

ARMA 2009

Sponsorship & Event Marketing Opportunities

Orlando, FL October 15-17, 2009



Engage your audience and enhance your participation and visibility as an exhibitor in the ARMA International 2009 Expo and Conference. As an event sponsor, you have the opportunity to support and provide an enhanced experience for **practioners** in the records and information management profession.

There's no better way to achieve your marketing and sales objectives than through your sponsorship of ARMA International's annual Conference & Expo. You'll build brand awareness, drive traffic to your booth and create a presence that will be remembered long after the event.

Be front and center with the audience that makes and recommends purchasing decisions – only at ARMA 2009.

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ARMA 2009 Event Promotions

A list of available opportunities follows. If you have a sponsorship suggestion not appearing on this list, we are always open to your ideas. Please contact Elizabeth Zlitni, Exposition Manager, at 888-279-7378. Customized packages can be developed to meet your specific promotion goals. Note: many sponsorships are first-right-of-refusal from 2008 sponsoring company.

ARMA 2009 Welcome Party

Marriott World Center Pool Party
Thursday, October 15, 7:30 – 9:30 p.m.
2 sponsors at \$35,000 each
Generously sponsored by CA, Inc.

This sponsorship brings attendees to you before, during and after the Welcome Party. Attendees seek out your exhibit booth to redeem a giveaway that you provide. ARMA will promote the giveaway with a ticket given to each full-conference attendee for them to redeem at your booth.

Attended by nearly every registered full-conference attendee, ARMA's Welcome Party event is the social highlight of the conference. The Marriott World Center pool area is a beautiful outdoor setting with a wonderful open area feel. Tiki umbrellas, palm trees, and a festive setting make this a great party venue for this optimal Florida setting. Food tables, cash bar, and a DJ keep things moving to excite the crowd.

Your company engages attendees as they come to your unique venue and spend time in a social setting cementing that important sales relationship.

- 35 complimentary party tickets (val: \$50 ea.)
- Welcome Party t-shirts, designed and printed by ARMA with sponsor logo; distributed from sponsor expo booth.
- Special seating reserved for sponsor to invite clients/prospects and employees.
- Logo and mention on event tickets onsite
- Logo and mention on banners at party
- Banner hung above exhibit booth recognizing your company as a party sponsor
- Acknowledgement on all party promotion
- Logo and acknowledgement on an official e-mail invitation to the Welcome Party Celebration to ARMA attendees.
- Acknowledgement and logo on Sponsor Thank-you page on conference Web site
- 2009 Attendee Post and Pre-show mailing list, no phones, no email.
- Only sponsor may provide drink tickets to this event, at sponsor's cost.

Awards Reception Sponsor

Friday, October 16, 8 p.m. – 9 p.m.
Two sponsors at \$5,000 each

ARMA members gather together for an evening to honor their peers in the profession. With about 500 attendees, this event features hors d'oeuvres, cash bar and award presentations. Sponsor is acknowledged for your support in the event program guide and reception promotion. Sponsor can take this event one step further by providing a promotional gift to each attendee which features your branded logo.
Anticipated attendance: 500

- 30-sec. welcome shared between both sponsors to reception attendees at opening of event. ARMA to script welcome message.
- Sponsor may provide gift/promotional item given to each attendee. Example: drink tickets, logo'd napkins, etc. Sponsor pays for and arranges the giveaway.
- Acknowledgement and logo in Awards Reception program guide
- Acknowledgement and logo on opening and ending slides at reception
- Acknowledged during the Opening General Session, announcing Awards winners.
- Acknowledgement in *The Conference Guide*
- Acknowledgement and logo on Conference & Expo website
- Logo placed on Conference Website of Chapter Award winners (only for those Chapters with a Web site)

Cyber Stations and WiFi Zone

\$17,500

Your logo is front and center both on the show floor and outside the main entrance as attendees visit Internet-connected computer workstations to surf the Web and access e-mail onsite. Workstations are branded with your logo, screensaver is provided by you and the home page default is your company home page. Your image is top-of-mind whenever an attendee checks their email or log on in a wireless environment on the expo floor.

