

2008 Marketing and Advertising Opportunities

Electronic Lifestyles® Forum
Four Industries. One Purpose.
Limitless Opportunities.

MANAGEMENT CONFERENCE
PROFIT FROM EXPERIENCE.

MEMBER CONCERGE
Member
CEDIA
AT YOUR SERVICE

CEDIA

CEDIA
Idea Bank

EXPO

CEDIA

More than a Tradeshow

CEDIA UNIVERSITY

CEDIA
Professional Certification

ON THE ROAD
CEDIA UNIVERSITY

Over 400 opportunities to reach your target audience and support your association

GENERAL MARKETING & ADVERTISING OPPORTUNITIES

Item	Benefits	Cost	# Available
Newsletter	<ul style="list-style-type: none"> • Company logo and website listing • Banner on CEDIA website 	\$3,000 for 4 issues	4
Web Site (Averages 60,000 visitors per month)	<ul style="list-style-type: none"> • Banner on CEDIA website home page for six months 	\$500	4
Electronic Lifestyles® Awards	<ul style="list-style-type: none"> • Listing in Call for Entries • Listing in relevant pre-show materials (if reserved by 4/6/07) • Listing in EXPO banquet program • Present award at EXPO banquet • Listing/link on CEDIA website • Announced on EXPO TV • Logo on winners' plaques 	\$25,000	4

WORLDWIDE RESOURCE DIRECTORY ADVERTISING OPPORTUNITIES

Sent to the entire CEDIA membership: Reach the #1 target audience for the custom installation industry

Item	Benefits	Cost	# Available
Membership Directory Ad - Cover	<ul style="list-style-type: none"> • 4-color ad in cover position • First right of refusal for 2008 Directory 	\$4,150 Back Cover \$3,950 Front Inside Cover \$3,950 Back Inside Cover	1
Membership Directory Ad - Tab	<ul style="list-style-type: none"> • First right of refusal for 2008 Directory • Artwork size is 800 pixels wide by 472 pixels tall. 	\$2,800	6

ALL CEDIA SPONSORS RECEIVE FIRST RIGHT OF REFUSAL FOR 2009 SPONSORSHIPS

Visit www.cedia.org/calendar/ for a complete listing of CEDIA event dates and locations.

**All monetary sponsorships confirmed by 1/31/08 will be applied to CEDIA EXPO 2009 Priority Points.
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CEDIA INDUSTRY OUTREACH EVENTS

Item	Benefits	Cost	# Available
CEDIA Outreach	<p>CEDIA Areas:</p> <ul style="list-style-type: none"> • New Identifiable Partner Logo for Branding • Exposure in the Outreach Booth at AIA, ASID, PCBC, and IBS (A box on the traveling display that will be available for handouts or to display a product or advertisement) • Recognition on "e"vents whenever Industry Outreach is Highlighted • Recognition in Quarterly Newsletter and Outreach Articles • CEDIA EXPO Awards Banquet Table • CEDIA EXPO TV Ad • Priority Points for EXPO booth selection • CEDIA will develop a separate Outreach Letterhead, recognizing our Partners. This will be used in any information sent out from the Outreach department, when possible <p>NAHB Areas:</p> <ul style="list-style-type: none"> • The NAHB Home Technology Alliance will create content areas on www.nahb.org under the "For Builders" and "For Consumers" sections • Manufacturer can supply copy for a webpage, spotlighting an aspect of the Technology CEDIA manufacturers have and incorporating their product • Recognition in NAHB Newsletters and Periodicals, any CEDIA Outreach recognition will have our Partners logos on the ad or somehow highlighted with CEDIA: <ul style="list-style-type: none"> - NextBuild - The Home Technology area at IBS—high profile area - New American Home - Manufacturers products integrated into the home and this process can take up to a year - incredible press pick up - NBN online - flagship NAHB communications vehicle—weekly e-newspaper sent to nearly 200,000 opt in readers, 30% open rate—this is where the new TAB will be - Home Technology E-Newsletter - new E-Newsletter that will be built using content provided by CEDIA - NAHB E-Newsletters - Various nitch publications involving NAHB members: <ul style="list-style-type: none"> Sales + Marketing Ideas, circ 20,000, BPA Audited 50+ Housing, circ 2,000, BPA Audited Building Women, circ 2,000 Land Development Magazine, circ 2,000 - Home Technology Marketing Publication (50,000 copies) – CEDIA to provide the content and handed out at chapter and IBS education events - Home Technology Guide (10,000 copies) • NAHB.org site <ul style="list-style-type: none"> - CEDIA links under the "For Builders" section - CEDIA links under the "For Consumers" section • Added involvement in the Custom Builders Symposium—significant exposure for CEDIA including new educational tracks and expanded floor space <p>There will be additional benefits as the NAHB Technology Initiative progresses.</p> <p>AIA Areas:</p> <ul style="list-style-type: none"> • Recognition at the CEDIA booth on the tradeshow floor (over 50,000 attendees) • Ability to supply cut sheets and specs for the AIA Electronic Library that is being developed for Architects 	\$25,000/ year (4 year commitment)	16

