

FETC 2011 Exhibitor Packages

Exhibit Space and Promotional Opportunities Designed to Drive Buyer Traffic Pre-Event, at the Event and Post-Event!

Packages can also be custom designed to meet your marketing and promotional needs!

Basic Booth Package \$2450 per 10x10 Booth (\$24.50 per sq.ft.) 100 Sq Ft Exhibit space (Pipe & drape construction, Company ID sign, Product description/link on event web-site)

NEW in 2011! Turn Key Pod Package in Prime, Front of Hall Location \$3,200 (\$4200 Value) ONLY 3 LEFT!

- Placement in Shared Pod Pavilion - 50 Sq Ft Exhibit Area with Computer Stand, Padded Stool, Electric/Internet IP Address, (1) Free Conference Pass, Limit of (2) Staff Badges, Carpet.
- Company ID sign, Product description/link on event web-site).
- Participating company is limited to one (1) 3' w x 8' h sign (provided by exhibitor)

Featured Exhibitor Package \$3300 (\$3450 Value)

- 100 Sq Ft Exhibit space (Pipe & drape construction, Company ID sign, Product description/link on event web-site)
- Enhanced Listing Package (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels, 4 downloadable whitepapers, product brochures or case studies, and includes:
- Featured Exhibitor Email (Company name link to online event listing) list of companies sent to attendees and prospects (+100K names)

Speaking Package \$5,850 (\$6450 Value)

- 100 Sq Ft Exhibit space (Pipe & drape construction, Company ID sign, Product description/link on event web-site)
- On-Floor Speaking Opportunity in the Exhibit Hall Learning Lab – Promoted online and in show program
- Enhanced Listing Package (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels, 4 downloadable whitepapers, product brochures or case studies, and includes:
- Featured Exhibitor Email (Company name link to online event listing) list of companies sent to attendees and prospects (+100K names)
- 1x use of the opt-in attendee list (thru third party mailhouse via US mail)

Virtual + Live FETC Package \$6725 (\$7200 Value)

- 100 Sq Ft Exhibit space (Pipe & drape construction, Company ID sign, Product description/link on event web-site)
- Enhanced Virtual Booth at FETC Fall or Spring Virtual Event (Spring Exhibitors Averaged 500 Leads!)

Custom Email Package ~~\$8,750 (\$9700 Value)~~ **SOLD OUT**

- ~~100 Sq Ft Exhibit space (Pipe & drape construction, Company ID sign, Product description/link on event web-site)~~
- ~~On-Floor Speaking Opportunity in the Exhibit Hall Learning Lab – Promoted online and in show program~~
- ~~Custom Email – Customer designed HTML email sent to +100K attendee prospects and pre-registered attendees (4 pre-event custom emails available, 4 post-event custom emails available)~~
- ~~Enhanced Listing Package (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels, 4 downloadable whitepapers, product brochures or case studies, and includes:~~
- ~~Featured Exhibitor Email (Company name link to online event listing) list of companies sent to attendees and prospects (+100K names)~~
- ~~1x use of the opt-in attendee list (thru third party mailhouse via US mail)~~

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Complete Promotion Package w/Speaking Opportunity \$9,000 (\$10,200 Value) Limited Opportunities

- 200 Sq Ft Exhibit space (Pipe & drape construction, Company ID sign, Product description/link on event web-site)
- On-Floor Speaking Opportunity in the Exhibit Hall Learning Lab – Promoted online and in show program
- Enhanced Listing Package (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels, 4 downloadable whitepapers, product brochures or case studies, and includes:
- Featured Exhibitor Email (Company name link to online event listing) list of companies sent to attendees and prospects (+100K names)
- 468x60 Web banner on event web-site (selected page locations) for one month prior to show start
- Free Standing Sign/Brochure Stand – 8"x3" sign located in a prominent location in the Conference Area
- 1x use of the opt-in attendee list (thru third party mailhouse via US mail)

