

GEAPS Exchange 2012 Sponsorship Opportunities

(*NOTE: Exchange 2011 sponsors are given first right of refusal on the item/event they sponsored for 2011. After that, it is first come first serve. If you see an item/event you'd like to sponsor, contact Adrienne Fjerstad at the GEAPS office at 952-928-4640 or email conferences@geaps.com.

Sponsorship Levels are:

5 Star	\$3,500 or more
4 Star	\$3,000 - \$3,499
3 Star	\$2,000 - \$2,999
2 Star	\$1,000 - \$1,999
1 Star	\$ 500 - \$ 999
Major League	\$ 0 - \$ 499

Star level is determined by the total amount contributed. So add up the cost of all of your sponsorship events/items, and that is your star level.

Events available for sponsorship (descriptions below)

Get Acquainted Party (4 available)	\$5,000 ea.
Expo Lounge (4 available)	\$4,000 ea.
Past President's Lunch (1 available)	\$3,500
Welcome Reception – in Expo Hall (10 available)	\$2,500 ea.
Expo Refreshment Break (8 available - 4 ea hall)	\$1,500 ea.
Leadership Reception (6 available)	\$1,200 ea.
President's Banquet Table Centerpieces (1 avail)	\$1,200
Wake Up Station before sessions (6 available)	\$1,200 ea.
Educational Session Refreshment Break (6 available)	\$1,200 ea.
Pre-General Session Refreshments – ice cream (1 avail)	\$1,200
International Delegate Reception (1 available)	\$1,000
Club GEAPS (10 available)	\$1,000 ea.
Exchange Daily Emails (NEW! 6 avail)	\$1,000 ea.
Leadership Breakfast on Wed am (3 available)	\$ 850 ea
International Board Meeting Refreshments (1 available)	\$ 750
Education Program (unlimited)	\$ 600 ea.
Opening Workshop Refreshments (unlimited)	\$ 500 ea.
Expo Grand Opening Ceremony Entertainment (2 avail)	\$ 500 ea.
Idea Exchange Refreshments (unlimited)	\$ 300 ea.
Expo Lunch (unlimited)	\$ 400 ea./exhibitor
Expo Lunch (unlimited)	\$ 800 ea./non-exhibitor
General Cash Donation	Whatever you choose

Items available for sponsorship

*Program Book (space limited)	\$ 900 ea.
*Program Book (space limited)	\$ 500 ea.
**Cyber Center (5 kiosks available)	\$1,200 ea. Or full sponsorship for \$6,000

* Special advertising perk in the sponsored publication. See subsequent pages for more information.

**Full sponsorship is required for this service to be provided. GEAPS will attempt to fill full sponsorship from other companies if one company does not wish to sponsor in full.

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PERKS of Sponsorship

Sponsoring companies will receive the following benefits based on their level of sponsorship. The total cost of all sponsor contributions determines star level.

Benefit	5-Star	4-Star	3-Star	2-Star	1-Star	Major League
Company logo & link to appear on Exchange Homepage, and logo in Post-Con issue of In-Grain Newsletter.	•					
Company insert for registration packet	•					
Chair drop for Annual Meeting	•					
2 Complimentary Full Registrations – can be used by sponsoring company or given to customer	•					
Gobo of company logo or name projected at Welcome Reception and President's Banquet.	•					
Co. name or logo printed on beverage napkin used at Welcome Reception and President's Reception	•					
Co. name or logo printed on kick panels on front of bars at Welcome Reception & President's Reception	•					
3 Complimentary One Day Registrations – can be used together or individual days		•				
Company logo listed in GEAPS monthly newsletter <i>In-Grain</i> the months leading up to the Exchange to begin 12/11	•	•				
Company logo to appear on applicable event signage	•	•				
Company name on event ticket (if applicable)	•	•	•			
Company name announced at event (if applicable)	•	•	•	•		
Company name listed in GEAPS monthly newsletter <i>In-Grain</i> the months leading up to the Exchange to begin 12/11	•	•	•	•	•	
Company name on signs displayed at applicable event/item	•	•	•	•	•	•
Company name in official program book	•	•	•	•	•	•
Company name listed on GEAPS website w/ link to your website	•	•	•	•	•	•
Company name listed in post-Exchange issue of In-Grain newsletter	•	•	•	•	•	•
Main company contact invited to Leadership Reception	•	•	•	•	•	•
Special sponsor ribbons for name badges	•	•	•	•	•	•

