



Sponsorship Options

Visual Communications Industry Group (VCI-Group) offers Alliance Members the opportunity to sponsor specific events, gifts, and promotional items at the annual VCI-Group conference. All sponsorships are awarded on a first-come, first-served basis so please do not hesitate to decide which sponsorship you want today; *time is of the essence!*

Food, Beverage, & Presentations

Food and beverage sponsorships provide all conference attendees with an excellent opportunity to network with their peers in addition to casting a generous light on the host. The cost of these sponsorships varies according to the menu selection and presentation. Food and beverage activities are open to all conference registrants. Multiple companies may co-sponsor a single event.

Monday, Tuesday or Wednesday's Breakfast

\$7,000 - \$9,000 per breakfast

Hosting a breakfast is an excellent way to gain exposure for your company. The sponsoring company will also enjoy the benefit of special programs developed by the Conference Committee such as Breakfast with the Experts inciting interactive networking amongst Alliance member executives and attendees.

Monday & Tuesday's Lunch

\$13,000 per lunch

This luncheon sponsorship is one of the best uses of your company's marketing dollars. There is no other opportunity at this conference to have a room jam-packed with the most impressive roster of attendees in our industry. Take advantage of this opportunity to hear that your company hosted the best lunch they've had at a conference.

Tuesday Evening Special Event

\$20,000

This is an event that stays in the memory of attendees' for a longtime after the conference is over. This event is the crescendo of the social activity for the conference and is where attendees forge new and foster old friendships that survive year after year. Sponsoring this event is a surefire way to gain major recognition with conference attendees.

Refreshment Break

\$2,500 per break

Refreshments are set up in a high traffic area to ensure maximum exposure for the sponsors. Each time an attendee passes they will see your company's name on a prominently displayed sign. There will be a morning and afternoon break on Monday and Tuesday and on Wednesday there will be a morning break.

Sunday Opening Reception

\$20,000

The Opening reception sets the tone for the whole conference. By sponsoring this event you help make the conference one attendees will remember for a long time to come!

VCI-Group 2010 Annual Conference * October 3 - 6, 2010
Marriott Harbor Beach Resort & Spa * Fort Lauderdale, Florida, USA
For information about the VCI-Group 2010 Conference visit www.vci-group.org

Conference Program Complements & Promotional Items

As with all conferences, we want attendees to return home with more than they had when they arrived, in terms of information, contacts, and materials. Promotional item sponsorship provides an opportunity to put your company's name and/or logo in front of hundreds of people in a specialized market segment. By choosing a useful promotional item that participants will take back to the office, your company can advertise to users throughout the year—a worthwhile investment! Promotional items are available to all conference participants.

Conference Program \$7,000

Your company's logo will be prominently displayed for every attendee to see as soon as they register. Each time a conference attendee needs to look for the next thing to do, or to see which companies are exhibiting, or where to meet for each event, they will see your logo as they refer to the conference program.

Badge Assembly \$5,000

This sponsorship opportunity offers the sponsoring Alliance member the opportunity to have their logo prominently displayed on the badge of every attendee. In addition, they will see your logo every time they refer to the handy conference at a glance that is located in a pocket of the badge holder!

Board, Volunteer and Staff Shirts \$5,000

Be the lucky sponsor that has their logo on the shirts worn by the Board, Volunteers, and Staff. The sponsoring company logo will be prominently displayed along with the VCI-Group logo.

Response System

(Estimated to start at \$10,000)

This sponsorship offers the audience the opportunity to truly participate in all aspects of the conference program and planning. Speakers also use this tool online to ensure they are engaging the attendees and to stimulate audience participation.

Registration Bags \$5,000

Every Conference attendee receives a bag with your logo prominently displayed that contains their tools to maximize their participation. Bag contents include the registration package, program information, registration materials and much more! Not only do attendees use these bags throughout the conference, they typically use it throughout the year increasing the return on your company's investment many fold.

Recording & Streaming

(Estimated to start at \$7,000)

This sponsorship will provide value to attendees long after the conference by allowing them to view recorded sessions. Members who are not able to attend the conference will also gain value by viewing select conference sessions live via the internet.

Points to Note:

1. These estimates are offered in good faith based on years of experience; however, all of the above estimates are dependent/relative to the design and/or menu selected and the number of conference registrants. All plans are subject to VCI-Group Conference Committee approval.
2. VCI-Group encourages companies to be creative and to collaborate with other Alliance member companies to share sponsorships if they so desire.
3. Sponsorship opportunities are an exclusive benefit for Alliance members, for information about joining VCI-Group visit www.vci-group.org.