

2012 Safety Expo | April 3 - 5 Cosumnes River College Marketing | Promotion Support Opportunities

ADVERTISING OPPORTUNITIES

Ensure that your company has a presence at the 2012 Safety Expo by advertising in the *Attendee Registration Brochure* or the *Onsite Pocket Fold-out Schedule*, or both. The *Attendee Registration Brochure* will be distributed to all prospective attendees and all attendees will receive the *Pocket Fold-out Schedule* at the event – make sure your company is represented!

WEB SITE ADVERTISING

Advertising is available on the home page of the Expo web site at a nominal fee. The advertisements will run as soon as payment is received and run through June of 2013. The acceptable format must be 444 pixels wide by 200 pixels in height – jpeg or png at 72 dpi. *(In the event that the format submitted is of poor quality, we reserve the right to modify for the purpose of meeting web standards).*

PRINT ADVERTISING FORMATS

Applications accepted are InDesign; tiff, or pdf – (300 dpi for all applications) – no other formats will be accepted – Expo will not place the final advertising copy without the approval of the submitting agency and/or party.

Attendee Registration Brochure Advertising Deadlines:

Space must be reserved; camera-ready materials are due December 2, 2011. Please indicate your selection:

- Inside Front Cover Color 7.75"x9.5" \$500
- Inside Back Cover Color 7.75"x9.5" \$500
- Back Cover Color 7.75"x9.5" \$500
- Full-Page B&W: 7.75"x9.5" \$300
- Half-Page B&W: 4.5"x4.75" \$200
- Business Card B&W size: 3.50"x2" \$100

****Attendee Pocket Fold-out Schedule format and rates will be available in January 2012** - Reserve your space early - space will be Limited.**

WEB SITE

- Home Page Advertisement on the Expo web site - ads will run through June of 2013. \$200.00



Sponsorship Visibility | Networking | Direct Marketing

Expo sponsorship in the form of a cash commitment, or advertising your company, products, and services, offers you the opportunity to achieve several objectives at once: visibility; networking and direct marketing. By contributing and supporting the Expo program, you enhance your company's image and improve how your organization is perceived in the industry by distinguishing your firm from your competitors.

The Expo provides a unique platform for professionals to gather and share information and assistance beyond the building and construction trades to other industry segments: municipalities, water, utilities, and other industries that require safety-related training.

The Expo is the premium opportunity for your company to heighten its visibility – there are no other comparable events like this program where owners, decision-makers, and principals, assemble.

By securing a sponsorship or placing an advertisement, you are able to take advantage of this event to network and interact with your constituents, colleagues and industry personnel to connect and meet face-to-face with a broad spectrum of participants. Use the Expo platform to market directly to your client base. The personalization of interactions can help foster greater customer loyalty and better return on investment in this attendee pool of industry decision-makers, CEOs, principals and owners.

Representative Name: _____

Title: _____

Company: _____
(As it will appear on event signage and recognition materials)

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

Authorized Signature: _____

Method of payment | Please make check payable to CIEF: Check # _____
(reference 2012 Safety Expo)

Credit Card: Visa or MasterCard

Total Amount Authorized: \$ _____

Name on Card: _____

Address on Billing Statement: _____

City: _____ State: _____ Zip: _____

Card Number: _____ Expiration: _____ V-code: _____

Remit payment and this application to:

Heidi Hughes, Event Director, 2012 Safety Expo c/o Sacramento Regional Builders Exchange
1331 T Street | Sacramento, CA 95811-7101 | Phone: 916-442-8991 | 916-446-3117

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2012 Sponsor Levels

All Sponsors Receive—

Recognition on the Expo and registration web sites; prominently displayed signage announcing your organization as a sponsor; your company's literature displayed on a table close to the specific activity and/or event you are sponsoring; additional recognition as noted under each opportunity below:

PLATINUM: \$25,000

26 complimentary Expo registrations*
Full-page color advertisement in the *Attendee Registration Brochure* - (must be received by December 12, 2011).
Acknowledgement in pre-event promotions.
Logo recognition placed on Expo letterhead, promotional and print materials.
Logo recognition placed on prominent on-site signage.
Logo recognition placed on event website including link (for one year), as well as linked from event website to yours.
Listing of Expo attendees electronically, post-conference.
Prominent display of 4' x 8' banner (furnished by sponsor).
E-mail blast acknowledgement.
Podium recognition at a Special Projects/Key-note event.
Advertisement on the home page of the Expo web site.