Island Booth Package \$15,800 (\$17,350 Value) Limited Opportunities

- 400 Sq Ft Exhibit space (Pipe & drape construction, Company ID sign, Product description/link on event web-site)
- On-Floor Speaking Opportunity in the Exhibit Hall Learning Lab – Promoted online and in show program
- Enhanced Listing Package (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels, 4 downloadable whitepapers, product brochures or case studies, and includes:
- Featured Exhibitor Email (Company name link to online event listing) list of companies sent to attendees and prospects (+100K names)
- 468x60 Web banner on event web-site (selected page locations) for one month prior to show start
- Free Standing Sign/Brochure Stand – 8"x3" sign located in a prominent location in the Conference Area
- Email Promotion Sponsorship – 50 word company description and logo will appear on one pre-event email blast to FETC attendee prospects and pre-registered attendees, reaching over 100,000 qualified prospects
- 1x use of the opt-in attendee list (thru third party mailhouse via US mail)

Industry Leader Package \$22,700 (\$25,700 Value) Limited Opportunities

- 600 Sq Ft Exhibit space (Pipe & drape construction, Company ID sign, Product description/link on event web-site)
- Enhanced Virtual Booth at FETC Fall Virtual Event (Spring Exhibitors Averaged 500 Leads!)
- On-Floor Speaking Opportunity in the Exhibit Hall Learning Lab – Promoted online and in show program
- Enhanced Listing Package (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels, 4 downloadable whitepapers, product brochures or case studies, and includes:
- Featured Exhibitor Email (Company name link to online event listing) list of companies sent to attendees and prospects (+100K names)
- Half Page, 4C Ad in Event Show Program
- Free Standing Sign/Brochure Stand – 8"x3" sign located in a prominent location in the Conference Area
- Custom Email – Customer designed HTML email sent to +100K attendee prospects and pre-registered attendees (4 pre-event custom emails available, 4 post-event custom emails available)
- 1x use of the opt-in attendee list (thru third party mailhouse via US mail)

FETC 2011

Sponsorships & Promotional Opportunities

Exclusive Sponsorships

~~Technology Sponsor (in Workshops/Conf Rooms)
Projectors/Laptops Still available! Call for Pricing.
Press Room \$5,000
Conference Bag \$5,000
Badge Holder Insert \$7,500
Internet Café \$7,500
Exhibit Hall Restaurant Sponsor \$10,000
Host Hotel Room Key Sponsor \$5,000
Hotel Room Drop \$5000
Lanyard \$10,000
Registration Sponsorship \$25,000~~

Additional Opportunities

Enhanced Listing/Featured Exh Email \$1000
Learning Lab Speaking Opp \$2500 **Only 3 Left**
Attendee Bag Insert \$2500
Conference Program Full-Page Ad \$4000
Conference Program Half-Page Ad \$2000
Web Site Banner Ads \$750 per month
E-Mail Newsletter Sponsorship \$3000
~~Custom Email \$5,000 **Limited Opportunities**~~

Special Function Sponsorships

Workshop \$Call for Pricing
Attendee Focus Group (4 Available) \$5000
~~Hospitality Suite in Conf Center \$Call for Pricing
Meeting Suite on Exhibit Floor \$Call for Pricing
Opening Keynote Chair Drop \$5,000
General Session Chair Drops \$2,500~~
Conference Session Speaking Slot – Gold/Platinum

~~Aisle Signs: \$10,000 All Aisles or
\$1250 per Aisle
Conference Greetings \$3000
Exhibit Hall Passport Drawing \$1500
Free-Standing Sign/Brochures in Conf Area \$1000
Literature Bin Distribution \$1000
Entrance Corporate Banner \$Call for Pricing
Mailing List Rental \$500 per use
Partner Listing \$1000 per add'l company
Conference Pads/Pens \$5000
Conference Flash Drive \$5000~~

Event Level – Platinum Sponsor \$45,000

~~Featured Conference Speaking Session* Featured Workshop Speaking Session * 2x use of attendee list through third party bonded mail house * Acknowledgement of Silver Sponsorship with logo in FETC publications, on website and ads * Full-Page Color Advertisement in Pre-event Brochure and Event Program (deadlines apply) * Enhanced Listing Package w/Featured Exhibitor Email * Logo on floor plan in Event Program and Onsite Signs * 20 Full Conference Passes * FETC-approved literature/promotional items placed in Conference Bags * Web Banner Ad * Conference Center Hospitality Room * Company Banner in Expo Entrance * Focus Group ***PLUS*** Exclusive Sponsorship Opportunity of One of the following (Cost of Items Additional – Conference Bag, Badge Lanyard, Badge Insert, Opening Reception)~~