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LATIN AMERICA OPPORTUNITIES

Item	Benefits	Cost	# Available
Elite	<ul style="list-style-type: none"> • Sponsorship of 13 events in Latin America, including webinar events targeting the entire market for Spanish and Portuguese speaking individuals <ul style="list-style-type: none"> • Nine (9) events in Mexico • Two (2) events in Brazil (webinar) • Two (2) events in Argentina (webinar) • Webinar events will be available for new attendees up to three (3) months after the event <ul style="list-style-type: none"> • Signage at the events • Logo on the webinar page • Logos on all handout materials • Logos on all printed materials • 30 Priority Points awarded for booth space at CEDIA EXPO 2009 if submitted before 1/31/08, if after 1/31/08 30 points will be awarded for booth space at CEDIA EXPO 2010 • Recognition on registration page • Opportunity to provide giveaways at the events • Opportunity to greet all attendees during the event • Complimentary booth at all Latin America exhibition offerings • Complimentary Manufacturer Product Training at Latin America events • Recognition in CEDIA "e"VENTS • Online recognition on CEDIA's En Espanol website • Signage outside classrooms • Lists of all attendees provided • Company logo during all meal functions • Two (2) complimentary registrations to all events • Opportunity to be seen as the pioneer developing the Latin American market 	\$30,000	
Premium	<ul style="list-style-type: none"> • Sponsorship of 13 events in Latin America including webinar events targeting the entire market for Spanish and Portuguese speaking individuals <ul style="list-style-type: none"> • Nine (9) events in Mexico • Two (2) events in Brazil • Two (2) events in Argentina • Webinar events will be available for new attendees up to three (3) months after the event <ul style="list-style-type: none"> • Signage at the events • 20 Priority Points awarded for booth space at CEDIA EXPO 2009 if submitted before 1/31/08; if after 1/31/08, 20 points will be awarded for booth space at 2010 CEDIA EXPO • Recognition on CEDIA's En Espanol website • Recognition on the registration page for the events • Opportunity to provide giveaways at the events • Recognition on CEDIA "e"VENTS • Logo on the webinar • Logo on all printed material • Logo on all handouts • Free exhibition space at CEDIA events where booth space is offered • Complimentary Manufacturer Product Training session at each event • List of all attendees • Opportunity to be seen as the pioneers of development in the Latin American market • Complimentary product training at all events 	\$20,000	
Standard	<ul style="list-style-type: none"> • Sponsorship of 8 events in Latin America, including webinar events targeting the entire market for Spanish and Portuguese speaking individuals <ul style="list-style-type: none"> • Six (6) events in Mexico • One (1) events in Brazil • One (1) events in Argentina • Webinar events will be available for new attendees up to 3 months after the event <ul style="list-style-type: none"> • 10 Priority Points awarded for booth space at CEDIA EXPO 2009 if submitted before 1/31/08; if after 1/31/08, 10 points will be awarded for booth space at 2010 CEDIA EXPO • Signage at the events • Online recognition on CEDIA's En Espanol website • Online recognition on the registration page for the events • Recognition on CEDIA "e"VENTS • Logo on all printed material • Logo on all handouts • Free exhibition space at CEDIA events where booth space is offered • List of all attendees • Complimentary Manufacturer Product Training Sessions at all events • Opportunity to be seen as the pioneers of development in the Latin American market 	\$10,000	

LATIN AMERICA EDUCATION OPPORTUNITIES

Item	Benefits	Cost	# Available
1 Day Event Sponsor	<ul style="list-style-type: none"> • 3 one day events; Guadalajara, Monteray, and Mexico City • Product Training in all 3 cities • Exposure to the best companies in Mexico • Listing on all communications for these events and the March Regional • Listing on all signage at events 	\$5,000	2
Platinum Sponsorship	<ul style="list-style-type: none"> • Company name and logo displayed on all signage • Opening reception speech • Day 1 cocktail reception sponsor • Name and logo on all print materials • First priority booth space selection • Name and logo displayed on CEDIA Website 	\$3,500	2
Gold Sponsorship	<ul style="list-style-type: none"> • Company name and logo on signage • Second priority booth space selection • Name and logo on all print materials • Exclusive sponsor of Friday/Saturday night dinner 	\$2,500	2
Regional Education Lanyards	<ul style="list-style-type: none"> • Distributed to all attendees at the regional • Listing in print promotional materials • Listing/link on the CEDIA Website 	\$1,000	1
Regional Education Networking Breaks	<ul style="list-style-type: none"> • Prominent logo placement on networking break area signage • Listing in print promotional materials • Listing/link on the CEDIA Website 	\$1,250	3
Saturday-Night Cocktail Reception	<ul style="list-style-type: none"> • Exclusive signage at event featuring company logo • Face-to-face time with regional attendees • Opportunity for company representative to speak at reception • Opportunity to distribute company collateral or giveaways at reception • Listing in print promotional materials • Listing/link on the CEDIA Website 	\$1,500	1

* All prices are represented in U.S. dollars

Questions? Looking For A Custom Sponsorship?

