

CEDIA

Design & Build Audience Opportunities
Diverse Professional **Audience**
Industry Wide Exposure
International **Reach**
Targeted & Qualified Companies

SPONSORSHIP OPPORTUNITIES



2011

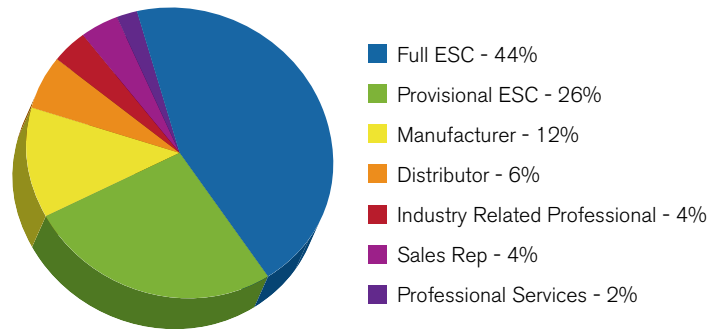
Top 3 Reasons.....

1 QUALIFIED AUDIENCE

Get in front of the most qualified audience in the residential electronic systems industry. Opportunities include (but not limited to):

- CEDIA EXPO 20,000+ qualified business decision makers and technicians who install products every day
- Management Conference – 150+ highly reputable business owners eager to learn best business practices and have access to exclusive one-on-one conversations with manufacturers in an intimate setting
- Future Technology Pavilion

Qualified Audience



CEDIA's Current Membership Breakdown

2 DESIGN/BUILD PARTNER BRAND AWARENESS

Access to design/build professionals through CEDIA relationships with national and chapter-level associations as well as CEDIA's presence at industry-related shows. Opportunities include (but not limited to):

- Home Technology Alliance – NAHB committee that educates and provides tools to builders related to home technology
- Remodelers, 50+, Custom Build Council participation
- National Tradeshow Presence – Be a part of CEDIA's tradeshow booth at industry events such as NAHB and AIA.
- NAHB New American Home participation
- Registered Outreach Instructor Program-highly successful program that allows CEDIA members to educate and message to design/build partners in their local area

Converging Markets



Reach Diverse Professionals

to Build YourBrand with CEDIA

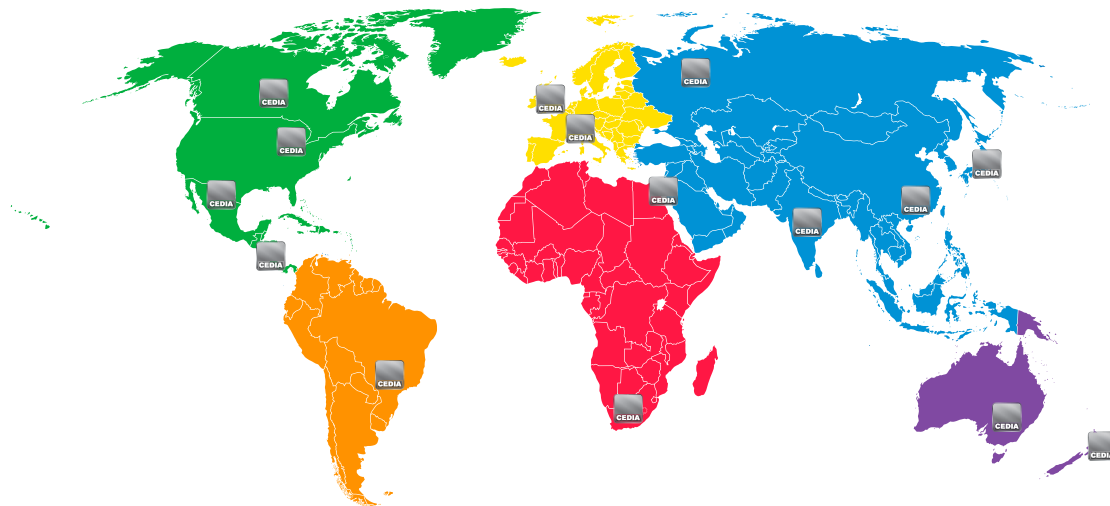
3 INDUSTRY-LEADING EDUCATION

Associate your brand with the industry's leading education and training curriculum reaching everyone from the business owner and sales team to the technician. Opportunities include (but not limited to):

- e-Learning Webinars – on-demand and live
- 5 Colleges – ESD, ESPM, EST, ESCR, ESB
- Basic and Home Theater Boot Camp – Hands-on training
- Manufacturer Product Training – offered at different events year-round and potential for online offerings
- Emerging trends & new technology training