- Sponsor provided screensaver uploaded to computer stations
- Sponsor home page is the screen default page
- Sponsor logo placed on work stations in two areas – on the show floor and outside the show entrance.
- Acknowledgement and logo on Conference & Expo website
- Acknowledgement in *The Conference Guide*.

Conference Attendee Bag and Grand Opening Luncheon sponsor

\$20,000

Generously Sponsored by Perceptive Software

Your logo is printed alongside the ARMA Conference logo on 2,500 conference attendee bags, distributed to each full-registration attendee at the registration desk. This sponsorship has long-term use as the conference bags are used after the show by attendees for both personal and work purposes. These totes are GREEN made of recycled materials. Keep your image in front of the attendee during and after the show.

For full-conference attendees, ARMA will distribute a luncheon coupon to be redeemed on the show floor on opening day. Seen as the first big splash of the Expo Hall Opening, about 1,700 attendees enter the show floor for the first time and purchase lunch with their coupon compliments of the Sponsoring company. Sponsor receives all promotional acknowledgement around this luncheon.

- Logo printed on outside of conference bag along with ARMA International Conference logo
- Sponsor-provides a one-page insert placed inside the conference bag
- Acknowledgement in *the Conference Guide*
- Acknowledgement and logo on Conference & Expo website
- Luncheon sponsorship acknowledged on signage throughout Expo Hall
- Acknowledged on signage in the regional food distribution area
- Acknowledged with a Luncheon Sponsorship ribbon for booth personnel
- Acknowledged on luncheon tickets handed to all full-conference attendees

Cocktail Reception

Expo Hall, Friday Oct. 16, 4 p.m. – 5:30 p.m.

Two sponsors \$10,000 each

Generously Co-Sponsored by Duff & Phelps and Perceptive Software

Co-host this exclusive social event for all attendees. Held on the Expo floor, this is the ARMA social hour and your chance to mingle with Attendees in a relaxed setting. Reception is set close to the sponsor's booth (or inside, if you prefer) and drink tickets are distributed by the sponsor prior to the event, creating additional booth traffic for the sponsor. Make this event personal for your organization with a special party inside your booth where you plan the setting.

- Sponsor-provided drink tickets for distribution from sponsor's booth (approx. 400 drink tickets allotted per sponsor)
- Acknowledged on signage throughout Expo Hall
- Acknowledgement in *The Conference Guide*
- Acknowledgement and logo on Conference & Expo website
- Special signage provided by ARMA to hang above sponsor's booth
- Acknowledged via public announcements on the show floor
- Pre-conference mailing list, no phone, no email.

Pre-Conference Session Sponsor

Title sponsor for Pre-Conference Track

Tuesday and Wednesday, October 13-14

\$6,500 Generously sponsored by Elite

Ask about available table-top booths

As the titling sponsor of the 2009 Pre-Conference event, your organization is front and center with 300+ attendees focusing on the following educational tracks:

- Managing Email in the Organization, Oct. 13
- RIM Fundamentals, Oct. 13-14
- Advanced ESI, Oct. 14
- Governance, Risk, Compliance/E-Discovery, Oct. 14

You'll be acknowledged in each Legal Pre-Conference session, acknowledged on signage outside the session room, and during walk-in slide loops. You bring this sponsorship full-circle by providing session presentation folders for attendees (be sure to include a note pad and pen) and pre-insert your corporate promotional information.

- Sponsor logo on Pre-conference bag
- Acknowledgement in signage on-site at the pre-conference
- Acknowledged verbally and in written materials as the Pre-conference Session sponsor
- Acknowledgement in promotions
- Sponsor-provided folders/materials for pre-conference attendees distributed in Pre-conference rooms
- Acknowledge at the Pre-Conference beverage breaks
- Acknowledgement in *The Conference Guide*
- Acknowledgement and logo on Conference & Expo website
- Mailing list of Pre-conference attendees (no phones, no e-mail)
- Table-top booth provided for booth days of pre-conference
- Admission for two sponsor personnel to the pre-conference sessions.