Contact **Tom Bewsey**, CEDIA Sponsorship Sales Coordinator
(800) 669-5329 or (317) 328-4336 ext. 176

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BOOT CAMP & CEDIA UNIVERSITY (CU) ON THE ROAD OPPORTUNITIES

Item	Benefits	Cost	# Available
Boot Camp Printed Materials For basic or advanced EST, and ESPM Boot Camps	<ul style="list-style-type: none"> • Boot Camp registration for one company representative at two Boot Camps • Attendee list for each 2008 Boot Camp • Prominent logo placement on all participant materials • Signage at event • Opportunity to provide company giveaways to all attendees • Listing/link on CEDIA Website 	\$8,500	1
Boot Camp Lunch Breaks For basic or advanced EST, and ESPM Boot Camps	<ul style="list-style-type: none"> • Boot Camp registration for one company representative • Attendee list for respective Boot Camp • Signage at event • Company logo on printed materials • Opportunity to provide company giveaways to all attendees • Listing in Boot Camp material • Listing/link on CEDIA Website 	\$2,500	7
Boot Camp Notepads & Pens* For basic or advanced EST, and ESPM Boot Camps	<ul style="list-style-type: none"> • Company logo on all notepads and pens distributed to all attendees at each Boot Camp • Listing/link on CEDIA Website • Signage at each Boot Camp 	\$1,000 & 400 notepads & pens	1
Installer Room or Quad For basic or advanced EST Boot Camps	<ul style="list-style-type: none"> • Attendee list for each 2008 Boot Camp • Prominent logo placement on all participant materials • Opportunity to provide company giveaways to all attendees • Listing/link on CEDIA Website • Company logo on printed materials • Company provided banner displayed in training facility • A room or quad named after your company with an area for company information on the room or quad 	\$1,500/room \$5,000/quad	20 rooms or 5 quads
CU on the Road Location	<ul style="list-style-type: none"> • Company logo on printed materials • Attendee list from sponsored event • Opportunity to facilitate evening activity with attendees • Additional online recognition in trade media • Banner at registration with manufacturer's logo • Signage outside classrooms with manufacturer's logo • Listing/link on CEDIA Website • Recognition in CEDIA "e"VENTS and company logo included on EXPO EDGE TV • Opportunity to welcome all attendees • Opportunity to provide company giveaways to all attendees • Opportunity to do exclusive product training that is free to all attendees • Priority points toward 2009 CEDIA EXPO booth selection (1 point per \$1,000) 	\$5,000	6

* Specialty item subject to CEDIA approval

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MANAGEMENT CONFERENCE OPPORTUNITIES

Access to the industry's top electronic systems contractors!

