

# National Collections & Credit Risk Conference March 21-23, 2010 Intercontinental Hotel – Miami, Florida

## 2010 EXHIBIT AND SPONSORSHIP PROGRAMS

### **Exhibit (\$3,700)**

- One 8X10 exhibitor space
- Two full conference passes
- Fifty-word (50) company description in conference documentation book
- Firm name or logo included in direct-mail brochure, if applicable
- List of attendee names, titles, firms and mailing addresses two weeks after the conference
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- Complete set of conference registration materials includes documentation book and tote bag
- **One complimentary guest passes (bank clients only) – additional passes will be discounted.**

**\$200 of the booth purchase will go towards the Welcome Reception in the Exhibit Hall on Sunday, March 21, 2010**

### **Supporting Sponsorship (\$4,500)**

- Two full conference passes
- One digital ad to run in general session throughout length of conference
- Fifty-word (50) company description in conference documentation book
- Firm name or logo included in direct-mail brochure, if applicable
- List of attendee names, titles, firms and mailing addresses two weeks after the conference
- Complete set of conference registration materials includes documentation book and tote bag
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- **One complimentary guest passes (bank clients only) – additional passes will be discounted.**

## SPONSORSHIP OPPORTUNITIES

### **Internet Station Sponsor with Branded Mouse Pad Gift (\$9,500) – attendees need a place to check emails, sponsor this to give them the opportunity – brand this highly trafficked area!**

- Exclusive Sponsorship of Internet Station which includes 6 computers on a table to be placed in front of general session or in the exhibit hall
- Signage promoting the sponsorship which will include a banner
- Sponsoring company to develop “Home Page Portal” to be displayed on each computer (pending SM approval)
- Sponsor Screen Saver to be displayed on each screen after an elapsed period of time
- Sponsoring companies branded mouse pad to be displayed at each station
- One 8x10 exhibit space

- Three full conference passes
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- One 4 color full page advertisement in conference document book
- Complete set of conference registration materials includes documentation book and tote bag
- Fifty-word (50) company logo and description in sponsor/exhibitor manual
- Firm name or logo included in direct-mail brochure, if applicable
- List of attendee names, titles and firms two weeks before the conference
- Link from Source Media Web-site to firm's Web-site
- **Two complimentary guest passes (bank clients only)**

### **Tote Bag Sponsor (\$9,500) – reusable take away item!**

- Company Logo on Tote bags handed out to all attendees at registration
- Opportunity to place a marketing piece or gift inside each tote bag
- One 8x10 exhibitor space
- Three conference passes
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- One full page four color advertisement in the conference documentation workbook
- Fifty-word (50) company description in conference documentation book
- Firm name or logo included in direct-mail brochure, if applicable
- List of attendee names, titles and firms two weeks before the conference
- Link from Source Media Web-site to firm's Web-site
- Complete set of conference registration materials includes documentation book and tote bag
- Signage promoting the sponsorship
- **Two complimentary guest passes (bank clients only)**

### **Memory Sticks – USB Keys (\$12,000)**

- Sponsorship of the usb keys given to attendees at the event
- Keys include all speaker presentations as well as the opportunity to place as much sponsor material space permitting
- Flash Screen with sponsor info as the first page seen on the screen
- Logo displayed prominently on front of keys
- Sponsor can pick the design of the keys from an approved selection provided SourceMedia
- One 8x10 exhibitor space
- Three conference passes
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- Fifty-word (50) company description in conference documentation book
- Firm name or logo included in direct-mail brochure, if applicable
- List of attendee names, titles and firms two weeks before the conference
- Link from Source Media Conferences Web-site to firm's Web-site
- Complete set of conference registration materials includes documentation book and tote bag
- Signage promoting the sponsorship
- **Two complimentary guest passes (bank clients only)**

### **Portfolio Sponsor (\$9,500)**

- Custom portfolios will be created with sponsor logo and be distributed on-site at the conference.
- Opportunity to place a business card and literature inside portfolio.

