

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

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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