Item	Benefits	Cost	# Available
Platinum (CEO Sponsorship)	<ul style="list-style-type: none"> • Conference registration for four company representatives • Company logo on signage at event and listing on CEDIA Website • Company logo printed in conference material • Recognition in CEDIA Newsletter, "e" VENTS, and company name included on EDGE TV • Structured networking during all meal functions • A meeting room for your company's own private gathering • 4 registrations for dealers of your choice • Company logo on screen during all meal functions • Advanced listing of all conference attendees • Opportunity to provide company giveaways to all attendees • First right of refusal for 2009 Platinum level sponsorship 	\$29,500	1
Opening Keynote and Reception	<ul style="list-style-type: none"> • Conference registration for three company representatives • Company logo on signage at event and listing on CEDIA Website • Recognition in CEDIA Newsletter, "e" VENTS, and company name included on EDGE TV • Structured networking during all meal functions • Company logo printed in conference material • Opportunity to introduce opening keynote speaker • 4 registrations for dealers of your choice • Company logo on service-ware at the reception • Company logo on screen during all meal functions • Advanced listing of all conference attendees • Opportunity to provide company giveaways to all attendees • First right of refusal for 2009 Opening Keynote & Reception sponsorship 	\$24,500	1
Closing Keynote and Reception	<ul style="list-style-type: none"> • Conference registration for three company representatives • Company logo on signage at event and listing on CEDIA Website • Recognition in CEDIA Newsletter, "e" VENTS, and company name included on EDGE TV • Structured networking during all meal functions • Company logo printed in conference material • Opportunity to introduce closing keynote speaker • 4 registrations for dealers of your choice • Company logo on service-ware at the reception • Company logo on screen during all meal functions • Advanced listing of all conference attendees • Opportunity to provide company giveaways to all attendees • First right of refusal for 2009 Closing Keynote & Reception sponsorship 	\$24,500	1
Cross Industry Presenter	<ul style="list-style-type: none"> • Conference registration for three company representatives • Company logo on signage at event and listing on CEDIA Website • Recognition in CEDIA Newsletter, "e" VENTS, and company name included on EDGE TV • Structured networking during all meal functions • Company logo printed in conference material • Opportunity to introduce Keynote speaker • 4 registrations for dealers of your choice • Company logo on screen during all meal functions • Advanced listing of all conference attendees • Opportunity to provide company giveaways to all attendees • First right of refusal for 2009 Keynote Speaker sponsorship 	\$20,500	1
Conference Cocktail Reception	<ul style="list-style-type: none"> • Conference registration for two company representatives • Company logo on signage at event and listing on CEDIA Website • Recognition in CEDIA Newsletter, "e" VENTS, and company name included on EDGE TV • Structured networking during all meal functions • Company logo printed in conference material • Company logo on service-ware at the reception • 4 registrations for dealers of your choice • Company logo on screen during all meal functions • Advanced listing of all conference attendees • Opportunity to provide company giveaways to all attendees • First right of refusal for 2009 Conference Cocktail Reception sponsorship 	\$18,000	1
Gold Sponsorship	<ul style="list-style-type: none"> • Conference registration for two company representatives • Company logo on signage at event and listing on CEDIA Website • Recognition in CEDIA Newsletter, "e" VENTS, and company name included on EDGE TV • Company logo on screen during all meal functions • Structured networking during all meal functions • 4 registrations for dealers of your choice • Company logo printed in conference material • Advanced listing of all conference attendees • Opportunity to provide company giveaways to all attendees • First right of refusal for 2009 Gold level sponsorship 	\$17,000	10

MANAGEMENT CONFERENCE OPPORTUNITIES

Access to the industry's top electronic systems contractors!

Item	Benefits	Cost	# Available
Silver Sponsorship	<ul style="list-style-type: none"> • Conference registration for one (1) company representative • Company logo on signage at event and listing on CEDIA Website • Recognition in CEDIA Newsletter, "e" VENTS, and company name included on EDGE TV • Structured networking during all meal functions • Company logo on screen during all meal functions • 2 registrations for dealers of your choice • Company logo printed in conference material • Recognition in CEDIA Newsletter, "e" VENTS, and company name included on EDGE TV • Advanced listing of all conference attendees • Opportunity to provide company giveaways to all attendees • First right of refusal for 2009 Silver level sponsorship 	\$11,000	20
Conference Materials	<ul style="list-style-type: none"> • Conference registration for one (1) company representative • Company logo on signage at event and listing on CEDIA Website • Recognition in CEDIA Newsletter, "e" VENTS, and company name included on EDGE TV • Company logo on screen during all meal functions • 2 registrations for dealers of your choice • Company logo prominently printed on cover of conference onsite material • Recognition in CEDIA Newsletter, "e" VENTS, and company name included on EDGE TV • Advanced listing of all conference attendees • Opportunity to provide company giveaways to all attendees • First right of refusal for 2009 Conference Materials level sponsorship 	\$11,000	1
Conference Badges & Lanyards*	<ul style="list-style-type: none"> • Conference registration for one (1) company representative • Company logo on signage at event and listing on CEDIA Website • Company logo on badges • Company logo on screen during all meal functions • Company logo printed in conference material • Recognition in CEDIA Newsletter, "e" VENTS, and company name included on EDGE TV • Advanced listing of all conference attendees • First right of refusal for 2009 Badge & Lanyard sponsorship 	\$7,500 & 300 lanyards	1
Transportation	<ul style="list-style-type: none"> • Conference registration for one company representative • Company logo on signage at event and listing on CEDIA Website • Company logo printed in all conference materials • Advance listing of all conference attendees • Company logo on all transportation vehicles • Company logo on screen during all meal functions • First right of refusal for 2009 Transportation sponsorship 	\$7,500	1
Registration	<ul style="list-style-type: none"> • Conference registration for one (1) company representative • Company logo on signage at event and listing on CEDIA Website • Banner at Registration Area • Company logo printed in conference material • Company logo printed in conference registration brochure • Company logo included in all web pages of online registration system • Company logo on screen during all meal functions • Recognition in CEDIA Newsletter, "e" VENTS, and company name included on EDGE TV • Advanced listing of all conference attendees • First right of refusal for 2009 Registration sponsorship 	\$7,500	1
Hotel Room Keys* (if available)	<ul style="list-style-type: none"> • Conference registration for one (1) company representative • Company logo on signage at event and listing on CEDIA Website • Recognition in EXPO Show Directory Management Conference ad • Company logo printed in conference registration brochure • 4-color art on one side of key • Listing of all conference attendees • First right of refusal for 2009 Hotel Key sponsorship 	\$5,000	1
Bag for Conference Material*	<ul style="list-style-type: none"> • Conference registration for one (1) company representative • Company logo on signage at event and listing on CEDIA Website • Company logo printed in conference material • Company can provide giveaway or material inside tote bag • Listing of all conference attendees • First right of refusal for 2009 Bag sponsorship 	\$5,000 & up to 300 bags	1
Portfolio and Pen Sponsor*	<ul style="list-style-type: none"> • Conference registration for one (1) company representative • Company logo on signage at event and listing on CEDIA Website • Company logo printed in conference material • Listing of all conference attendees • First right of refusal for 2009 Portfolio sponsorship 	\$5,000 & 300 portfolios and pens	1

