

SPONSORSHIP KIT 2010



Leading membership-based organization dedicated to developing and facilitating collaborative relationships between retailers and suppliers.



Event Sponsorship

VCF Conferences are world-class events with an international reputation as the premier location to meet with executive-level representatives of manufacturers, retailers and service providers alike.

Sponsorship Features include:



Access to High-level Decision Makers: Your product will be exposed to more than 400 decision makers at our events.



Featured Presentations: Platinum sponsors will have the opportunity to showcase their solutions through a presentation to the General Session audience. Gold and Silver sponsors are offered similar opportunities with attendees during exclusive breakout sessions.



Exclusive Use of Lists: Sponsorship entitles you to an advance copy of the attendee list to prepare for networking events with existing clients or targeted prospects. Attendee lists are provided two weeks prior to the start of each event and include attendee name, title and company name.



Materials in Event Bags: Sponsors may elect to include a promotional piece, marketing collateral or item in attendee bags distributed at registration. Marketing collateral may be in the form of selected promotional literature, i.e. company brochure, single page flyer or white paper. A promotional item may include a pen, key chain, highlighter, etc. The use of the Event Bag is designed to entice attendees to learn more about your specific service or product offering.



Intimate Settings to do Business: In addition to the Exhibit Hall, TPMA Conferences are designed to provide a wide range of networking opportunities - from our Opening Night Reception to a foursome on the golf course.

Current and Past Partners



Sponsor Benefits

Metal Sponsorship Opportunities

Platinum

Gold

Silver

Recognition as Industry Leaders

Recognition at each event	✓	✓	✓
Sponsor case study on the VCF website ¹	2 Papers	1 Paper	1 Paper

Event Branding

Sponsorship of evening reception	✓		
Sponsorship of lunch		✓	✓
Sponsorship of breakfast	✓	✓	

Promotion Opportunities

Exhibit booth space at our national event	✓	✓	✓
Annual event passes ²	6 Passes	4 Passes	2 Passes
Promotional/marketing material in event bags ³	✓	✓	✓
Company logo and profile in the event program	✓	✓	✓
Signage displayed throughout event and sponsored event	✓	✓	✓

Publicity and Marketing

Cover advertisement in the conference journal	✓	✓	
Advertisement in the conference journal	Full Page	1/2 Page	1/2 page
Rotating advertisement in four issues of the VCF Outlook	Top Banner	Sidebar	Bottom Banner
Sponsor directory listing	✓	✓	✓
Company logo in sponsor logo feed on VCF website	✓	✓	✓

Membership Benefits

VCF membership	✓	✓	✓
Member pricing to all events	✓	✓	✓
Inclusion in the TPBuyers Guide	✓	✓	✓
TPNexus access participation			

Note: Metal sponsorships are non-exclusive.

1. Article and White Paper topic/content must be approved by VCF .

2. Conference passes are for clients/prospects of the sponsor.

3. All promotional items to be distributed at the conference or included in the conference bag shall be provided at the sponsor's cost. Limit one promotional item per sponsor.

Extend Your Brand and Exposure through these Additional Opportunities!

Evenings and Outings

These unique sponsorship packages come with:

- Recognition of Company sponsorship at the excursion during the event
- Signage and banner with company logo displayed prominently at the Excursion
- “Hotlinked” Company logo on websites
- Company logo and profile in Conference Journal
- One piece of company marketing collateral included in Event Bags
- Two full event attendee passes
- Fees/passes for four guests to the Excursion
- Examples: Golf Tournament, Cruise, Casino Night

Meal, Break and Cocktail Reception

Each of these sponsorship packages comes with:

- Recognition of Company sponsorship of meal, break or cocktail reception during the event
- Signage and banner with company logo displayed prominently at the meal, break or cocktail reception
- “Hotlinked” Company logo on websites
- One piece of company marketing collateral included in Event Bags
- Company logo and profile in Conference Journal

Exhibit Space

Exhibitor package comes with:

- A 6’ tabletop or 10’ by 8’ exhibit booth space at one event (see Rules and Regulations page for details)
- Two full event passes
- Fees for one player in the Golf Tournament held during the event
- Company logo and profile in the Conference Journal
- One piece of company marketing collateral included in Event Bags
- “Hotlinked” Company logo on websites

Promotional Item

Put your logo on the following items:

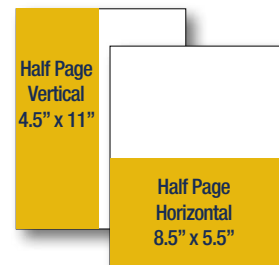
- Event tote bag
- Lanyards for name badges
- Add your own promotional item with your logo in our event bag!

