



SPONSORSHIP OPPORTUNITIES

RIA's 65th Annual Convention & Exhibition

Hyatt Regency Atlanta at Peachtree Street

March 23-27, 2010

Atlanta, GA

The Restoration Industry Association (RIA) invites you to participate in the Sponsorship Opportunities offered for the 65th Annual Convention & Exhibition. RIA will work with each Sponsor to provide the best possible recognition. There are four sponsorship levels, Bronze, Silver, Gold and Platinum, as well as specialty item and social event sponsorships. For more information about Sponsorship Opportunities, please contact RIA's Sandy McAllister at (443) 878-1004 or smcallister@restorationindustry.org.

POLICIES AND PROCEDURES: All sponsorships are available on a first-come, first-awarded basis; however, a company that was a sponsor at the previous year's convention, will have the first right of refusal on that same sponsorship opportunity. All interested sponsors must complete the attached Sponsorship Response Form. You'll be contacted upon receipt of your form to confirm availability of your choice.

SPONSORSHIP LEVELS* – ★ NEW ★

Sponsorship Level	Contribution	Benefits
PLATINUM	\$12,000	<ul style="list-style-type: none"> (1) 8x10 inline booth at 2010 convention (value: \$1,700) 1/2 Page B/W ad in RIA's award-winning <i>Cleaning & Restoration</i> Magazine including hyperlink to sponsor's company. Camera-ready art must be provided (value: \$555) Sidebar ad in RIA's electronic newsletter, Newsbreak, for 6 months (value: \$2,700) Money toward Identity Item or Social Event Sponsorship for convention (value: \$2,000) Sponsor may bring give-away and/or printed materials to display at registration area Sponsor will be recognized on the RIA website with a direct link to the sponsor's website Signage - company name/logo prominently displayed at convention Company name/logo listed in sponsorship section of the onsite convention program Mailing list of registered attendees for follow-up marketing at end of convention Recognition by RIA's President during the Welcoming Remarks Name badge with sponsor ribbon for all sponsor's reps
GOLD	\$5,500	<ul style="list-style-type: none"> 1/3 page B/W ad in RIA's award-winning <i>Cleaning & Restoration</i> magazine; camera-ready art must be provided (value: \$365) Sidebar ad in RIA's electronic newsletter, Newsbreak, for 4 months (value: \$1,800) Sponsor may bring give-away and/or printed materials to display at registration area Sponsor will be recognized on the RIA website with a direct link to the sponsor's website Signage - company name/logo will be displayed at the registration area Company name/logo listed in sponsorship section of the onsite convention program Mailing list of registered attendees for follow-up marketing at end of convention Recognition by RIA's President during the Welcoming Remarks Name badge with sponsor ribbon for all sponsor's reps
SILVER	\$1,500	<ul style="list-style-type: none"> Sponsor will be recognized on the RIA website with a direct link to the sponsor's website Signage - company name/logo will be displayed at the registration area Company name/logo listed in sponsorship section of the onsite convention program Mailing list of registered attendees for follow-up marketing at end of convention Recognition by RIA's President during the Welcoming Remarks Name badge with sponsor ribbon for all sponsor's reps
BRONZE	\$1,000	<ul style="list-style-type: none"> Sponsor will be recognized on RIA's website Signage - company name/logo will be displayed at the registration area Company name/logo listed in sponsorship section of the onsite convention program Mailing list of registered attendees for follow-up marketing at end of convention Recognition by RIA's President during the Welcoming Remarks Name badge with sponsor ribbon for all sponsor's reps

*The actual cash values for benefits listed above are \$.001. Benefits must be used within 6 months of the 65th Annual Convention. RIA is not responsible for any unused benefit.

ADDITIONAL SPONSORSHIPS. Each sponsorship is exclusive unless otherwise noted.

IDENTITY ITEMS. Companies offering support to offset costs for these items will ensure that attendees see your logo/message and carry it home with them. Limitations may be placed on the amount of colors/text on the items.

Registration Bags/Totes	\$ 6,000
Each attendee will receive a convention bag/tote at registration with your logo printed on the bag alongside our association logo. The sponsor may have a complimentary advertisement inserted into the bag.	
Writing Pads	\$ 5,000
This is the most requested item at registration from past attendees! Your company logo will look great on this all-purpose canvas writing pad with a leather trim. Attendees use this pad throughout the convention to write notes in from the educational sessions and continue to use it long after the event.	
Cyber Café	\$ 4,000
The cyber café will be one of the most popular and busiest locations on the show floor. (Costs to rent computers/laptops and/or printers will be extra.)	
Lanyards/Badge Straps	\$ 3,500
All attendees will receive a badge strap at registration to display their name badge. The colorful badge strap will feature your company's name/logo together with our association's logo.	
Hotel Room Keycards	\$ 3,000
Display your company name/logo on every hotel room key handed out to attendees staying at the headquarters hotel.	
CD of Convention Handouts	\$ 2,000
All attendees receive their convention materials on CD (RIA's commitment to saving resources). Receive recognition on the CD along with RIA's Conference logos. The sponsor may also have a complimentary advertisement inserted into the registration bag. These CDs are used long after the convention.	
Golf Balls	\$ 1,500
One dozen golf balls with sponsor's logo will be given to each golfer on the challenging course for the tournament.	
Logo Pens	\$ 1,000
Attendees love to take notes! What better way to put your name in the hands of all participants than with a logo pen? You supply the pen and we'll give one to each attendee at registration.	