Advertising perk

— Program book sponsors - \$900 level receives a full-page, four-color tab ad. \$500 level receives a half-page, four-color tab ad. *Contact GEAPS office for specs.*

Sponsorship Opportunities / Descriptions

Item/Event	Description	Amount
Get-Acquainted Party	Pre-Opening party held on Saturday evening at the Hilton Minneapolis – GEAPS Host Hotel.	\$5,000 ea. (Full sponsorship available by contacting the GEAPS office.) (4 available)
Expo Lounge	Corner lounges in Expo Hall that will be identified with your company name during announcements for breaks and lunches. Hanging banner w/ company logo to identify lounge sponsor.	\$4,000 ea. (4 available)
Past President's Lunch	Exclusive lunch for GEAPS Past International and Associate (supplier board) President's. Hosted by current Int'l President	\$3,500 ea. (1 available)
Welcome Reception	Held in the Expo Hall on Sunday evening from 4:30pm – 6pm.	\$2,500 ea. (5 available)
Expo Refreshment Break	Scheduled refreshments served in the Expo Hall lounges.	\$1,500 ea. (4 available)
Leadership Reception	Exclusive reception for GEAPS' volunteer leaders and sponsors. All registered sponsoring company representatives are invited to reception too.	\$1,200 (6 available)
Wake-Up Station	Continental breakfast located in educational session lobby.	\$1,200 ea. (4 available)
International Delegate Reception	An invitation only reception held to welcome non-North American delegates. Two sponsoring company reps may attend.	\$1,000 (1 available)

Pre-Annual Meeting Refreshments	An ice cream break before the Annual Meeting.	\$1,200 (1 available)
Club GEAPS	Post President's Banquet networking and dessert reception to be held in the Convention Center.	\$1,000 ea. (10 available)
Cyber Center	Internet kiosks available for delegates to check email and surf the net. Sponsor's company name as screen saver, re-direct to company website, name on kiosk banner.	\$1,200 ea. (5 available)
President's Banquet Table Centerpieces	Floral arrangement in center of all banquet tables. A card will be placed on each table indicating your sponsorship.	\$1,200 (1 available)
Program Book	Official Program Book of the Exchange including schedule, educational program session detail and Exhibitor descriptions.	\$900 – full-page ad perk \$500 – ½ -page ad perk
International Board Meeting Refreshments	Served at the Saturday Board Meeting.	\$750 (1 available)
Leadership Breakfast	Breakfast for the early Wednesday morning meetings. Two sponsoring company reps may be present.	\$850 (3 available)
Expo Grand Opening Ceremony	Entertainment and short program prior to the doors of Expo 2012 opening.	\$500 ea. (2 available)
Educational Session Refreshment Break	Refreshments between sessions located in educational session lobby.	\$1,200 ea. (3 available)

Educational Program	Sponsorship offsets speaker fees, audio-visual and materials.	\$600 ea. (unlimited)
Opening Workshop	Workshop that offers participants in-depth, hands-on education about an industry topic.	\$500 ea. (unlimited)
Idea Exchange Refreshments	Refreshments for the session called "Idea Exchange" where industry employee share their bright ideas in the "Why Don't They...I Did!" segment and suppliers to the industry showcase their new products and services in the "What's New" segment.	\$300 ea. (unlimited available)
"Lunch On Us"	Sponsorship offsets cost of complimentary lunch provided for everyone in the expo hall on Sunday, Monday and Tuesday. Each registered company rep will receive a blinking "Lunch On Us" button.	\$400/exhibitor or \$800/non-exhibitor (unlimited available)
Exchange Daily Emails	6 e-blasts (one each day of the Exchange, starting Friday and going through Wednesday) are sent to all registered attendees. Your company's logo will be featured at the top of one of the e-blasts with a link to your website.	\$1,000 ea. (6 avail.)
General Cash Donation	This offsets general Exchange expenses or we may plug you into an event to fill the spots. Any monies left over from an event plug will be listed as "General Cash Donation". You may choose to simply donate and not be associated to a particular event.	Whatever you choose