Advertising

Conference Journal

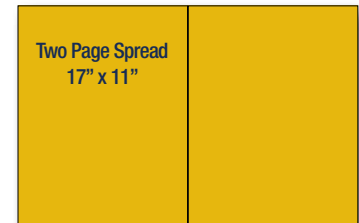
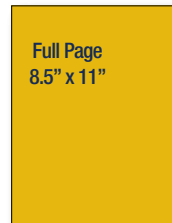
Ad Size

- Full Page
- Half Page
- Quarter Page



Premium Placement

- Inside Front Cover
- Inside Back Cover



E-Publications

- VCF Report
- TPMA Outlook
- Weekly Ratings Alert
- Compliance Clearinghouse Alert
- TP Buyer’s Guide



Exhibitor Space

Opportunity	Price
Exhibit Space 10' x 8' space, tabletop or "pop-up"	\$5,000

Meals and Breaks

Opportunity	Price
Breakfast Buffets	Pricing determined by venue. Call for details.
Break Bundles Morning/Afternoon break	
Lunch Buffet	
Evening Cocktail Reception	
Dinner Buffet	
Continuous Coffee Station	
Cyber Lounge	

Promotional Sponsorship Items

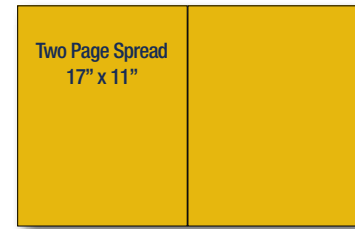
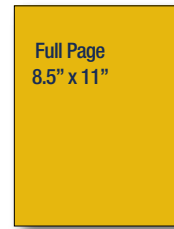
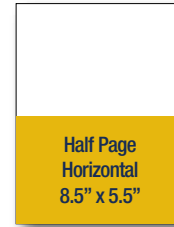
Opportunity	Price
Hotel Room Drop Sponsorship plus cost of item	\$2,500
Passport Sponsor Sponsor to provide prize	\$3,500
Tote Bag Item¹	\$5,000
Notebooks²	\$5,000
Evaluations Per day, black and white copies for attendees	\$5,000
Key Cards²	\$5,000
Water Bottles²	\$5,000
Tote Bags²	\$8,000
Lanyards²	\$10,000
Daily Digest Per day, black and white copies for attendees	\$10,000

Golf Related (when available)

Opportunity	Price
Golf Outing Exclusive Sponsorship	\$10,000
Golf Outing Non-Exclusive	\$5,000
Golf Balls	\$2,000
Longest Drive Prize	\$2,000
Closest to the Pin Prize	\$2,000

Conference Journal Advertising

Opportunity	Price
Half Page 8.5" x 5.5" or 4.25" x 11"	\$500
Full Page 8.5" x 11"	\$1,000
Inside Front Cover 8.5" x 11"	\$2,500
Inside Back Cover 8.5" x 11"	\$2,500
Two Page Spread 17" x 11"	\$3,500
Outside Back Cover 8.5" x 11"	\$3,500



Mechanical Requirements

Acceptable file formats:

- TIFF, JPEG, PDF
- Collected/packaged files from InDesign (including all fonts and images)
- Native vector (Illustrator) file (.ai, .eps)

All files must include .25" bleed

Resolution: 300 dpi

All pricing is based on black and white advertising

Additional Opportunities

Opportunity	Price
White papers	\$7,500
Webinars Call for series-event pricing	\$6,000

For material submission and questions, contact:

Sheri Kurdakul

skurdakul@vcfww.com | 646-442-3701

1. Size limitations apply
2. When sponsors provide selected item, \$1,000 credit applies

Company & Contact Information

Company Name: _____

Street Address: _____

City: _____ State: _____ Postal Code: _____

Country: _____ Company URL: _____

Contact Name: _____

Contact Title: _____ Contact Email: _____

Contact Phone: _____ Contact Fax: _____

Sponsorship Desired

Please mark sponsorship items you are interested in. You will be contacted to discuss availability.

