



SPONSORSHIP BROCHURE

SAFETY 2010 CONFERENCE AND EXPOSITION | JUNE 13-16, 2010 | BALTIMORE CONVENTION CENTER | BALTIMORE, MARYLAND

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 messages beyond the borders of your booth and reach the active-buying Safety 2010 audience throughout the convention center! Sponsorship confirms your status as a market leader.

MORE THAN 90% OF SHOW ATTENDEES MAKE BUYING DECISIONS BASED ON INFORMATION THEY GATHER AT THE EXPOSITION.

AMERICAN SOCIETY OF SAFETY ENGINEERS



MARKETING OPPORTUNITIES

BUILD BRAND AWARENESS

CONFERENCE BRIEFCASES

Attendees always need bags to hold materials they collect at conferences. Sponsoring the conference briefcases that all attendees receive is a guaranteed way to get your company noticed throughout the meeting and beyond. Conference bag sponsorship includes:

- Company name and logo displayed on the outside of conference briefcases given to each attendee
- Company logo and a link to your company's web site displayed on the ASSE conference web site
- Identification in program materials
- Sponsorship signage at booth
- Announcement at general session
- Sponsor ribbon for each booth representative

INVESTMENT: \$20,000

CYBER CENTER SPONSORSHIP

Help attendees stay connected! Sponsor the multi-unit cyber center. Your company logo will be prominently displayed on the cyber center signage and home page screen. You're welcome to provide mouse-pads and brochures. Cyber Center sponsorship includes:

- Company name and logo displayed on all monitors home page
- Company logo and a link to your company's web site displayed on the ASSE conference web site
- Identification in program materials
- Your company logo on each screen-saver
- Announcement at general session
- Sponsor ribbon for each booth representative

INVESTMENT: \$10,000 **EXCLUSIVE!**

PARADE TO PRIZES

Do you want to increase traffic to your booth? As a sponsor of the Parade to Prizes program, you will receive the following benefits:

- Additional traffic to your booth throughout the Exposition
- Recognition during the give-away ceremony for your participation
- Visibility on signs noting the list of prizes
- Company name on the Parade to Prizes game card

How does it work? Each Safety 2010 attendee will be issued a blank card at registration. Attendees will take their card around the expo floor during show hours to collect verification stamps from the participating exhibiting companies listed on their card. Once attendees have completed their card, they have to drop it off at the designated location on the exposition floor. All completed entries will be eligible for prize drawings that will be conducted Tuesday afternoon. There will be multiple winners of prizes totaling more than \$2,000!

INVESTMENT: \$1,300

INNOVATIVE PRODUCT SHOWCASE

The Innovative Product Showcase is a great way to drive traffic to your booth. Thousands of buyers, users, and media members will see the latest and advanced products and services in one convenient location! Participation in the Innovative Product Showcase will give you widespread exposure. Space is limited.

INVESTMENT: \$500

CO-SPONSORED EMAIL BLAST

Have your email message sent to the conference attendees sent by ASSE. Provide your message and logo, ASSE will include the ASSE logo and ASSE will send the message on your behalf.

INVESTMENT: \$1,500

E-NEWSLETTER PROMOTION

Your promotional message will be integrated into the ASSE E-Newsletter and can be targeted to a particular Practice Specialty that best represents your customers. Newsletters are sent quarterly. Call now for more information on reaching thousands of safety professionals.

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 the city, we're happy to work with you to create a branded insert that will grab the attention of all attendees.

INVESTMENT: \$2,500 **10 Opportunities Available!**

*Sponsor is responsible for producing 4,500 inserts.

REFRESHMENT BREAKS

Your company will have an enthusiastic and appreciate audience when you sponsor a Refreshment Break on the exhibit hall floor or around the Conference. Exhibitors are invited to provide promotional items such as napkins, cups, and brochures. Sponsor may also provide a banner. Signs at the refreshment break and promotion in printed material and on the web site will recognize your contribution.

INVESTMENT: \$5,000

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: \$1,200 **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.

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. Shuttle Bus sponsorship includes:

- Company name displayed on all Shuttle Buses
- Company name displayed on all shuttle schedules
- Company logo and a link to your company's web site displayed on the ASSE conference web site
- Identification in program materials
- Sponsorship signage at booth
- Announcement at general session
- Sponsor ribbon for each booth representative

INVESTMENT: \$7,500 **EXCLUSIVE!**

Sponsorship of the Tech Tour Shuttle Buses is also available. Tech Tours are off-site tours that are focused on practical safety management of one of the local facilities.

INVESTMENT: \$1,200 **Only 7 Opportunities Available!**



EVENT SPONSORSHIPS

CREATE A BUZZ

SPONSORSHIPS 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. Lunch Sponsorship includes:

- Company name and logo displayed on signs associated with Lunch Sponsorship
- Company name and logo displayed on schedules associated with Lunch Sponsorship
- Company logo and a link to your company's web site displayed on the ASSE conference web site
- Identification in program materials
- Sponsorship signage at booth
- Announcement at general session
- Sponsor ribbon for each booth representative

INVESTMENT: \$10,000

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

WELCOME RECEPTION

Create a lasting impression with attendees at one of the most favored events of the Conference & Exposition. Once the Show is open, an assortment of beverages will be served at various locations throughout the Exhibit Hall and in your booth!

Welcome Reception sponsorship includes:

- Company name and logo displayed on signs at Welcome Reception
- Company logo and a link to your company's web site displayed on the ASSE conference web site
- Identification in program materials
- Sponsorship signage at booth
- Announcement at general session
- Sponsor ribbon for each booth representative

INVESTMENT: \$10,000

MEETING ROOM

Are you looking for a quiet and convenient location to meet with prospective clients or current customers? Conduct meetings, hospitalities, or private demos in a convention center meeting room.

INVESTMENT: \$1,200 per day **LIMITED - Based on Availability.**

48% of the attendees plan to spend \$50,000 or more for products seen at the ASSE Exposition



BANNER & SIGNAGE OPPORTUNITIES

AISLE SIGNS

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: \$6,000 **EXCLUSIVE!**

BANNER ADS

Banner Advertising on the ASSE Conference web site is a unique opportunity to position yourself amongst the leaders and to make a statement about the role your organization plays in the safety, health, and environmental industry. Call for more information and for current rates.

FLOOR DECALS

Increase awareness of your company by displaying your company name, logo or message on the floor inside the Convention Center. This unique sponsorship is sure to stand out to all attendees as they enter and exit the Exposition. The package includes installation, production of the 3' x 6' decal, and dismantle.

INVESTMENT: \$ 950

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 the 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!**

BANNERS

Display your company logo on one or all of the 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.

48%



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
- Water Stations
- Relaxation Station
- 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 2010 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!

EXPOSITION MANAGEMENT

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