



2010 SPONSORSHIP INVESTMENT OPPORTUNITIES

Are you looking to make the most impact through face to face relationships while keeping a careful eye on your company marketing dollars in 2010? Well, we have the solution for you!

Leverage your investment in Southwest Showcase and your Meetings Industry involvement by joining a fine group of companies who have already made the decision to associate their brand with sponsorship support. Sponsorship sets your company apart by creating distinctive niches within specialized segments of Southwest Showcase – sponsor the *New* seated breakfast, conference pens as a **Gold sponsor**, or have your logo in front of 500 decision makers all morning on the conference notepad by participating as a **Silver sponsor**.

Value Added Benefits of Sponsorship:

- Pre-Event Marketing (website, emails, collateral),
- Create Name Recognition outside of the trade show,
- Demonstrate your investment in the Meetings Industry through direct support,
- Elevate your brand over your non-sponsoring industry peers,
- Post-event recognition by the top three Meetings & Exhibitions organizations in Texas.

In the attached Sponsorship Investment Opportunities Packet you'll find a level to fit your budget and needs. After reviewing the numerous benefits sponsors receive, you'll know Southwest Showcase is the smartest investment you can make in 2010.

For more information or questions, please contact [Shirley Robinson](#) at 512-444-1974.



Look Who's Made the Investment in 2010

Platinum Sponsor
Greater Houston CVB

Strategic Event Partners
Austin Convention Center
Freeman

Diamond Sponsors
Austin CVB
Corpus Christi CVB
Hyatt Hotels & Resorts of Texas
Marriot & Renaissance Hotels of Texas

Gold Sponsors
Omni Hotels of Texas
TriNet

Silver Sponsors
Starwood Hotels & Resorts of Texas

Bronze Sponsors
Amarillo CVC
Beaumont CVB
Galveston Island CVB
Hilton Hotels of Texas
Lubbock CVB
Odessa CVB
Plano CVB
Radisson TOG Hotels
Specialized Association Services



Sponsorship Investment Opportunities

Platinum Level	\$10,000 Investment	SOLD OUT - Exclusive
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- 2 complimentary 10 x 10 in-line booths & 1st choice of booth placement on show floor,
- 6 complimentary booth personnel,
- 1 additional complimentary lead retrieval unit,
- Custom booth signage,
- Exclusive logo on badgeholders (quantity 1,000),
- Prominent logo placement on conference bags (quantity 1,000),
- Introduce Keynote Speaker at luncheon,
- Receive Platinum Sponsor Award on stage during luncheon,
- Reserved table with prominent seating at luncheon,
- Full page, 4 color ad on outside back cover of event program,
- Prominent logo placement with live link on all front pages of partner webpages (Southwest Showcase, TSAE, IAEE – CTC, MPI – THCC),
- Prominent logo placement with live link on all promotional e-mail blasts to prospective attendees,
- Prominent logo placement on post event thank you ad in partner publications for TSAE, IAEE – CTC, MPI – THCC,
- 4 TSAE annual memberships (expires 4/30/2011),
- 1 ticket to Annual MPI – THCC gala,
- Banner ad on MPI – THCC website for 1 month (sponsor to provide artwork),
- Listing under 'Partner' section on MPI – THCC website with live link,
- 1 complimentary registration to any 2010 IAEE – CTC education event,
- 1 set of IAEE – CTC member labels,
- Prominent logo placement in thank you ad in IAEE – CTC membership directory
- ***Plus, all Bronze level benefits***