SOCIAL EVENTS. The social events at the Annual Convention allow attendees the opportunity to network and interact informally with each other. Sponsors may provide a give-away or brochure at the sponsored event. RIA staff will handle logistics and details. Join RIA in making the convention an enjoyable event for every participant.

Welcome Reception (exclusive sponsorship)	\$25,000
Wednesday, March 24 (6:30 pm – 8:30 pm). THIS IS THE MOST TALKED ABOUT NETWORKING EVENT IN THE INDUSTRY!	
Keynote Speaker (2 sponsorships available)	\$ 3,500
Thursday, March 25 (Dan Coughlin "Titles Mean Zero When Leading Your Team: Accelerate Your Impact") OR Friday, March 26 (Barbara Manis, M.D. "White Coats and Hard Hats: Health Issues Affecting the Restoration Industry")	
Networking Lunch in Exhibit Hall (2 sponsorships available)	\$ 3,000
Thursday, March 25 OR Friday, March 26	
Continental Breakfasts (2 sponsorships available)	\$ 2,000
Thursday, March 25 OR Friday, March 26	
Refreshment Breaks (4 sponsorships available)	\$ 1,500
Morning and afternoon breaks are provided throughout the meeting. Attendees will be thankful for your support of refreshments. We'll work with you to make it a signature event.	
Golf Outing Lunch (2 sponsorships available)	\$ 1,000
Tuesday, March 23 (12:00 noon tee time at the Celebrity Golf Club International).	



SPONSORSHIP RESPONSE FORM

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Hyatt Regency Atlanta at Peachtree Street

Atlanta, GA • March 23-27, 2010

We would like to offer our support of the following:

Sponsorship by Level

- Platinum \$ 12,000
- Gold \$ 5,500
- Silver \$ 1,500
- Bronze \$ 1,000

Identity Items

- | | | | |
|-------------------------|-----------------------------------|---------------------------|-----------------------------------|
| Registration Bags/Totes | <input type="checkbox"/> \$ 6,000 | Hotel Room Keycards | <input type="checkbox"/> \$ 3,000 |
| Writing Pads | <input type="checkbox"/> \$ 5,000 | CD of Convention Handouts | <input type="checkbox"/> \$ 2,000 |
| Cyber Café | <input type="checkbox"/> \$ 4,000 | Golf Balls | <input type="checkbox"/> \$ 1,500 |
| Lanyards/Badge Straps | <input type="checkbox"/> \$ 3,500 | Logo Pens | <input type="checkbox"/> \$ 1,000 |

Social Events

- | | | |
|---------------------------------|---|---|
| Welcome Reception | <input type="checkbox"/> \$25,000 (exclusive) | |
| Keynote Speaker | <input type="checkbox"/> \$ 3,500 (Thursday) | <input type="checkbox"/> \$3,500 (Friday) |
| Networking Lunch (Exhibit Hall) | <input type="checkbox"/> \$ 3,000 (Thursday) | <input type="checkbox"/> \$3,000 (Friday) |
| Continental Breakfasts | <input type="checkbox"/> \$ 2,000 (Thursday) | <input type="checkbox"/> \$2,000 (Friday) |
| Refreshment Break (Thursday) | <input type="checkbox"/> \$ 1,500 (AM) | <input type="checkbox"/> \$1,500 (PM) |
| Refreshment Break (Friday) | <input type="checkbox"/> \$ 1,500 (AM) | <input type="checkbox"/> \$1,500 (PM) |
| Golf Outing Lunch | <input type="checkbox"/> \$ 1,000 | |

We hereby apply to sponsor items as indicated above and submit herewith payment in full to secure said sponsorship. We understand and agree that all sponsored items will be awarded on a first-come, first-awarded basis and that full payment must accompany all applications for sponsorships to reserve same.

Signature of Company Representative _____

Name of Company Representative _____

Company Name _____

Mailing Address _____

City/State/Zip _____

Telephone _____ Fax _____

Email _____

PAYMENT OPTIONS (please check one):

- Check enclosed (made payable to RIA)
- Credit Card Payment: MasterCard Visa AMEX

SPONSORSHIP AMOUNT: _____

Credit Card # _____ Expiration Date _____

Name on Credit Card _____ CVV # _____

Signature _____

Please return Sponsorship Response Form to:

Restoration Industry Association, 9810 Patuxent Woods Dr., Suite K, Columbia, MD 21046

Fax: 443-878-1010; Phone: 443-878-1004