



Reach Beyond Your Exhibit Space

June 9 - 12, 2008 | Las Vegas Convention Center | Las Vegas, Nevada



How will attendees at the SAFETY 2008 find you? How will you take advantage of the single most important opportunity this year to reach more of the most important safety professionals? Through sponsorships!

Consider that:

- More than **90%** of show attendees make buying decisions based on information they gather at the Exposition.
- **43%** plan to spend \$50,000 or more for products seen on the exhibit floor within 12 months of Safety 2008.

These facts alone illustrate the need for you to take advantage of this opportunity to make an impact on these attendees.

The right combination of advertising, sponsorship and pre- and post-show marketing opportunities helps you balance your presence and stand out from the competition. Extend your sales message beyond the borders of your booth and reach the active-buying Safety 2008 audience throughout the convention center! Sponsorship confirms your status as a market leader.

Marketing Opportunities Build Brand Awareness

Conference Tote Bag Insert*

Draw traffic to your booth by giving your company's message out to 4,000 attendees with an insert in the Conference Tote Bag. Be creative! From a game card, to brochures, to a map of Las Vegas, we're happy to work with you to create a branded insert that will grab the attention of all attendees.

INVESTMENT:

\$2,500

8 Opportunities Available!

**Sponsor is responsible for producing 4,500 inserts.*

Conference Portfolio*

All Conference registrants will receive a conference briefcase containing your conference portfolio. Display your company's logo on each portfolio for every attendee to use during and after the show.

INVESTMENT:

\$2,500

EXCLUSIVE!

**Sponsor is responsible for producing 4,500 portfolios.*

Conference & Expo Pens*

Give every Conference attendee a pen with your company's logo on it. The pens will be inserted into the conference briefcase and available at Registration.

INVESTMENT:

\$1,000

EXCLUSIVE!

**Sponsor is responsible for producing 4,500 pens.*

Badge Holder/Lanyard Sponsorship*

Each Conference attendee will receive a badge necklace/lanyard, which will feature the sponsor's logo or company name printed on it. Imagine every attendee walking the floor, promoting your organization by wearing your company logo!

INVESTMENT:

\$10,000

EXCLUSIVE!

**ASSE will produce the lanyards.*

Cyber Center Sponsorship

Help attendees stay connected! Sponsor the multi-unit cyber center where attendees can access their emails and surf the Web. Your company logo will be prominently displayed on the cyber center signage and home page screen. You're welcome to provide mouse-pads.

INVESTMENT:

\$12,500

EXCLUSIVE!

Shuttle Bus

There is no other service that attendees appreciate more than the shuttle bus service. Thousands of attendees take advantage of this important service, going to the convention center daily, and all of them will see your logo several times a day.

INVESTMENT:

\$12,500

EXCLUSIVE!

Banner & Signage Opportunities

Grab the Attention of Key Attendees First

Aisle Sign Sponsorship

Increase awareness of your company by exclusively displaying your company logo on all aisle signs throughout the show floor. Attendees will see your logo each time they look for an aisle number throughout the Exhibit Hall!

INVESTMENT:

\$5,000

EXCLUSIVE!

Standing Sign Boards

These signs are approximately 3' wide x 8' high, standing, double-sided sign boards. This is a perfect opportunity to showcase your company logo and message for all to see. Sign boards are located in high visibility areas as determined by ASSE.

INVESTMENT:

\$1,500

10 Opportunities Available!

"You Are Here" Kiosks

People are going to need some help finding their way! Sponsor the "You are Here" Kiosks and splash your company logo alongside each of the Expo floor plans.

INVESTMENT:

\$1,500

2 Opportunities Available!

Conference Banners*

Display your company logo on one or all of these highly effective, highly visible banners. Impact attendees when they arrive, register, walk to their sessions and leave for the day. Banners range in price between \$3,000 and \$5,000. Specific locations are available – contact us for availability. Installation and dismantle are included in each package price.

**Sponsor is responsible for producing banner.*

Event Sponsorships

Create a Buzz

Sponsorship of General Session

A highlight of the Conference Program, the General Session is as entertaining as it is informative. The General Session is heavily promoted in all promotional materials, including Professional Safety Magazine where as a sponsor; 30,000 ASSE professionals will see your logo. This maximum exposure sponsorship includes:

- Opportunity to distribute promotional one-page flyer on all General Session seats (approx. 4,000)
- Company name and logo on all on-site promotional materials relating to the General Session
- Company name and logo on all video screens before and after General Session
- Recognition by Conference Chairperson at the General Session

INVESTMENT:

\$12,500

EXCLUSIVE!

Lunch Sponsorship*

Take advantage of this opportunity and get your company's name and logo in front of all attendees as they eat their high quality, hot-plated conference lunch. Tent cards with your company's logo will decorate the area for all to see. Ten lunch tickets are also included.

INVESTMENT:

\$10,000

**Only one opportunity will be available on Tuesday and one on Wednesday.*



Customized Sponsorships

Solutions to Fit Your Budget!

We can customize the perfect sponsorship package for your company's goals and budget! Regardless of your booth size or budget size, we can tailor a few marketing opportunities to meet your needs. Contact a representative from the exhibit staff today to learn more!

Some examples of special packages include:

- Networking Stops
- Relaxation Stations
- Water Stations
- Coffee Breaks

Contact us at safety@heiexpo.com or **630.434.7779** to discuss the right package to meet your marketing strategy.

Act Promptly to Increase Your Exposure

Review the selection of sponsorship opportunities available to **SAFETY 2008** exhibitors. Then, take action to make sponsorship part of your total exhibition-marketing plan. Contact us today for more information! Deadlines are approaching and quantities on many opportunities are limited, so act now!





Sponsorship Reservation Form

Please select your SAFETY 2008 Sponsorship

Sponsorships available on a first-come, first-serve basis.

MARKETING OPPORTUNITIES

- | | |
|---|----------------------|
| <input type="checkbox"/> Conference Tote Bag Insert | Investment: \$2,500 |
| <input type="checkbox"/> Conference Portfolio | Investment: \$2,500 |
| <input type="checkbox"/> Conference & Expo Pens | Investment: \$1,000 |
| <input type="checkbox"/> Badge Holder/Lanyard Sponsorship | Investment: \$10,000 |
| <input type="checkbox"/> Cyber Center Sponsorship | Investment: \$12,500 |
| <input type="checkbox"/> Shuttle Bus Sponsorship | Investment: \$12,500 |

BANNER & SIGNAGE OPPORTUNITIES

- | | |
|---|-------------------------------|
| <input type="checkbox"/> Aisle Sign Sponsorship | Investment: \$5,000 |
| <input type="checkbox"/> Standing Sign Boards | Investment: \$1,500 |
| <input type="checkbox"/> "You Are Here" Kiosks | Investment: \$1,500 |
| <input type="checkbox"/> Conference Banners | Investment: \$4,000 - \$5,000 |

EVENT SPONSORSHIPS

- | | |
|---|----------------------|
| <input type="checkbox"/> Sponsorship of General Session | Investment: \$12,500 |
| <input type="checkbox"/> Lunch Sponsorship | Investment: \$10,000 |

Exhibiting Company Name: _____ Booth # _____

Contact Person: _____

Phone: _____ Fax: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

If you have any questions, please contact:

Jeff Naccarato, SAFETY 2008 Exhibition Management
Hall-Erickson, Inc., 98 E. Naperville Rd., Ste. 201. Westmont, IL 60559
630-434-7779, fax: 630-434-1216, email SAFETY@heixpo.com