Press Room Sponsor

\$5,500

Be top-of-mind with the press as the titling sponsor on the Press Room. Your company's banner ad with link is featured on the virtual pressroom page of the Conference & Expo website, you are recognized in a boilerplate message on the press invitation and your company logo is featured on directional signage leading to the press room. Bloggers and print press are invited to this event and ARMA will provide a blogging computer inside the pressroom and WiFi as well

- Acknowledgement on signage
- Acknowledgement in *The Conference Guide*
- Boilerplate message on press invitation
- Online banner ad on Pressroom page of the conference website
- Your company screensaver on the blogging computer inside the press room
- Your homepage featured as the default on the blogging computer screen
- Acknowledgement and logo on Conference & Expo website
- Sponsor may provide small promotional items inside pressroom such as candies, mints, etc. with sponsor's name imprinted on items.

Beverage Break Sponsorship

\$3,500 per break

Break dates:

- Afternoon, October 15, 3:00-3:30 p.m.
- Morning, October 16, 9:30-10:00 a.m. **This break sponsored by Underground Vaults & Storage**
- Morning, October 17, 9:30-10:00 a.m.

Attendees appreciate refreshment breaks as they visit the show floor and between their education sessions. Morning breaks consist of coffee, tea and bottled water while afternoon breaks are sodas and bottled water. Create a good-will feeling with attendees as you provide them with a much needed pick-me-up.

- Acknowledgement on signage
- Acknowledgement in *The Conference Guide*
- Sponsor may distribute materials or promotional items outside their booth at a designated table near the break area.
- A Break can be set up in sponsor's booth, space permitting
- Acknowledgement and logo on Conference & Expo website

Dessert Court

Expo Hall

Saturday, October 17, 12:30 – 1:30 p.m.

\$7,500

Combining a sense of euphoria and your corporate image as attendees are treated to premium miniature dessert selections in an elegant setting on the show floor. With a dessert variety, this elegant display is sure to raise eyes to your logo placed on signage around the selection area. Dessert Court can be set up close to your exposition booth, space permitting.

- Acknowledgement on floor signage
- Acknowledgement on signage hung in the restaurant seating area
- Acknowledgement in *The Conference Guide*
- Sponsor may distribute materials or promotional items outside their booth at a designated table near the dessert area.
- Break can be set up close to sponsor's booth, space permitting
- Acknowledgement and logo on Conference & Expo website
- Free pre-conference pre-registration list

Grand Prize Giveaway

Saturday, October 17, 12:30 p.m. Expo Hall

\$5,000

Sponsored in conjunction with ARMA International, this cash giveaway game gives attendees reason to travel the show floor looking for exhibitor stamps. Their game card features your logo, acknowledging your sponsorship of the game. Attendees collect "stamps" from participating exhibitors and are entered into a drawing for a chance to win cash prizes before the show floor closes on Saturday. Your representative will select and announce the winners.

- Acknowledgement and logo placement on game card
- Acknowledgement and logo on signage
- Acknowledgement in *The Conference Guide*
- Sponsor to select and announce winners over the PA system
- Acknowledgement and logo on Conference & Expo website

Signage Sponsor

\$8,500

Generously Sponsored by Huron Consulting Group

No other sponsorship comes as close to titling the event as the signage sponsor. Your company logo is placed on about 75 signs* throughout the Expo and Conference. Your branded image is seen by an average of 4,000+ people about 20 times throughout the four day event. This includes aisle signs in the expo hall, directional and informational sign and electronic session signs. Don't miss this **exclusive opportunity** to build brand awareness to the Records and Information Management audience.

*excludes signs acknowledging sponsored events.