Sponsorship Investment Opportunities

Diamond Level

\$7,500 Investment

SOLD OUT

- 1 complimentary 10 x 10 in-line booth & early choice of booth placement on show floor,
- 3 complimentary booth personnel,
- Logo placement on conference bags (quantity 1,000),
- Special 'Thanks to our Diamond Sponsors' on Breakout Session signage,
- Introduce a Breakout Session speaker during Education programming,
- Receive Diamond Sponsor Award on stage during luncheon,
- Reserved table with 'VIP' seating at luncheon,
- Logo placement with live link on all front pages of partner webpages (Southwest Showcase, TSAE, IAEE – CTC, MPI – THCC),
- Logo placement with live link on all promotional e-mail blasts to prospective attendees,
- Logo placement on post event thank you ad in partner publications for TSAE, IAEE – CTC, MPI – THCC,
- 2 TSAE annual memberships (expires 4/30/2011),
- 1 ticket to Annual MPI – THCC gala,
- Listing under 'Partner' section on MPI – THCC website with live link,
- 1 complimentary registration to any 2010 IAEE – CTC education event,
- 1 set of IAEE – CTC member labels,
- Logo placement in thank you ad in IAEE – CTC membership directory,
- **Plus, all Bronze level benefits**

Gold Level

\$5,000 Investment

Only 3 Left!

- 2 complimentary booth personnel,
- Logo on bottled water & conference pens (lots of 250),
- Special 'Thanks to our Gold Sponsors' on Breakfast signage,
- Verbal acknowledgement from emcee stage during luncheon,
- Reserved table seating at luncheon,
- Logo placement with live link on all front pages of partner webpages (Southwest Showcase, IAEE – CTC, MPI – THCC, TSAE),
- Text listing on all promotional e-mail blasts to prospective attendees,



Sponsorship Investment Opportunities

- Logo placement on post event thank you ad in partner publications for IAEE – CTC, MPI – THCC, TSAE
- 1 TSAE annual membership (expires 4/30/2011),
- Listing under 'Partner' section on MPI – THCC website with live link,
- Logo placement in thank you ad in IAEE – CTC membership directory,
- **Plus, all Bronze level benefits**

Silver Level

\$3,000 Investment

Only 5 Left!

- 1 complimentary booth personnel,
- Logo on conference notepads (quantity 1,000)
- Special 'Thanks to our Silver Sponsors' on Refreshment Break signage,
- Logo placement with live link on all front pages of partner webpages (Southwest Showcase, TSAE, IAEE – CTC, MPI – THCC),
- Text listing on post event thank you ad in partner publications for TSAE, IAEE – CTC, MPI – THCC,
- 1 TSAE annual membership (expires 4/30/2010),
- Listing under 'Partner' section on MPI – THCC website,
- Listing in thank you ad in IAEE – CTC membership directory,
- **Plus, all Bronze level benefits**

Bronze Level

\$1,000 Investment

Only 1 Left!

- 1 complimentary lead retrieval unit,
- 30% discount on all F&B and electrical services through Austin Convention Center,
- Listing on all Master Sponsor Recognition signage,
- Listing on Southwest Showcase partner webpages (Southwest Showcase, TSAE, IAEE – CTC, MPI – THCC),
- Text listing on post event thank you ad in partner publications for IAEE – CTC MPI – THCC, TSAE,
- Listing under 'Partner' section on MPI – THCC website,
- Listing in thank you ad in IAEE – CTC membership directory.



Sponsorship Investment Opportunities

2010 Southwest Showcase Sponsorship Commitment Form

Company Name for Signage: _____

Contact Name: _____

Title: _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Cell:** _____

E-mail: _____

In exchange for the benefits listed in this packet, my company commits as a sponsor of the 2010 Southwest Showcase at the level indicated below:

Platinum \$10,000 SOLD OUT

Diamond \$7,500 SOLD OUT

Gold \$5,000 (3 Remaining)

Silver \$3,000 (5 Remaining)

Bronze \$1,000 (1 Remaining)

Method of Paymentⁱⁱ:

Check (*please make check payable to **TSAE** and mail to the address listed below*)

Credit Card (*check one*): American Express MasterCard Visa

Number: _____ Expiration Date: _____

For more information, please contact **Shirley Robinson, Business Development Manager** at (512) 444-1974 or shirley@tsae.org

These opportunities are for 'cash-only' sponsorships. If you are interested in providing a service or product 'in-kind' please contact Shirley Robinson directly for more information. In-kind opportunities are limited and are restricted to those items which will directly impact currently budgeted expenses for 2010 Southwest Showcase.

ⁱ If the sponsorship opportunity you select is not available you will be offered the next available slot.

ⁱⁱ **All payment for sponsorships are due in full by December 31, 2009**