GOLD \$10,000

Full-page color advertisement in the *Attendee Registration Brochure* - (must be received by December 12, 2011).
Acknowledgement in pre-event promotions.
Advertisement on the home page of the Expo web site.
Logo recognition placed on prominent on-site signage.
Logo recognition placed on event website including link (for one year), as well as linked from event website to yours.
Listing of Expo attendees electronically, post-conference.
Prominent display of 4' x 8' banner (furnished by sponsor).
15 complimentary Expo registrations*

SILVER \$7,500

Acknowledgement in pre-event promotions.
Advertisement on the home page of the Expo web site.
Logo recognition placed on prominent on-site signage.
Logo recognition placed on event website including link (for one year), as well as linked from event website to yours.
Listing of Expo attendees electronically, post-conference.
Prominent display of 4' x 8' Banner (furnished by sponsor).
10 complimentary Expo registrations*

BRONZE \$5,000

Acknowledgement in pre-event promotions.
Advertisement on the home page of the Expo web site.
Logo recognition placed on prominent on-site signage.
Logo recognition placed on event website including link (for one year), as well as linked from event website to yours.
Listing of Expo attendees electronically, post-conference.
Four complimentary Expo registrations*

2012 Sponsor Levels

COPPER \$1,000

Logo recognition placed on prominent on-site signage.
Logo recognition placed on event website including link (for one year), as well as linked from event website to yours.
Listing of Expo attendees electronically, post-conference.
Two complimentary Expo registrations*

**Certification fees are separate charges for equipment training and other workshops specifically outlined in the Attendee Registration brochure, independent of standard registration fees.*

CO-SPONSORSHIP OPPORTUNITIES

The Expo is offering co-sponsorship opportunities for your consideration. Find a compatible partner or partners to share a sponsorship - we are pleased to discuss and review co-sponsoring opportunities together with other industry trade partners.

We are pleased to discuss and/or create an opportunity that fits your specific needs and budget. For questions or to secure a sponsorship opportunity, contact: Heidi Hughes, Event Director at 916-442-8991 or email: heidi@sbxchange.net

SPONSORSHIP OPPORTUNITIES

- Expo Name Badge Holders – your logo on attendee name badge holders \$7,500.00
- Expo Badge Lanyards – your logo on attendee badge lanyards \$5,000.00
- Expo Signage – your logo on all 24"x30" event signs \$1,000.00

Cash Levels

- Platinum - \$25,000
- Gold - \$10,000
- Silver - \$7,500
- Bronze - \$5,000
- Copper - \$1,000

Sponsorship Policies

Previous Expo sponsors have the first right-of-refusal to sponsor the same event/item. Cancellations of sponsorship will not be refunded. Liability – no allowance will be made for errors that do not materially affect the value of the exhibitor/sponsor/advertiser. Expo liability for an error shall not exceed the cost of the exhibitor's/sponsor's/advertiser's participation fees.

Method of Payment – If paying by check, please make payable to: CIEF and reference 2012 Safety Expo – (The Construction Industry Education Foundation (CIEF) is a not-for-profit 501(C)(3) foundation. Depending upon your companies' filings and tax situation, your sponsorship or advertising funds may be tax deductible).

Contact | Questions

Safety Expo staff can be reached at 916-442-8991 – please ask for Heidi Hughes or email inquiries to: Heidi@sbxchange.net.

