

osp expo

THE BROADBAND DEPLOYMENT MARKETPLACE

Sponsorship Opportunities

Technology.
Education.
Powerful Keynotes.
Invaluable Networking.

Turn just a couple of days of additional exposure into a year's worth of new business. Increase brand awareness and make a lasting impression by investing in one or many of OSP EXPO's sponsorship opportunities.

2008

Baltimore, Maryland

Education: October 21-23 | Exhibits: October 22-23

www.ospmag.com



Benefits listed below are associated with each sponsorship opportunity:

- Prominent signage in and around the event or activity.
- Company name in promotional materials mentioning the event or activity.
- Complimentary one-time use of pre-registered attendee mailing list.
- Acknowledgement in the promotional sponsor recognition page in the October Issue of OSP® Magazine.
- Right of first renewal on the sponsorship opportunity the following year.

OSP EXPO Welcome Center

Ensure attendees know who you are at the show before they step foot on the exhibit floor. Your company will have three representatives inside the OSP EXPO Welcome Area welcoming attendees prior to entering the show floor and handing out company literature or small branded giveaways.

Investment: \$5,000 (maximum two sponsors)

Exclusive Sponsorship: \$10,000

Coffee and Muffins

Welcome attendees prior to entry into the keynote presentations with a warm cup of coffee and a light mid-morning snack.

Investment:

- Wednesday, October 22: \$12,000
- Thursday, October 23: \$12,000
- Both days: \$22,500 - **Exclusive Sponsorship**

Lanyards

Your company's logo (one color screen) printed exclusively on OSP EXPO's badge lanyards distributed to all attendees at the registration counter.

Investment: \$7,000 **Exclusive Sponsorship**

Conference Bags

Gain maximum visibility by having your logo (1 color on 2 sides) on the conference bags. Attendees will use the conference bags to tote their show materials on the exhibit floor and throughout the city of Baltimore.

Investment: \$17,000 **Exclusive Sponsorship**

Social Hour

Host the social hour on the exhibit floor. OSP EXPO social hour will take place on Wednesday, October 22 from 5:00 – 6:00 pm. Sponsorship includes light snacks and drinks (1 drink ticket for each attendee and exhibitor). Sponsorship will also have 100 extra drink tickets to hand out to customers. Additional exposure includes sponsor's logo on event napkins and table postcards.

Investment: \$52,000 **Exclusive Sponsorship**

Concession Stands

Take over the food court area with your company's branding on cups and napkins. Concessions are located on the exhibit floor. Sponsoring company must provide their own branded cups and napkins, quantity: cups: 2,000; size: 16 or 18 oz and napkins: 3500. Pricing does not include production and shipping costs.

Investment: \$5,000 **Exclusive Sponsorship**

Coat Room/Luggage Check

Located on the Mezzanine Level, the coat and luggage check is an ideal area for your company's name to stand out at OSP EXPO 2008. The coat room/luggage check area will be open on the following days: Wednesday: 7:30 A.M. – 6:30 P.M. and Thursday: 7:30 A.M. – 3:30 A.M. Additional exposure includes one collateral insert in the canvas bags.

Investment: \$1,500 for both days **Exclusive Sponsorship**

OSP® Vacation Giveaway

Everyone wants to get away to a fabulous vacation; be a part of the OSP® Vacation Giveaway! Drawing for vacation will take place on October 23 at 2:45 pm on the exhibit floor. Additional exposure includes OSP® Vacation Giveaway ad in the program guide with your company's logo.

Investment: \$1,000 or \$10,000 for **Exclusive Sponsorship** Limited to 10 sponsors

*****Build your own Package*****

Custom Packages Available. Call for Pricing.

Don't see what you're looking for? Call your sales representative to discuss a custom package designed specifically for your company!





Sponsorship Registration

Sponsorship Opportunities

(Cost due with Sponsorship Contract)

- OSP EXPO Welcome Center:** \$5,000 per sponsor
- OSP EXPO Welcome Center Exclusive Sponsor:** \$10,000
- Coffee and Muffins:**
 - Wednesday, October 22: \$12,000
 - Thursday, October 23: \$12,000
- Coffee and Muffins Exclusive-both days:** \$22,500
- Lanyards:** \$7,000 per sponsor
- Conference Bags:** \$17,000 per sponsor
- Social Hour:** \$52,000 per sponsor
- Concession Stands:** \$5,000 per sponsor
- Coat Room / Luggage Check:** \$1,500 per sponsor
- OSP® Vacation Giveaway:** \$1,000 per sponsor (limit ten sponsors)
- OSP® Vacation Giveaway Exclusive:** \$10,000

Send your completed application to:

OSP EXPO Sponsorship Opportunities
 220 North Smith Street, Suite 228,
 Palatine IL 60067.
 Fax: 847.934.3346

OSP EXPO SALES TEAM

Amy Mullally: amy@pracom.com; 847.202.4691
 Janice Oliva: janice@pracom.com; 847.202.4686
 Robin Queenan: robin@ospmag.com; 847.202.4692

Miscellaneous Information

Collateral Shipping Information: OSP® will provide each sponsor with shipping and labeling information. Sponsor must use appropriate shipping information and comply with all shipping instructions. Shipment must be received by a specified date. If materials are not received by this date materials will NOT be inserted into the attendee bag or distributed to the proper areas. Sponsors are responsible for the verification of shipment arrival of their collateral onsite.

Company Information

CREDIT CARD NUMBER*	EXP DATE	NAME AS IT APPEARS ON CARD	SIGNATURE
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*We accept Visa and Mastercard

NAME	TITLE	COMPANY
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ADDRESS	CITY	STATE	ZIP
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BUSINESS PHONE	FAX	E-MAIL <input type="checkbox"/> Yes, I wish to receive my FREE subscription to OSP® e-newsletter
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