



## Sponsorship & Advertising Opportunities

Designed to fit any budget, these **high-impact, high-visibility** programs allow you to reach and influence qualified buyers before, during and after the event.

**Reserve your spot now.**

Opportunities are available on a first-come, first-served basis and deadlines are fast approaching.

### LANYARD SPONSORSHIP

Gain show exposure with your company name & logo printed on the badge lanyards worn by every show participant. The lanyards will be distributed to all attendees at the registration counters.

- Sponsor is responsible for production of 3,000 dual-clip lanyards and the shipping of the lanyards to the show
- Show Management must approve design in advance

**US \$5,000 (Rights Only) Exclusive Opportunity!**

### SHOW BAGS

Provide a convenient way for visitors to store information collected at the show.

- Sponsor will provide 2,500 pre-printed bags with your company logo on one side and the PHE logo on the other
- Sponsor is responsible for the production & delivery of bags to the show
- Artwork must be approved by Show Management in advance

**US \$3,000 (Rights Only) Exclusive Opportunity!**

### ATTENDEE BADGE MAILING

Take the opportunity to reach every attendee before they step foot on the show floor. Every pre-registered attendee will be mailed your company's marketing insert (1-page, 8.5" x 3.5") along with their expo admission badge.

- Sponsor to provide inserts
- Show Management must approve design in advance

**US \$2,000 (Rights Only) Exclusive Opportunity!**

### INTERNET CAFE

Our Internet Café is sure to attract attention as attendees catch up on emails or leave messages for business partners and friends. If you are ready to interact with your customers on the Web, sponsor this area and make an electronic splash!

- On-site signage
- Screensavers for stations
- Each sponsored station hosts your home page

**US \$8,000 Exclusive Opportunity**  
**US \$2,000 per station Multiple Opportunities**

### WEB BANNER ADS

Place a direct link from our home page to yours. Reach attendees, prospects, current clients and more. **(234 x 60 pixels; 382 x 60)**

- Banner ad will be posted through September 18, 2010.
- Sponsor must provide artwork.

**US \$1,200 each Multiple Opportunities**

### REGISTRATION COUNTER PENS

Provide a convenience to visitors as they register and take notes throughout the day in seminars & again on the show floor.

- Sponsor is responsible for production and delivery of the pens to the show
- Artwork must be approved by Show Management in advance

**US \$1,000 (Rights Only) Exclusive Opportunity!**

### BILLBOARD AD PANELS

Your company name, logo, booth number and advertisement brilliantly displayed on one single-sided, 37" W x 87" H panel. A variety of key and high-visibility locations are available. Production costs are included.

- Sponsor must provide artwork
- Artwork must be approved by Show Management in advance

**US \$1,000 per ad panel Limited Opportunities!**

### AISLE SIGNS

See your company logo displayed at the bottom of the sign in prominent positions. Specific aisles may be requested. (2'H x 4'W) signs production costs are included.

- Sponsor must provide artwork
- Artwork must be approved by Show Management in advance

**US \$1,000 each Multiple Opportunities**

### ATTENDEE EMAIL PROMOTION

Promote your company to our pre-registered attendee list. You provide the html graphics and we will send it on your behalf.

**US \$500 per blast Multiple Opportunities**

### LOBBY BANNERS

Get their attention with your company name, logo, and / or booth number displayed at the show. Production costs are included

- Sponsor is responsible for providing artwork
- Artwork must be approved by Show Management in advance

**Contact us for price, size and location options**

### KEYNOTE SPONSORSHIP

As Keynote Sponsor, your company will receive:

- Honor of introducing Keynote Speaker
- Special recognition in the Official Show Directory
- Rights to distribute company literature prior to the start of the keynote session
- Company name and logo on the Keynote Session signage

**Pricing to be determined once Keynote is secured. Contact us for specifics.**