- Platinum (\$50,000) Gold (\$35,000) Silver (\$25,000) Exhibitor (\$5,000)

Individual Event Sponsorship

- | Mar. | June | Nov. | |
|--------------------------|--------------------------|--------------------------|---------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Dinner buffet |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Evening reception |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Lunch buffet |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Breakfast |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Break bundle |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Exhibitor |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Promotional items (see pricing sheet) |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Other: _____ |

Conference Journal Advertising

- | Mar. | June | Nov. | |
|--------------------------|--------------------------|--------------------------|------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Outside back cover (\$3,500) |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Two-page spread (\$3,500) |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Inside front cover (\$2,500) |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Inside back cover (\$2,500) |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Full page (\$1,000) |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Half page (\$500) |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Other: _____ |

Payment

Credit Card Payments: Visa MC AmEx

Name on Card: _____

Credit Card #: _____

Exp. Month/Year: _____ Security Code: _____

Authorized Amount: _____

Provide billing address if different than the company address above.

Street Address: _____

City: _____

State: _____ Postal Code: _____

I authorize Trading Partners Collaboration (TPC), dba VCF to use the credit card listed for the authorized amount and agree to pay this amount in accordance to the card issuer's agreement.

Authorized Signature: _____

Print Name: _____ Date: _____

Check Payments: Please use this form as your invoice. Make check(s) payable to TPC. TPC, dba VCF, is a limited liability corporation. Our tax ID# is 42-1613901.

Return completed form with payment to:

VCF

Attn: Sheri Kurdakul

51 Cragwood Road, Suite 200

South Plainfield, NJ 07080

Phone: 646-442-3701 | Fax: 908-755-7451

Exhibitor/Sponsor hereby designates the products listed above as those which shall be displayed or demonstrated and agrees to notify VCF in writing of any changes prior to the event. We (Exhibitor) agree that this application is offer, which is subject to the absolute right of the VCF to accept or reject. Upon acceptance of this application, we (Exhibitor) agree to the conditions, policies and penalties set forth in the Exhibitor Rules & Regulations.

Accepted as binding for Sponsor: _____ Date: _____

Accept as binding VCF: _____ Date: _____

Show Management:

All matters and questions not covered by the Exhibit Space Agreement or these Rules and Regulations are subject to the decision of TPC, its officers, agents or employees acting for it, in the management of the exhibit.

Eligible Exhibits:

TPC reserves the absolute right, at any time, to determine the eligibility of any company or product for inclusion in the Exhibit. No approved exhibitor may assign or transfer such approval without the written consent of TPC. No subleasing or sharing of space with another business or firm is permitted, unless approved by TPC.

Limitation of Liability:

The exhibitor agrees to make no claim for any reason whatsoever on its members, agents, employees, lessors or owners of the exhibit premises, for loss, theft, damage or destruction of property; nor for any injury to himself/herself while in the exhibit facilities. Each exhibitor should have separate insurance to protect itself against such liabilities.

Signage:

All signs must be freestanding. No sign may be strung between posts or hung from walls or the ceiling. Signs must be professionally made. No pennants are to be used unless approved by TPC and no sign may be placed outside the booth area, in doorways, hallways or aisles.

Damage to Premises:

Exhibitors or their agents may not allow any article to be brought into the exhibition, or any act done on the premises, which would invalidate the insurance or increase the premium of the policies held by the management of the exhibit / convention / hotel facility. They will also not permit anything to be done by their employees, which will damage the premises, property or equipment of other exhibitors. No signs or articles can be affixed, nailed or otherwise attached to walls, doors, etc. in such a manner as to deface or destroy them. Likewise, no attachments can be made to the floors by nails, screws or any other devices that would damage them.

Exhibit Specifications:

TPC shall supply, at no charge to the exhibitor, the following standard provisions for each exhibitor: 10' x 8' exhibition booth or 6' tabletop space, 6' skirted table, 2 chairs, wastebasket, power cord and vendor identification sign. Please call TPC for details.

Sound Devices and Performers:

The use of devices for mechanical reproduction of sound or music may be permissible, but must receive advance approval from TPC. Sound of any kind must not be projected outside the confines of the exhibit booth. Exhibits featuring performers or attractions must be large enough to contain the audience within the exhibit. Aisles must be kept clear.

Rejected Displays:

The exhibitor agrees that the exhibit shall be admitted and remains, from day-to-day, solely in strict compliance with the rules set forth herein. TPC reserves the right to reject or prohibit any exhibit in whole or in part, any exhibitor or its representative, with or without giving cause and TPC shall have no liability to the exhibitor as a result of the cancellation of the exhibit. If cause is not given, liability shall not exceed the return to the exhibitor of the amount of rental unearned at the time of rejection. If an exhibit or exhibitor is rejected for violation of these rules or for any other stated reason, no return of rental shall be made.