Global



International Audience

2011 CEDIA SPONSORSHIPS



CEDIA EXPO SPONSORSHIPS

| SPONSORSHIP | AMOUNT | AVAILABLE |
|---|-------------|-------------|
| Opening Reception | \$23,000 | 1 |
| CEDIA EXPO Lanyards - produce 20,000 lanyards with CEDIA logo & company logo | \$15,000 | 1 |
| Keynote Speaker | \$10,000 | 1 |
| Press Room | \$15,000 | 1 |
| Registration | \$10,000 | 1 |
| Registration Bags - 15,000 bags | \$10,000 | 1 |
| Smartcards - artwork including EXPO logo | \$10,000 | 1 |
| CEDIA University/Education USB Drives - 800 USB Drives w/CU logo & company logo | \$5,000 | 1 |
| CEDIA Email Center | \$10,000 | 1 |
| Hotel Keys | \$6,000/ea | 3 |
| Hotel Keys | \$5,000/ea | 3 |
| Hotel Keys | \$4,000/ea | 2 |
| CEDIA University Notebook/Pens - 5,000 8.5x11 notebooks & 5,000 pens | \$7,500 | 1 |
| CEDIA University Information Kiosks | \$3,000 | 4 |
| CEDIA Marketplace | \$2,500 | 1 |
| CEDIA Electronic Lifestyles® Awards Cocktail Reception | \$10,000 | 1 |
| CEDIA Electronic Lifestyles® Awards Banquet Table | \$1,500 | 20 |
| CEDIA On-Demand Overall Sponsor | \$5,000 | 2 |
| CEDIA On-Demand Videos | \$2,000 | 10 |
| Shuttle Bus Head Rests | \$10,000 | 1 |
| Shuttle Bus Wraps | TBA | Ltd # buses |
| Grid Banners (3-8'x8' banners or 1-8'x24' banner) | \$5000/grid | 15 |
| Food Court Banners (Wabash West Lobby; 4 - 4'x12' banners) | \$6,000 | 1 |
| Exhibit Hall A Entrance Banner (50'w x 10'h) | \$8,500 | 1 |
| Exhibit Hall B Entrance Banner (50'wx10'h) | \$8,500 | 1 |
| Exhibit Hall C Entrance Banner (50'w x 10'h) | \$8,500 | 1 |
| Exhibit Hall D Entrance Banner (50'w x 10'h) | \$8,500 | 1 |
| Exhibit Hall D Entrance Banner (40'w x 6'h) | \$7,000 | 1 |
| Exhibit Hall D Entrance Banner (20'w x 6'h) | \$3,500 | 1 |
| Exhibit Hall D Entrance Banner (20'w x 6'h) | \$3,500 | 1 |
| Exhibit Hall A Inside Banner (20'w x 6'h) | \$3,500 | 1 |
| Exhibit Hall B Inside Banner (20'w x 6'h) | \$3,500 | 1 |
| Exhibit Hall C Inside Banner (20'w x 6'h) | \$3,500 | 1 |
| Exhibit Hall D Inside Banner (20'w x 6'h) | \$3,500 | 3 |
| Exhibit Hall F Inside Banner (20'w x 6'h) | \$3,500 | 1 |
| Exhibit Hall H Inside Banner (20'w x 6'h) | \$3,500 | 1 |
| Exhibit Hall I Inside Banner (20'w x 6'h) | \$3,500 | 1 |
| Exhibit Hall J Inside Banner (20'w x 6'h) | \$3,500 | 1 |


CEDIA EXPO SPONSORSHIPS

| SPONSORSHIP | AMOUNT | AVAILABLE |
|--|---------------------|-------------------|
| Hallway Banners throughout common areas (12'w x 3'h) | \$2,000 | 17 |
| Hallway Banners in New areas (16'w x 20'h) | \$6,000 | 4 |
| Hoosier Food Court Banners (4 - 7'w x 5'h) | \$3,000 | 1 |
| Hoosier Wall Banner (High Traffic - 42'w x 11'h) | \$9,000 | 1 |
| <hr/> | | |
| Sponsored Stand Alones | \$1,500/stand alone | 40 |
| Aisle Sign Sponsor | \$1,000/sign | 50 |
| <hr/> | | |
| Show Directory Ad - PREMIUM, Back Cover | \$5,075 | 1 |
| Show Directory Ad - PREMIUM, Inside Front Cover | \$4,375 | 1 |
| Show Directory Ad - PREMIUM, Inside Back Cover | \$4,375 | 1 |
| Show Directory Ad - SECTION DIVIDER, Front Page | \$2,950 | 3 |
| Show Directory Ad - SECTION DIVIDER, Back Page | \$3,150 | 3 |
| Show Directory Ad - FIRST 11 PAGES | \$2,350 | 11 |
| Show Directory Ad - RANDOM, Full page w/color | \$1,775 | 10 |
| Show Directory Ad - RANDOM, Half page w/color | \$1,415 | 10 |
| Show Directory Ad - RANDOM, Full page B&W | \$975 | 10 |
| Show Directory Ad - RANDOM, Half page B&W | \$675 | 10 |
| Show Directory Bookmarks - 20,000 Bookmarks | \$2,500 | 1 |
| Show Directory Logo Listing - Black & White | \$200 | unlimited |
| Show Directory New Product Flag | \$200 | unlimited |
| <hr/> | | |
| EXPO Website Link | \$500 | 5 |
| <hr/> | | |
| MOBILE SPONSORSHIPS | | |
| Gold Sponsor | 6000 | 1 |
| Silver Sponsor | \$3,000 | 2 |
| Banner Ad Package | \$1,000 | unlimited |
| Text Alerts | \$500 | 24 |
| Multi-Media Package | \$1,500 | unlimited |
| <hr/> | | |
| FUTURE TECHNOLOGY PAVILION | | |
| Product Sponsor | \$3,000 | unlimited |
| Overall Sponsor | \$35,000 | 1 or split with 2 |

To sponsor please contact CEDIA's Director of Corporate Accounts, Tom Bewsey, at tbewsey@cedia.org or call 317.223.5231.