CEDIA EXPO SPONSORSHIP OPPORTUNITIES

Reach more than 29,000 residential electronic systems industry professionals in one location

Item	Benefits	Cost	# Available
Opening Reception	<ul style="list-style-type: none"> • 4-4'x10' vertical signs (A2-A5) & B20 (5'x13' banner) • 10 show sign cards • Listing in relevant pre-show materials (4/4/08) • Listing/link on CEDIA Website • Opportunity to welcome attendees to EXPO Opening Reception via convention PA system • Invitations at registration 	\$20,000	1
Lanyard*	<ul style="list-style-type: none"> • Company logo on each lanyard distributed to all EXPO attendees at registration • Listing in relevant pre-show materials (4/4/08) • Listing/link on CEDIA Website 	\$15,000 - produce 40,000 lanyards with CEDIA logo & company logo	1
Keynote Breakfast	<ul style="list-style-type: none"> • Opportunity to introduce keynote speaker • Signage at event • Reserved VIP table of 8 at luncheon • Listing in relevant pre-show materials (4/4/08) • Listing/link on CEDIA Website 	\$15,000	1
Annual Meeting & Membership Luncheon	<ul style="list-style-type: none"> • Opportunity to introduce keynote speaker • Signage at event • Reserved VIP table of 8 at luncheon • Company handouts at every place setting • Listing in relevant pre-show materials (4/4/08) • Listing/link on CEDIA Website 	\$10,000	1
Registration	<ul style="list-style-type: none"> • 1 Sign 4'x10' located in Registration Lobby • 5 - 3'x8' stand alones with your company logo and information placed in the registration area. • Listing/link on CEDIA Website • Listing in relevant pre-show materials (4/4/08) 	\$10,000	1
Registration Bags*	<ul style="list-style-type: none"> • Bag will be distributed to all attendees with company logo displayed on the outside • Listing in relevant pre-show materials (4/4/08) • Listing/link on CEDIA Website 	\$10,000 & 30,000 bags	1
SmartCards	<ul style="list-style-type: none"> • SmartCard given out to all EXPO attendees • 4-color artwork on front of SmartCard including CEDIA EXPO logo • Listing in relevant pre-show materials (4/4/07) • Listing/link on CEDIA Website 	\$10,000 & artwork including EXPO logo	1
Education Printed Materials	<ul style="list-style-type: none"> • Prominent logo placement on all printed course outlines/handouts (black & white) • Prominent logo placement on CEDIA EXPO Website • Listing in relevant pre-show materials (4/4/08) • Listing/link on CEDIA Website 	\$10,000	1
CEDIA Email Center	<ul style="list-style-type: none"> • Signage at email center • Company home page on each computer • Logo will run on screen continuously • Listing in relevant pre-show materials (4/4/08) • Listing/link on CEDIA Website 	\$10,000	1
WiFi Sponsor	<ul style="list-style-type: none"> • Signage in all hot areas for WiFi • Listing/link on CEDIA Website • Listing in relevant pre-show materials (4/4/08) 	\$9,000	1
Hotel Keys	<ul style="list-style-type: none"> • 4-color art on one side of Hotel Key/Cards • Adams Mark, Hyatt Convention Center, Marriott City Center, Grand Hyatt Denver Westin Tabor Center, Holiday Inn Downtown, Doubletree, and Radisson Stapleton Plaza • Artwork due 8/1/08 	\$5,000 each \$4,000 each	4 4
Notebooks/Pens for Education Classes*	<ul style="list-style-type: none"> • Logo/company web address on all notebooks and pens • Signage at event • Listing in relevant pre-show materials (4/4/08) • Listing/link on CEDIA Website 	\$5,000 5,000 8 1/2 x 11 notebooks & 5,000 pens	1
Concession Cups*	<ul style="list-style-type: none"> • Company logo/Booth # on concession cups handed Wednesday - Sunday • Listing in relevant pre-show materials (4/4/08) • Listing/link on CEDIA Website 	\$5,000 & 11,500 20oz cups w/lids 3,800 32 oz cups w/lids coffee cup wraps	1