- One 8x10 exhibitor space
- Three conference passes
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- One color full page 4 color advertisement (7x10) in the conference documentation workbook
- Fifty-word (50) company description in conference documentation book
- Firm name or logo included in direct-mail brochure, if applicable
- List of attendee names, titles and firms two weeks before the conference
- Link from Source Media Conferences Web-site to firm's Web-site
- Complete set of conference registration materials includes documentation book and tote bag
- Signage promoting the sponsorship
- **Two complimentary guest passes (bank clients only)**

### **Registration Sponsor (\$15,000)**

- The official welcome to all attendees, sponsors logo on kick panels of the registration counters or a large welcome banner welcoming everyone to the show
- Custom badge lanyards distributed to all attendees includes logo of sponsor
- Insert of marketing piece into each tote bag distributed to all attendees
- One 8X20 exhibitor space
- Four conference passes
- Signage promoting the sponsorship on display throughout length of conference
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- One color, full page 4 color advertisement in the conference documentation workbook
- Fifty-word (50) company description in conference documentation book
- Firm name or logo included in direct-mail brochure, if applicable
- List of attendee names, titles and firms two weeks before the conference
- Complete set of conference registration materials includes documentation book and tote bag
- Link from Source Media Conferences Web-site to firm's Web-site
- Signage promoting the sponsorship - REMAINS DISPLAYED FOR ENTIRE LENGTH OF CONFERENCE
- **Two complimentary guest passes (bank clients only)**

### **Starbucks Gift Card Sponsorship (\$8,500) – drive traffic to your booth!**

- Sponsorship of a \$10 Starbucks or gift card of your choice to help drive traffic to your booth
- Invitation to redeem a special gift will be given to all attendees upon arrival at registration (or as a seat drop) where they will visit your booth to pick up their gift card.
- Company Logo printed on each gift card given to every attendee at the event
- One 8x10 exhibitor space
- Three conference passes
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- One full page 4 color advertisement in conference document book
- Fifty-word (50) company description in conference documentation book
- Firm name or logo included in direct-mail brochure, if applicable
- List of attendee names, titles and firms two weeks before the conference
- Complete set of conference registration materials includes documentation book and tote bag

- Link from Source Media Conferences Web-site to firm's Web-site
- **Two complimentary guest passes (bank clients only)**

### **Bottled Water Sponsorship (\$8,000) – be the official water of the event! (SOLD)**

- Water bottles exclusively distributed to attendees inside the general assembly for the length of the conference - each bottle will display the sponsoring company's logo
- One 8x10 exhibitor space
- Three conference passes
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- One black and white full page ad in conference document book
- Fifty-word (50) company description in conference documentation book
- Firm name or logo included in direct-mail brochure, if applicable
- Complete set of conference registration materials includes documentation book and tote bag
- List of attendee names, titles and firms two weeks before the conference
- Link from Source Media Conferences Web-site to firm's Web-site
- **Two complimentary guest passes (bank clients only)**

### **Door Drop Sponsorship (\$6,500) – great way to reach specific attendees!**

- Choice of distributing any ONE company item/collateral to all attendees staying at hotel
- One 8x10 exhibitor space
- Three conference passes
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- Fifty-word (50) company description in conference documentation book
- Complete set of conference registration materials includes documentation book and tote bag
- Firm name or logo included in direct-mail brochure, if applicable
- List of attendee names, titles and firms two weeks before the conference
- Link from Source Media Conferences Web-site to firm's Web-site
- **Two complimentary guest passes (bank clients only)**

### **Branded Beach Towels Sponsorship (\$9,500) – memorable gift**

- Company logo on large beach towels to be given to attendees at the conference; sponsor will choose look and feel of item
- One 8x10 exhibitor space
- Three conference passes
- Seat drop to all attendees in general session on first morning
- Full page ad in Conference Manual
- Fifty-word (50) company description and logo in conference documentation book
- Complete set of conference registration materials includes documentation book and tote bag
- Firm name or logo included in direct-mail brochure, if applicable
- List of attendee names, titles and firms two weeks before the conference
- Link from Source Media Conferences Web-site to firm's Web-site

- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- **Two complimentary guest passes (bank clients only)**