- Logo placement on aisle, directional, and informational conference signs (excluding signs for specific sponsored events)
- Acknowledgement in *The Conference Guide*
- Acknowledgement and logo Conference & Expo website

Podcast Sponsor

\$10,000

You are front and center both visually and audibly as the sponsor of ARMA's conference podcast series. Your company is recognized on podcast opening and closing audio tags. You'll be recognized online as your logo is placed on the podcast page. See www.arma.org/podcast to view prior year sponsors. Open the page and hear how the sponsor recognition. Imagine your organization at this level of visibility. Plus, the podcast series touches more than 3,000 additional visitors via online visits, extending your reach months after the actual event.

- Two 15-second podcast sponsorship tags, one to appear at the beginning and one at the end of each audio podcast
- Logo placement and description on all launch promotions (ads, e-mail blasts, etc.)
- Banner advertisement on the podcast channel's page with links to advertiser's site
- An audio interview with a sponsor representative about how the sponsor is solving some of the problems discussed in the podcast / details about their exhibit.
- Rights to link from the sponsor site to the ARMA International podcast page. ARMA provided podcast logo denoting you as an official sponsor.
- Acknowledgement in *The Conference Guide*
- Acknowledgement and logo Conference & Expo website

Education Session Notebook

\$7,000

Your four-color advertisement is printed on the inside front, inside back and back cover of a notebook for all attendees to use throughout the conference. Because our conference is paperless, this spiral-bound notebook is used by attendees for note-taking during sessions. As an added bonus, sponsor may supply a promotional pen to be inserted into the conference bag at no additional cost.

- Full-color, full-page ad on inside front cover
- Full-color, full-page ad on inside back cover
- Full-color, full-page ad on back cover
- Acknowledgement in Thank-you page of the Expo Guide
- Acknowledgement and logo on Sponsor Thank-you page on conference Web site
- Optional: Sponsor may provide a promotional pen and ARMA will insert into the conference bag at no additional cost.

Water Cooler Sponsor

\$8,500

Generously Sponsored by Shred-it

Your logo is seen on three sides of a water cooler stations acknowledging you as the Water sponsor. Four cooler stations in total; three stations are strategically placed on the show floor and one station in the registration lobby. Each station has three large water jugs and cups. As an added bonus, Sponsor may provide an empty sports bottle with your logo on it and ARMA will distribute to attendees.

- Acknowledgement and logo on water cooler station signage
- Acknowledgement in *The Conference Guide*
- Acknowledgement and logo on Conference & Expo website
- Optional: Sponsor may provide empty sports bottle with logo, ARMA will distribute to attendees at no charge.

Badge Holder Sponsor

\$7,500

Generously Sponsored by Recall

Your logo rides along on every attendee at the conference. Attendees receive their badge at registration and are given a badge holder containing your branded logo. This is a great opportunity to get your name in front of all attendees who keep the badge holders as a conference memento of their great time in Orlando.

- Approximately 4,500 Badge holders distributed.
- One-color logo prints on corded, premium quality badge holder with pockets and pen holder.
- Acknowledgement in *The Conference Guide*
- Acknowledgement and logo on Conference & Expo website
- Optional: Sponsor may select themed badge holder, specific to their organization. Pricing may vary dependent on cost.

Relaxation Station Sponsorship

\$4,500 per sponsor, 2 sponsors

Generously Co-Sponsored by Redweld and Perceptive Software

Everyone loves to be pampered. Exhibitors love booth traffic. This sponsorship satisfies all. Attendees visit your booth to have their massage coupon stamped by our two sponsors – an excellent opportunity to engage attendees at your booth and scan their badge for future follow-up. Create goodwill as attendees receive a chair or foot massage during the show.

- Sponsors provided printed page for game stamp; ARMA inserts into conference bag
- Sponsor name on relaxation station signage and directional signage
- Acknowledgement in Thank-you page of *The Conference Guide*
- Acknowledgement and logo on Sponsor Thank-you page on conference Web site

Session Handouts Sponsor

provided on CD and in Job Aid

\$6,000

Generously Sponsored by Canon USA

Speaker educational sessions are easily accessible to attendees. Placed inside all conference bags, the CDs can contain sponsor-provided papers as well. New this year, select ARMA sessions will feature Job Aids – a physical hand-out to session attendees for them to set up a plan to utilize the valuable information taught during their session. Job Aids feature your printed company logo – further reinforcement of your company's brand.