* Specialty item subject to CEDIA approval

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Concession Napkins*	<ul style="list-style-type: none"> • Company logo/Booth # on concession cups handed • Wednesday - Sunday • Listing in relevant pre-show materials (4/4/08) • Listing/link on CEDIA Website 	\$5,000 & 30,000 napkins	1
EventCentric Beaming Station	<ul style="list-style-type: none"> • Company logo on application splash screen • Signage at EventCentric Beaming Station • Listing in relevant pre-show materials (4/4/08) • Listing/link on CEDIA Website 	\$5,000	1
EDGE TV	<ul style="list-style-type: none"> • EDGE TV show sponsor for the day • Choose either Friday or Saturday • 60-120 second commercial produced by CEDIA's Production company • 60-120 second commercial aired 10x per day • Logo will run on screen continuously • Listing in relevant pre-show materials (4/4/08) • Listing/link on CEDIA Website 	\$5,000	2
EDGE TV Ads	<ul style="list-style-type: none"> • The production crew will visit your booth during show hours to produce a 60 second spot that will run frequently on EDGE TV • Listing/link on CEDIA Website 	\$2,000 per spot	12
Education Information Kiosks	<ul style="list-style-type: none"> • Company logo on education kiosk • Listing in relevant pre-show materials (4/4/08) • Listing/link on CEDIA Website 	\$3,000	4
Bookstore	<ul style="list-style-type: none"> • Sponsors logos would be printed on the outside of the bookstore • Listing/link on CEDIA Website 	\$2,500	1
My Itinerary & Certificate Station	<ul style="list-style-type: none"> • Sponsors logos would be printed on the kiosks • Listing/link on CEDIA Website 	\$1,500	1
EXPO Banquet Cocktail Reception	<ul style="list-style-type: none"> • Listing in banquet program • Signage at cocktail reception • Listing in relevant pre-show materials (4/4/08) • Listing/link on CEDIA Website 	\$5,000	1
EXPO Banquet	<ul style="list-style-type: none"> • Reserved seats for 10 in premier location • Listing in banquet program • Listing in relevant pre-show materials (4/4/08) • Listing/link on CEDIA Website 	\$1,500	20
Golf Outing	<ul style="list-style-type: none"> • Banner at golf outing registration • 4 - foursome • Listing in relevant pre-show materials (4/4/08) • Listing/link on CEDIA Website • 10 additional signs out on course 	\$10,000	1
Golf Outing F&B	<ul style="list-style-type: none"> • Onsite Signage • Listing/link on CEDIA Website • Listing in relevant pre-show materials (4/4/08) • Opportunity to provide company giveaways • 2 - foursome 	\$6,000	1
Golf Outing - Hole-in-One	<ul style="list-style-type: none"> • Signage and promotion at hole-in-one location • Listing in relevant pre-show materials (4/4/08) • Listing/link on CEDIA Website • 1 - foursome 	\$3,000	1
Golf Outing - Hole	<ul style="list-style-type: none"> • Signage at golf outing hole • Listing/link on CEDIA Website • Listing in relevant pre-show materials (4/4/08) 	\$500	18
Golf - Outing - Hole & Foursome	<ul style="list-style-type: none"> • Listing in relevant pre-show materials (4/4/08) • Signage at Golf Outing Hole • Listing/link on CEDIA Website • 1- Foursome 	\$800	Unlimited
Golf Outing Contest Putting contest, Closest to the Pin (4) Longest Drive, Lowest Team Gross (4) Lowest Team Net (4), Lowest Individual Gross, Lowest Individual Net	<ul style="list-style-type: none"> • Signage at hole • Recognized as sponsor during awards presentation • Listing in relevant pre-show materials (4/4/08) • Listing/link on CEDIA Website 	Product	22
Press Room	<ul style="list-style-type: none"> • Signage at each table • 2 Signs hanging from ceiling • Logos on wallpaper and screensavers on computers • An easel sign at the entrance to the Press Room • Logos along the partition wall • Listing in relevant pre-show materials (4/4/08) • Listing/link on CEDIA Website 	\$15,000	1