**CEDIA UNIVERSITY
OPPORTUNITIES FOR
MANUFACTURERS**

SPONSORSHIP

| | AMOUNT | AVAILABLE |
|--|---------------|------------------|
| Title Sponsor of CEDIA University Core Webinar | \$5,000 | Available |
| Host CEDIA University Core Webinar | \$5,000 | 1 |
| Manufacturer Product Training Session | \$1,500 | 10 |
| Manufacturer Product Training in Learning Lab | \$1,500 | unlimited |
| Product Testing | \$3,000 | unlimited |
| Sponsor a Learning Lab/Boot Camp | \$3,000 | unlimited |
| Courseware Sponsor | \$ bulk rate | 4 |



**MANAGEMENT CONFERENCE
SPONSORSHIPS**

| | | |
|--|----------|---|
| Platinum - CEO Sponsorship | \$29,500 | 1 |
| Opening Keynote & Reception | \$24,500 | 1 |
| Friday Keynote & Dinner | \$24,500 | 1 |
| Thursday Keynote | \$22,000 | 1 |
| Conference Cocktail Reception | \$18,000 | 1 |
| Wine Sponsor Friday Dinner | \$15,000 | 1 |
| SMF Pen & Pad Sponsor - 300 pens & pads | \$15,000 | 1 |
| Lunch Sponsor | \$11,000 | 1 |
| Thursday Dinner Sponsor | \$11,000 | 1 |
| Break Sponsor | \$11,000 | 1 |
| Conference Materials | \$11,000 | 1 |
| Cross Industry Speaker | \$11,000 | 2 |
| Breakfast Sponsor | \$7,500 | 1 |
| Conference Lanyards - 300 lanyards | \$7,500 | 1 |
| Registration | \$7,500 | 1 |
| SMF Session Sponsor | \$6,500 | 9 |
| USB Drive Sponsor - 200 USB drives | \$6,500 | 1 |
| Hotel Keys | \$6,000 | 1 |
| Bag for Conference Materials - 200 bags | \$6,000 | 1 |
| Portfolio & Pen Sponsor - 200 portfolio & pens | \$6,000 | 1 |



**LATIN AMERICA
SPONSORSHIPS**

| | | |
|-------------------|----------|----|
| Elite Sponsorship | \$20,000 | 5 |
| Standard | \$10,000 | 5 |
| Regionals | \$5,000 | 10 |



CANADA

| | | |
|---|--------------------------------|-----------|
| Salon Son & Image - Cocktail Reception | \$2,500 | 4 |
| e-Newsletter (approximate audience of 1500 monthly) | \$2,000 | up to 5 |
| Member Events (per event) Toronto & Vancouver | \$1,500 or \$2,500 for both | unlimited |

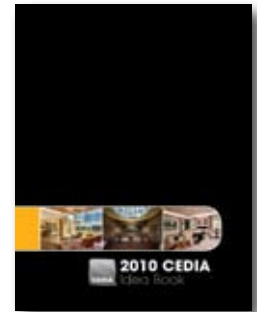


CEDIA ELECTRONIC LIFESTYLES® MAGAZINE ADVERTISING OPPORTUNITIES

CEDIA's official magazine is published twice a year (one fall issue released in September, one winter issue released in December) mailed to architects, builders, interior designers, remodelers, and other design and build professionals. Highlights the value of working with a CEDIA electronic systems contractor and profiles collaborative work on new construction and retrofit projects. Contact the publisher, Carol Campbell at ccampbell@napco.com or call (323) 871-1990 to place an advertisement.

ADDITIONAL ADVERTISING & SPONSORSHIP OPPORTUNITIES

- **CEDIA Idea Book Ad** – large 8 1/2 x 11 printed book with CEDIA Electronic Lifestyles® Designer Award submissions purchased by CEDIA members to sell their skills and add new design ideas to their offerings. \$2000 full-page four color advertising opportunity. Available annually at CEDIA EXPO.



- **CEDIA Crosspoint Ads** – weekly electronic newsletter highlighting the top news stories and blog postings in the industry. Emailed to over 9,000 CEDIA members each week. \$300 for a 468 x 60 web banner.

- **CEDIA "e"VENTS** – bi-monthly e-newsletter sent to all CEDIA members updating them on the latest events, CEDIA initiatives, and industry news. Emailed to over 20,000 CEDIA members and prospective members. \$300 for a 468 x 60 web banner.



For complete details and to reserve a sponsorship please contact CEDIA's Director of Corporate Accounts, Tom Bewsey, at tbewsey@cedia.org or by phone at **800-669-5329** or **317-223-5231**.

CEDIA

2011 SPONSORSHIP OPPORTUNITIES



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