### **Branded Umbrellas Sponsorship (\$9,500) – reusable takeaway**

- Branded umbrellas with company logo to be given to select attendees at the conference, sponsor will choose look and feel of item
- One 8x10 exhibitor space
- Three conference passes
- Seat drop to all attendees in general session on first morning
- Full page ad in Conference Manual
- Fifty-word (50) company description and logo in conference documentation book
- Complete set of conference registration materials includes documentation book and tote bag
- Firm name or logo included in direct-mail brochure, if applicable
- List of attendee names, titles and firms two weeks before the conference
- Link from Source Media Conferences Web-site to firm's Web-site
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- **Two complimentary guest passes (bank clients only)**

### **Branded M&M Candies Sponsorship (\$8,500)**

- Company logo on M&Ms, candies will be in company colors, sponsor will choose look and feel
- Candies will be given to all attendees at registration or as a tote bag insert – extras can be used at the booth
- One 8x10 exhibitor space
- Three conference passes
- Seat drop to all attendees in general session on first morning
- Full page ad in Conference Manual
- Fifty-word (50) company description and logo in conference documentation book
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- Complete set of conference registration materials includes documentation book and tote bag
- Firm name or logo included in direct-mail brochure, if applicable
- List of attendee names, titles and firms two weeks before the conference
- Link from Source Media Conferences Web-site to firm's Web-site
- **Two complimentary guest passes (bank clients only)**

### **Belly Band Sponsorship (\$7,500) – great advertising opportunity!**

- Belly Band colored advertisement to be placed around the conference manual, promote your booth location, a new product or a giveaway
- One 8x10 exhibitor space
- Three conference passes
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- Full page black and white ad in conference manual
- Fifty-word (50) company description in conference documentation book
- Firm name or logo included in direct-mail brochure, if applicable

- List of attendee names, titles and firms two weeks before the conference
- Complete set of conference registration materials includes documentation book and tote bag
- Link from Source Media Conferences Web-site to firm's Web-site
- **Two complimentary guest passes (bank clients only)**

### **Pocket Agenda Sponsorship (\$8,500) – these are our biggest take away at the show!**

- Pocket agenda will contain the conference agenda, a trifolded color piece
- Company logo branded on each pocket agenda distributed; opportunity to place an advertisement and to promote booth location on the piece
- One 8x10 exhibitor space
- Three conference passes
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- Sponsor has the opportunity to have an ad on the conference document book (8 ½ by 11)
- Full page black and white ad in conference manual
- Fifty-word (50) company description in conference documentation book
- Firm name or logo included in direct-mail brochure, if applicable
- Complete set of conference registration materials includes documentation book and tote bag
- List of attendee names, titles and firms two weeks before the conference
- Link from Source Media Conferences Web-site to firm's Web-site
- **Two complimentary guest passes (bank clients only)**

### **Seat Drop Sponsorship (\$6,500) (3 available)**

- Opportunity to place marketing material on each seat in the General session during the conference
- One 8x10 exhibitor space
- Three conference passes
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- Fifty-word (50) company description in conference documentation book
- Firm name or logo included in direct-mail brochure, if applicable
- List of attendee names, titles and firms two weeks before the conference
- Complete set of conference registration materials includes documentation book and tote bag
- Link from Source Media Conferences Web-site to firm's Web-site
- **Two complimentary guest passes (bank clients only)**

### **Industry Innovation Session (\$17,500 ea.)**

- Host a private lunch for select attendees with a presentation
- Sponsor creates content, brings in speakers
- Session will be added to the agenda as part of the program
- SourceMedia will promote the session on the event's website, on site with signage and with a pre show email broadcast
- One 8X10 exhibitor space
- Four full conference passes
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- Fifty-word (50) company description in conference documentation book

- Firm name or logo included in direct-mail brochure, if applicable
- One full page 4 color ad in conference document book
- Complete set of conference registration materials includes documentation book and tote bag
- List of attendee names, titles and firms two weeks before the conference

Equipment includes:

- Podium
- Podium microphone
- LCD Projector
- Screen

**Our Industry Innovation Sessions (IIS) consist of an in depth, 75-90 minute presentation from some of financial services leading solution providers. Each IIS provides insight on the latest tools and techniques for conquering financial services' most pressing issues. These executive sessions represent a fantastic opportunity for participants to gain an intimate knowledge of the host company's offerings. The IIS will take place during lunch –which will be served to attendees. These sessions are free to conference attendees.**

