA!

Inventory at a Glance

Badges	\$7,500	Restore New Orleans	
Board Dinner	\$5,000	Volunteer Event— split	\$3,000
Closing Reception	\$7,500	Keynote Address: Tuesday and Wednesday	\$5,000
Continental Breakfast: Tuesday and Wednesday	\$5,000	Lunch: Tuesday and Wednesday	\$5,000
Education Track Sponsorships	\$4,000	New Member Welcome Reception	\$4,000
Hangover Kits	\$8,500	Opening Reception— split	\$5,000
Happy Hour: Tuesday and Wednesday	\$5,000	Peer to Peer Networking System	\$7,500
Hotel Room Channel	\$5,000	Registration Area	\$5,000
Hotel Room Keys	\$7,500	Show Portfolios	\$8,000
Jazz Dinner on the Mississippi River	\$5,000	Show Portfolio Insert	\$1,000
		VIP Reception	\$5,000

Badges

\$7,500

Place your company logo in a prominent position on every single badge at the show.

Board Dinner

\$5,000

Gain visibility with ERA's top tier of executives. This dinner is one of the mainstay events of the conference. Visibility opportunities include:

- One 22" x 28" and three 8 ½" x 11" signs placed in prominent locations around the dinner.
- Cocktail napkins with logos at all bars.
- Literature or other materials placed on a table in a prominent location inside the room (labor and materials to be paid by sponsor).

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Closing Reception

\$7,500

A great way to make one last impression on industry attendees. The reception will feature entertainment, cocktails and a dinner buffet. Visibility opportunities include:

- Provide a slide to be shown as attendees enter the reception.
- One meter board (3' x 8') placed in a prominent location outside the reception promoting the sponsor.
- Cocktail napkins with logos at all bars.
- Literature or other materials placed on a table in a prominent location inside the reception (labor and materials to be paid by sponsor).

SOLD!

Continental Breakfast: Tuesday and Wednesday

\$5,000 each

Welcome attendees each day at breakfast! Visibility opportunities include:

- Two 28" x 44" signs and eight 8 1/2" x 11" signs placed in prominent locations around the breakfast area promoting the sponsor.
- Literature or other materials placed on all chairs (labor and materials to be paid by sponsor).

Education Track Sponsorships

\$4,000

Sponsor one or more of the education tracks! Visibility opportunities include:

- Provide a slide to be shown as attendees enter each session.
- Front row table for six guests (all must be registered in order to attend)
- One 28" x 44" sign placed in a prominent location outside each session promoting the sponsor.
- Literature or other materials placed on all chairs (labor and materials to be paid by sponsor).

Hangover Kits

\$8,500 joint w/ERA

For those nasty mornings after a long night out in the French Quarter. The Hangover Kits will be placed in all attendee show bags and contain aspirin, alka seltzer, breath mints, vitamins and other necessities including a plastic cup branded with your company's logo. Become an attendee's new best friend and sponsor these new Hangover Kits!

Happy Hour: Tuesday and Wednesday

\$5,000 each FP

SOLD!



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SOLD!

SOLD!

SOLD!

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Opening Reception – Split

\$5,000

One of the most well-attended networking sessions at the show. The reception will feature entertainment, cocktails and a dinner buffet. Visibility opportunities include:

- Two meter boards (3' x 8') and one 28" x 44" sign placed in prominent locations around the reception promoting the sponsor.
- Cocktail napkins with logos at all bars.
- Literature or other materials placed on a table in a prominent location inside the reception (labor and materials to be paid by sponsor).

Pre-show Peer to Peer Networking System

\$7,500

Imagine if your company got branding similar to "sent from my Blackberry" for a pre-show e-mail networking system that allows attendees to connect with exhibitors and other attendees before the show. That's exactly what this sponsorship offers – your brief marketing message at the bottom of every single e-mail that attendees send using this system. Outstanding pre-show branding!

Registration Area

\$5,000

The Great Ideas Summit 2010 will incorporate your logo into the overall signage at the registration area. Your company will be the first brand each prospective client and partner sees as they register or pick up their badge. ERA will also place a table in the registration area for your company's literature.

Show Portfolios

\$8,000

Your company's logo will appear on the show portfolios handed to each conference attendee when they arrive at the event. Plus, also receive a complimentary show portfolio insert (see below)! The portfolios will contain the Show Guide and registration materials and will be given to each attendee as they check in. This opportunity is guaranteed to give your company extensive exposure to the top attendees! Portfolios will include The Great Idea Summit 2010 logo.

Show Portfolio Insert

\$1,000

Get the word out about your exhibit by inserting your postcard or promotional piece in The Great Idea Summit 2010 show portfolios handed to all conference registrants. There is no better way to ensure your company's message gets into the hands of each attendee! Inserts must be no larger than one 8 ½" x 11" page and are subject to approval by show management. This opportunity is limited to 10 companies; reserve this option early to ensure your company's participation.

VIP Reception

\$5,000

Capture the attention of some of the direct response industry's top players! Sponsor the VIP Reception and you'll be showcasing your brand to ERA Platinum members, the ERA Executive Board and other top industry VIPs. Visibility opportunities include:

- One 28" x 44" and four 8 ½" x 11" signs placed in prominent locations around the reception area.
- Cocktail napkins with logos at all bars.
- Shout out/thank you during the reception welcome speech.
- Literature or other materials placed on a table in a prominent location inside the reception (labor and materials to be paid by sponsor).

Customized Promotions

None of the above opportunities meet your company's promotional goals? We can work with you to create a customized promotional opportunity specifically designed with your goals and budget in mind. To submit your promotional idea, please e-mail sponsor@retailing.org.

For more information or to reserve your place at The Great Ideas Summit 2010, presented by ERA, e-mail sponsor@retailing.org or call 703-841-8283.