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Press Room Bags*	<ul style="list-style-type: none"> • Bag will be distributed to all press with company logo displayed on the outside • Listing in relevant pre-show materials (4/4/08) • Listing/link on CEDIA Website 	\$5,000 & 700 bags	1
Shuttle Bus Head Rests	<ul style="list-style-type: none"> • One color art on head rest covers for shuttle buses • Listing/link on CEDIA Website • Signage at shuttle kiosks 	\$10,000	1
Shuttle Bus Drop Off Banners	<ul style="list-style-type: none"> • Banner located in Lobby B shuttle drop off (A8 - A9) or Lobby F (A61) • 12'x12' color banner • Listing/link on CEDIA Website 	\$4,500	3
Shuttle Bus Wraps	<ul style="list-style-type: none"> • Signage on all shuttle buses running full day • Listing/link on CEDIA Website • Listing in relevant pre-show materials (4/4/08) 	TBA depending on type of wrap	1
Directional Signs*	<ul style="list-style-type: none"> • 25 or more directional signs located throughout the convention center located as (SA) with your company logo and booth # alongside the directional sign, will send sample drawing • Listing/link on CEDIA Website 	\$7,500	1
Street Level Signs*	<ul style="list-style-type: none"> • Banner placement in areas throughout Street level • Listing/link on CEDIA Website • 4'x10' vertical color banner in locations (A6 - A29) • 4'x10' vertical color banner in locations (A30 - A57) • Or design your own grid of 4 	\$2,500 \$2,500 \$8,000	24 28 13
Main Entrance Banners*	<ul style="list-style-type: none"> • Banner placed in main entrance lobby of convention center • 14' x 28' Single sided color banner (C5-C9) • Listing/link on CEDIA Website 	\$7,500	5
Escalator Banners*	<ul style="list-style-type: none"> • Banners on the Upper Level Glass along the lobby • 5'x40" single sided color banners in locations (B1-B72) • Listing/link on CEDIA Website 	\$5,000 Sets of 6	9
Show Floor Banners*	<ul style="list-style-type: none"> • Banner placement in prominent areas of Show Floor • 6'x20' color banner (single sided against the wall) • Listing/link on CEDIA Website 	\$3,000	20
Show Directory Ad (Premium)	<ul style="list-style-type: none"> • 4-color ad • Listing/link on CEDIA Website • Artwork due 6/2/08 	\$4,825 Back Cover \$4,150 Inside Front Cover \$4,150 Inside Back Cover	1 1 1
Show Directory Ad (Tab)	<ul style="list-style-type: none"> • 4-color ad in Tab Position • Listing/link on CEDIA Website • Artwork due 6/2/08 	\$2,800 Front Tab \$3,000 Back Tab	6 6
Show Directory Ad (First 11 Pages)	<ul style="list-style-type: none"> • Full page, 4-color ad in first 11 pages of show directory • Listing/link on CEDIA Website • Artwork due 6/2/08 	\$2,225	11
Show Directory Ad (Random)	<ul style="list-style-type: none"> • Full or half page ad in show directory (non guaranteed position) • Listing/link on CEDIA Website • Artwork due 6/2/08 	\$1,700 Full page w/color \$1,350 Half page w/color \$950 Full page B&W \$625 Half page B&W	10 Full page 10 Half page
Show Directory Bookmarks*	<ul style="list-style-type: none"> • Bookmark w/company design to be given with each show directory • Listing/link on CEDIA Website 	\$2,500 & 20,000 bookmarks	1
EXPO Website Link	<ul style="list-style-type: none"> • Banner on CEDIA EXPO page 	\$500	5

* Specialty item subject to CEDIA approval

YES! *We want to stand apart from the competition through CEDIA Marketing & Advertising!*

Company Name _____
 Contact Person _____
 Address _____
 City/State/Zip _____ Country _____
 Phone _____ Fax _____
 E-mail _____
 Web Address http:// _____
 Authorized Signature _____

CEDIA Advertisers' Indemnity Agreement

All advertisements for CEDIA publications are accepted and published on the representation that both the advertiser and advertising agency are authorized to publish the entire content and subject matter thereof. In consideration of publication of an advertisement, the advertiser and advertising agency, jointly and severally, will indemnify and hold harmless the Custom Electronic Design & Installation Association, Stevens & Stevens, LLC, and their respective officers, agents, employees, members, directors, contractors, and representatives of every type against all claims, expenses, losses and damages including, without limitation, actual, consequential, and punitive damages and attorneys' fees resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right privacy or publicity, plagiarism, copyright or trademark infringement, and any other claims or suits that may arise out of publication of such advertisement.

AGREED: _____
 (Advertiser)

 (Advertising Agency)

Please reserve the following items for us:

General Marketing & Advertising	Price	CEDIA EXPO Opportunities	Price
<input type="checkbox"/> Newsletter	_____	<input type="checkbox"/> Opening Reception	_____
<input type="checkbox"/> Web Site	_____	<input type="checkbox"/> Lanyard/Badge Holder	_____
<input type="checkbox"/> Electronic Lifestyles® Awards	_____	<input type="checkbox"/> Keynote Breakfast	_____
Worldwide Resource Directory Advertising		<input type="checkbox"/> Annual Meeting & Membership Luncheon	_____
<input type="checkbox"/> Membership Directory Ad - Back Cover	_____	<input type="checkbox"/> Registration	_____
<input type="checkbox"/> Membership Directory Ad - Inside Front Cover	_____	<input type="checkbox"/> Registration Bags	_____
<input type="checkbox"/> Membership Directory Ad - Inside Back Cover	_____	<input type="checkbox"/> SmartCards	_____
<input type="checkbox"/> Membership Directory Ad - Tab	_____	<input type="checkbox"/> Education Printed Materials	_____
<input type="checkbox"/> CEDIA Industry Outreach Events	_____	<input type="checkbox"/> CEDIA Email Center	_____
CEDIA Mexico Regional Education (U.S. dollars)		<input type="checkbox"/> WiFi Sponsor	_____
<input type="checkbox"/> Mexico Regional Education - Platinum or Gold (Sponsorship Level: _____)	_____	<input type="checkbox"/> Hotel Keys	_____
<input type="checkbox"/> Mexico Regional Education - Badge Lanyards	_____	<input type="checkbox"/> Notebooks/Pens for Education Classes	_____
<input type="checkbox"/> Mexico Regional Education - Networking Break	_____	<input type="checkbox"/> Concession Cups	_____
<input type="checkbox"/> Mexico Regional Education - Saturday-Night Reception	_____	<input type="checkbox"/> Concession Napkins	_____
Boot Camp		<input type="checkbox"/> Eventcentric Beaming Station	_____
<input type="checkbox"/> Boot Camp Printed Materials	_____	<input type="checkbox"/> EDGE TV	_____
<input type="checkbox"/> Boot Camp Lunch Breaks	_____	<input type="checkbox"/> EDGE TV Ads	_____
<input type="checkbox"/> Boot Camp Notepads & Pens	_____	<input type="checkbox"/> Education Information Kiosks	_____
<input type="checkbox"/> Installer Room - Single or Quad	_____	<input type="checkbox"/> Bookstore	_____
CEDIA University (CU) on the Road		<input type="checkbox"/> My Itinerary & Certificate Station	_____
<input type="checkbox"/> Location Sponsor	_____	<input type="checkbox"/> EXPO Banquet Cocktail Reception	_____
Management Conference		<input type="checkbox"/> EXPO Banquet	_____
<input type="checkbox"/> Platinum, Gold or Silver (Sponsorship Level: _____)	_____	<input type="checkbox"/> Golf Outing Title Sponsor	_____
<input type="checkbox"/> Opening Keynote & Reception	_____	<input type="checkbox"/> Golf Outing F&B	_____
<input type="checkbox"/> Closing Keynote & Reception	_____	<input type="checkbox"/> Golf Outing Hole-In-One	_____
<input type="checkbox"/> Keynote	_____	<input type="checkbox"/> Golf Outing - Hole	_____
<input type="checkbox"/> Cocktail Reception	_____	<input type="checkbox"/> Golf Outing - Contest	_____
<input type="checkbox"/> Conference Materials	_____	<input type="checkbox"/> Golf Outing - Hole & foursome sponsor	_____
<input type="checkbox"/> Conference Badges & Lanyards	_____	<input type="checkbox"/> Press Room	_____
<input type="checkbox"/> Registration	_____	<input type="checkbox"/> Press Room Bags	_____
<input type="checkbox"/> Hotel Room Keys	_____	<input type="checkbox"/> Shuttle Bus Headrests	_____
<input type="checkbox"/> Bag for Conference Material	_____	<input type="checkbox"/> Shuttle Bus Drop Off Banners	_____
<input type="checkbox"/> Portfolio and Pen Sponsor	_____	<input type="checkbox"/> Shuttle Bus Wraps	_____
		<input type="checkbox"/> Directional Signs	_____
		<input type="checkbox"/> Street Level Signs	_____
		<input type="checkbox"/> Main Entrance Banners	_____
		<input type="checkbox"/> Escalator Banners	_____
		<input type="checkbox"/> Show Floor Banners	_____
		<input type="checkbox"/> Show Directory Ad* - Premium, Tab, First 11 or Random (Ad Position _____)	_____
		<input type="checkbox"/> Show Directory Bookmark	_____
		<input type="checkbox"/> EXPO Web Site Link	_____

Cancellation Policies:

Cancellations must be received 120 days prior to first scheduled event date in sponsorship.

* Show Directory Advertising cancellations must be received by 6.8.08

Payment Information:

A check is enclosed.
 Please bill my credit card (circle one): Visa MasterCard AmEx
 Card # _____ Exp. Date _____
 Signature _____

Mail/Fax this form to CEDIA Headquarters: Attn: Tom Bewsey | By Mail: 7150 Winton Drive, Suite 300, Indianapolis, IN 46268 | By Fax: 317-280-8527

Positions are awarded first-come, first-served, so do not delay!

All monetary sponsorships confirmed by 1/31/08 will be applied to CEDIA EXPO 2009 Priority Points.

Sponsorships confirmed after 1/31/08 will be applied to CEDIA EXPO 2010 Priority Points.



CUSTOM
ELECTRONIC
DESIGN &
INSTALLATION
ASSOCIATION

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