Insurance:

Exhibitor and exhibitor's contractors shall, at their sole cost and expense, procure and maintain through the term of this License Agreement the following insurance: (a) Commercial General Liability insurance against claims for bodily injury or death, property damage as well as personal and advertising injury occurring in or upon or resulting from the exhibition, with combined single limits of liability of not less than \$1,000,000 per occurrence. This insurance must be in force during the lease dates of the event, with TPC added as an additional insured; and (b) Workers Compensation insurance as required by statutory law. Exhibitor shall obtain and shall furnish upon request a certificate of insurance evidencing the required insurance.

Exhibitor Representative's Responsibility:

Each exhibitor must name at least one person to be a representative in connection with installation, operation and removal of the exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible.

Character of Display:

Distribution of samples and printed matter of any kind or any promotional material is restricted to the confines of the booth. Exhibitors may not leave merchandise or printed matter in the registration areas, lounges, meeting rooms or other facilities of the

convention/conference hotels. No noisemakers or items not in keeping with the character and high standards of TPC may be distributed or used by any exhibitor.

Labor:

It is mutually agreed that it is the duty and responsibility of each exhibitor to receive and install their exhibit before the opening of the exhibition; and to dismantle, pack and ship their exhibit immediately after the close of the exhibition, in accordance with local union regulations. Should an exhibitor not arrange for appropriate labor, TPC will not be responsible for the installation, dismantle or shipment of any exhibitor's display. In addition, should an exhibitor be unable exhibit because labor had not been arranged, the exhibitor fee will neither be refunded nor be applied to any future exhibit opportunity at a TPC event. Additional labor can be made available if TPC is formally alerted to the need 30 days in advance of show date, and arrangements are agreed to by both Exhibitor and TPC in advance of show date. Exhibitor will be responsible for the expense of the labor arranged by TPC, plus a 20% service charge.

Official Service Contractor/Decorator:

The official service contractor will be designated by TPC as needed and will provide all services required: drayage, furnishings, carpet, accessories, tables, drapery, electrical power, labor to erect and dismantle your exhibit, signs, etc. An exhibitor service kit with order forms, rates and instructions on the services provided will be sent to exhibitors for any outside services required.

Attendance:

Show Management shall have sole control over attendance policies at all times.

Exhibit Hours:

All exhibits must be in place ready for opening of show. No part of an exhibit shall be removed during the showing without special permission from TPC. An exhibitor is not allowed to dismantle or pack any part of his or her exhibit until after the official closing of the event. Exhibitor's booths must be staffed at all times during exhibit hours. Exhibitors agree not to host hospitality suites and private parties during scheduled hours of TPC meetings, exhibits or other functions.

Security:

Neither Show Management, exposition management, nor the owner or lessors of the exhibit premises will assume any responsibility for exhibitor's property. It is suggested that the exhibitor insure its property against loss and theft.

Fire & Safety Laws:

Federal, state and city laws must be strictly observed.

Amendment to Rules:

The exhibitor agrees that TPC shall have the right to make such rules and regulations or changes in floor plan arrangements of booth for said exhibition, as it shall deem necessary and to amend same from time to time. TPC shall have the final determination and enforcement of all rules, regulations and conditions.

Cancellation of Exhibit Space:

Payment in full is due upon exhibitor's receipt of signed and countersigned agreement to exhibit/sponsorship participation, to terms stated within contract. Exhibitor/Sponsorship fees are not refundable.

Acts of God, Fires, Strikes:

In case the exhibit hall shall be destroyed or damaged, or if the show fails to take place as scheduled or is interrupted and / or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of terrorism or threat of terrorism, act of God, emergency declared by any governmental agency or by TPC, or for any other reason, this contract may be terminated by TPC. In the event of such termination, the exhibitor waives any and all damages and claims for damages, and agrees that the sole liability of TPC shall be to return to each exhibitor its space payment, less its pro-rata share of all costs and expenses incurred and committed by TPC.

Compliance with Laws:

Exhibitors must comply with all laws, rules, regulations and ordinances. No combustible decoration, such as crepe paper, cardboard or corrugated paper, shall be used at any time. All packing containers, excelsior or wrapping paper, which must be flameproof, are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silken or any other cloth decoration must stand a flameproof test as prescribed by fire ordinance of the city and/or state in which the show is held. All materials and fluids, which are inflammable, are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc. are not permitted. Exhibits cannot block aisles and fire exits.