### **Preconference Workshop Sponsor (\$11,000)**

- Exclusive host/Speaker at one of two pre-conference workshops- 2 hour session
- Workshop topics are limited to one sponsor of each and must be approved by SourceMedia Program Manager
- One 8x10 exhibitor space
- Three conference passes
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- One color full page advertisement (7x10) in the conference documentation workbook
- Fifty-word (50) company description in conference documentation book
- Firm name or logo included in direct-mail brochure, if applicable
- List of attendee names, titles and firms two weeks before the conference
- Link from Source Media Conferences Web-site to firm's Web-site
- Signage promoting the sponsorship

### **Breakfast Briefing Sponsorship (\$12,500)**

- Sponsorship of a private breakfast seminar for select attendees
- One 8X10 exhibitor space
- Three full conference passes
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- Fifty-word (50) company description in conference documentation book
- One full page black and white advertisement in conference document book
- Firm name or logo included in direct-mail brochure, if applicable
- Complete set of conference registration materials includes documentation book and tote bag
- List of attendee names, titles and firms two weeks before the conference
- **Two complimentary guest passes (bank clients only)**

Equipment includes:

- Podium
- Podium microphone
- LCD Projector

- Screen

**Our Breakfast briefings consist of an in depth, 45-60 minute presentation from some of financial services leading solution providers. Each Breakfast Briefing provides insight on the latest tools and techniques for conquering financial services' most pressing issues. These executive sessions represent a fantastic opportunity for participants to gain an intimate knowledge of the host company's offerings. The Breakfast Briefings will take place during breakfast –which will be served to attendees. These sessions are free to conference attendees and limited to the first 65 people.**

### **Hard Candy Sponsorship (\$6,500)**

- Wrapped hard candy with company logo distributed to all attendees inside the general assembly for the length of the conference
- One 8x10 exhibitor space
- Two conference passes
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- Fifty-word (50) company description in conference documentation book
- Firm name or logo included in direct-mail brochure, if applicable
- List of attendee names, titles and firms two weeks before the conference
- Complete set of conference registration materials includes documentation book and tote bag
- Link from Source Media Conferences Web-site to firm's Web-site
- Signage promoting the sponsorship
- **Two complimentary guest passes (bank clients only)**

## **DIGITAL ADVERTISING OPPORTUNITIES**

### **E-mail Broadcast Sponsorship (\$2,500 per broadcast)**

- Exclusive sponsorship of one or more e-mail broadcasts marketing to the SourceMedia list promoting the event
- Logo displayed on top of page with link to the sponsor's website
- Web banner displayed on bottom of page linking to the site of your choice
- Sponsor will be supplied with click through reports that will have prospects name and e-mail address for lead generation within five days after each individually released broadcast.

### **Online Brochure with Email Broadcast Sponsorship (\$5,000 for 30 days running / \$7,500 with a booth)**

- Exclusive sponsorship of our online event brochure which is permanently displayed on the website leading up to the event
- Brochure will include a Full Page Ad which will be linked to sponsor's website
- The sponsorship will also be noted on a side page when delegates first open it
- One (1) email broadcast distributing the sponsored brochure will also be released
- Sponsor will be supplied with click through reports that will have prospects name and e-mail address for lead generation within five days after each individually released broadcast.
- Two conference passes
- Fifty-word (50) company description in conference documentation book

- Firm name or logo included in direct-mail brochure, if applicable
- List of attendee names, titles and firms two weeks before the conference
- Complete set of conference registration materials includes documentation book and tote bag
- Signage promoting the sponsorship
- **Two complimentary guest passes (bank clients only)**

### **Pod Cast Sponsorship with Email Broadcast Campaign – 3 month advertising sponsorship (\$15,000)**

- This is a three (3) month sponsorship campaign (\$5K per month)
- SourceMedia will record all audio from conference sessions and post on a multimedia website where attendees can log-in and download the sessions
- Sponsor will place a web banner of their choice to be displayed on homepage of event's podcast site to be linked to site of choice
- Opportunity to submit a free of charge bonus audio session (approx 10-60 mins) for visitors to download
- Site will be promoted via a branded email broadcast campaign (3 / 1 per month) including sponsor logo positioned on top of email and web banner both linking to site of choice
- Monthly report given to sponsor of everyone who downloads sessions off the site
- One 8X10 exhibitor space
- Four conference passes
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- One 4 color full page advertisement in the conference documentation workbook
- Fifty-word (50) company description and logo in conference documentation book
- List of attendee names, titles and firms two weeks before and after the conference
- Link from Source Media Conferences Web-site to firm's Web-site
- Signage promoting the sponsorship
- Client listed as Gold Sponsor
- **Two complimentary guest passes (bank clients only)**