Event Level – Gold Sponsor \$25,000

~~Featured Conference Speaking Session* 2x use of attendee list through third party bonded mail house * Acknowledgement of Silver Sponsorship with logo in FETC publications, on website and ads * Half-Page Color Advertisement in Pre-event Brochure and Event Program (deadlines apply) * Enhanced Listing Package w/Featured Exhibitor Email * Logo on floor plan in Event Program and Onsite Signs * 10 Full Conference Passes - Conference Bag Insert—FETC-approved literature/promotional items placed in Conference Bags~~

Event Level – Silver Sponsor \$12,500

~~Exhibit Floor Learning Lab Speaking Slot * 2x use of attendee list through third party bonded mail house * Acknowledgement of Silver Sponsorship with logo in FETC publications, on website and ads * Half-Page Color Advertisement in Pre-event Brochure and Event Program (deadlines apply) * Enhanced Listing Package w/Featured Exhibitor Email * Logo on floor plan in Event Program and Onsite Signs * 5 Full Conference Passes - ***PLUS*** Exclusive Sponsorship Opportunity of Themed Conference Break~~

CONTRACT FOR EXHIBIT SPACE/MARKETING OPPORTUNITIES

FETC - February 1-3, 2011 • Orange County Convention Center • Orlando, FL

Company Name _____			
Administrative Contact	Title	Marketing Contact	Marketing Email
Company Address _____		City _____	ST _____ Zip _____
() _____ Administrative Contact Phone	() _____ Cell	() _____ Fax	() _____ Other
Administrative Contact Email _____		Company URL _____	

PRODUCT CATEGORY: _____

BOOTH SELECTION 1st Choice _____ 2nd Choice _____ **(FETC to Complete) Rebook Selection** _____

Enhanced Web and Show Program Listing - (☐ \$750) Corporate logo in Show Directory/Website; additional 300 word company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies, Company description link included on Featured Exhibitors email sent pre-show.

Use of 2011 Pre-Reg Mailing (US Mail) List - (☐ \$500) Use of mailing list thru 3rd party mailhouse.

BOOTH/MPO FEES AND PAYMENT TERMS

A non-refundable and non-transferable payment of 50% of the exhibit fee is due and payable with contract, and this contract cannot be cancelled without fee (50% of exhibit fees). Full payment is due 120 days before the event (October 4, 2010). Contracts submitted after October 4, 2010, must be accompanied by payment in full. After October 4, 2010, all exhibit space fees are due in full. We are unable to make exceptions to this deadline. Booths are not considered reserved until we have received your signed contract with payment and a confirmation has been returned to you. Please refer to the "Cancellation Policy" set forth in the Terms and Conditions on the reverse. Any changes (Upgrades/Downgrades/Cancellation) to this contract need to be communicated in writing to FETC Sales Department. Verbal changes will not be accepted.

Please indicate total sq.ft. and payment:

If you are paying by check, mail with contract to:

\$2,450 per 10x10 Booth Unit (\$24.50 per sq.ft)

_____ Exhibit Space Sq. Ft. @ \$24.50 \$ _____

_____ Exhibit Package# _____ \$ _____

MPO: _____ \$ _____

Total Fees \$ _____

1105 Media Inc., FETC Show Management, P.O. Box 894085, Los Angeles, CA 90189-4085. Make check payable to: **1105 Media Inc. Federal ID# 20-4583700**

If paying by credit card - please complete the following -

Card Number: _____ Expiration Date: _____

Name on Card: _____ Signature of Card Holder: _____

Billing Address: _____ City: _____ State: _____ Zip: _____ Security Code on back of Card: _____

If paying by credit card, your statement will show 1105 Media Inc. (not FETC). CC Processing Fees are extra.

CONTRACT AGREEMENT

We understand that this application becomes a contract when signed by us and accepted by Show Management. We agree to abide by the conditions printed on the reverse side of this contract (please read carefully.) Contract will not be processed without a signature.

X _____
SIGNATURE & TITLE OF EXHIBITOR'S AUTHORIZED REPRESENTATIVE DATE

X _____
ACCEPTED BY SHOW MANAGEMENT (1105 Media Inc.) DATE

A copy will be returned to you confirming your assigned space. Email any questions and/or changes to FETCSales@1105media.com.

FETC Mgmt Use Only: Rep# _____ Universal A/F _____ VA/CA _____ Server _____ Conf Sent _____