## **FOOD AND BEVERAGE SPONSORSHIP OPPORTUNITIES**

### **Reception Sponsors (\$20,000)**

- Sponsorship of Exhibit Hall Reception with entertainment, music, food and drinks
- Custom napkins with sponsors logo branded on each to be distributed during the reception
- Signage promoting the sponsorship in reception area and outside exhibit hall One 8X20 exhibitor space
- Five full conference passes
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- Two b/w full page advertisement (7x10) in the conference documentation workbook
- Fifty-word (50) company description in conference documentation book
- Firm name or logo included in direct-mail brochure, if applicable
- Complete set of conference registration materials includes documentation book and tote bag
- List of attendee names, titles and firms two weeks before the conference
- Link from Source Media Conferences Web-site to firm's Web-site
- **Two complimentary guest passes (bank clients only)**

## **Miami based After Party Sponsors (Outdoor Cocktail Reception, Private Dinners etc.) TBD**

- One 8X10 exhibitor space
- Exclusively Hosted After-party (onsite or offsite reception or dinner)
- All logistics to be handled and coordinated by SM staff
- Exclusive marketing efforts including but not limited to mailed invites, Email invites, badge stuffing etc.
- Three full conference passes
- Balloons with company logo branded on each to be placed in the reception area
- Custom napkins with sponsors logo branded on each to be distributed during the reception
- One 4-color full page advertisement in the conference documentation workbook
- Fifty-word (50) company description in conference documentation book
- Firm name or logo included in direct-mail brochure, if applicable
- Complete set of conference registration materials includes documentation book and tote bag
- List of attendee names, titles and firms two weeks before the conference
- Link from Source Media Conferences Web-site to firm's Web-site
- Signage promoting the sponsorship
- Platinum Sponsorship
- **Two complimentary guest passes (bank clients only)**

## **Continental Breakfast Sponsor (\$7,500)**

- One 8X10 exhibitor space
- Three conference passes
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- One b/w full page advertisement (7x10) in the conference documentation workbook
- Fifty-word (50) company description in conference documentation book
- Firm name or logo included in direct-mail brochure, if applicable
- Complete set of conference registration materials includes documentation book and tote bag
- List of attendee names, titles and firms two weeks before the conference
- Link from Source Media Conferences Web-site to firm's Web-site
- Signage promoting the sponsorship
- **Two complimentary guest passes (bank clients only)**

## **Break Sponsor (AM or PM) (\$6,500 ea.)**

- One 8x10 exhibitor space
- Two conference passes
- Custom napkins/coffee cups with company logo branded on each to be place in break area
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%.
- Fifty-word (50) company description in conference documentation book
- Firm name or logo included in direct-mail brochure, if applicable
- List of attendee names, titles and firms two weeks before the conference
- Complete set of conference registration materials includes documentation book and tote bag
- Link from Source Media Conferences Web-site to firm's Web-site
- Signage promoting the sponsorship in break area
- **Two complimentary guest passes (bank clients only)**

## **Meterboard Sponsor (\$2,000 per board) (Unlimited available)**

- These are two-sided, full standing banners, **3 feet wide by 6 feet tall** that will be strategically placed on the way to the entrance of the exhibit hall from the general session. Art submitted by client, SourceMedia will handle all printing.

### **Document book Advertisement (\$850 per ad)**

- One full page 4-color advertisement in conference document book that is handed out to all attendees at registration.

#### **Other sponsorship ideas to consider:**

**Voicemail advertisements to hotel rooms - \$5 per room**

**Television advertisements via in room hotel advertising - \$850 per ad**

**Texting messages, advertisements to attendees phones at show - \$5 per number**

**Powerpoint Ads in General Session - \$1,000 each**