- Sponsor provided papers included on CD
- Sponsor logo and acknowledgement on outside label along with ARMA International 2009 Conference & Expo logo
- Acknowledgement in *The Conference Guide*
- Acknowledgement and logo on Conference & Expo website
- Sponsor logo printed on Job Aid handouts in each room.

Hotel Room Key Sponsor

\$5,000

Generously Sponsored by Access Information Management

Your company name and message printed in four-color on the front of the hotel entry keys. As the exclusive company for this key, your name will be in front of about 2,000 conference attendees every time they enter their hotel room. Hotel guests look at their key an average of 10 times per day – excellent for brand awareness.

- 4-color logo/message printed on hotel room key
- Keys are distributed to attendees in the ARMA room block during the conference.

Advertising / Messaging Opportunities

Conference Banner Signage

Rates vary dependent on banner size and placement. See rate card for locations and prices

Secure the most visible ad position for your company through hanging signage located in the Lobby foyer, show entrance and escalator passage. Attendees view your message while passing between sessions and to the expo hall. Make your presence known, build brand awareness and drive traffic to your booth. Space is limited – call today!

- ARMA produces and hangs sign from your provided design.
- Request rate card for location, sizes and prices

Hotel Room Distribution

\$4/room, at-door distribution

Distribute printed materials, giveaways or marketing games to conference attendees at their room door at the Marriott World Center, ARMA's official hotel. A great way to engage your audience, consider delivering exclusive invitations to your booth or promotional games to draw traffic. In-room distribution helps you connect with attendees at the conference.

- You provide materials, ARMA International coordinates with hotel for distribution.
- Minimum quantity: 600
- Maximum quantity: 2,000

Conference Mailing lists

Pre-show mailing list - \$350

Post-show mailing list - \$500

Mail directly to ARMA attendees before the event and after. Our pre-show mailing lists is available mid-August and features attendees who signed up under our "early bird" rate. This is a must-have list for pre-event marketing and will help increase your booth traffic with the right promotion. A post-show list is also available after the event and will include all attendees who have not opted out. A great way to keep your name in front of attendees, don't miss out of this important communication. All lists include physical mailing addresses only – no phones and no email. See separate order to reserve your list.

Grand Prize Giveaway participating exhibitor

Participation fee - \$350

ARMA makes it easy to have attendees visit your exhibit booth Participating exhibitors are placed on a list on the "game card." Full-conference attendees visit the participating exhibitors booths to get their game card stamped – ARMA provides you with the stamp. Attendees take their completed stamped card to the ARMA membership booth to be eligible for the Grand Prize Cash Giveaway on the final day of the expo.

What's in it for you? Leads, leads, leads. For attendees to receive a stamp from the participating exhibit, the exhibitor may ask one question of the attendee. This is your chance to accumulate information about prospective customers, engage them in conversation and scan their badge with the lead retrieval system (the only way to collect email and phone info). Attendees get to see your booth offering, recognize your brand and remember you! Call to participate today.

Conference Website Banner Ad

\$3,000 flat, Ad runs April – December 2009

www.arma.org/conference

Market to conference attendees months before the conference begins with a banner ad/live link on the Conference & Expo webpage. A prominent 150 (pw) X 300 (ph) banner ad with animated features is placed on the website and is run-of-site for the Conference & Expo sections. One ad shared in a rotation with only five other advertisers, virtually assuring your ad is seen more than once during a visit. With an average of 11,129 views/month and 52 click-thrus/month, your promotional message starts early and continues until the end of the year.

Conference Bag Insert

\$1 per single sheet insert, 2,200 conference bags

Your single-sheet insert is placed inside the conference bag. Every full-conference attendee receives your marketing insert. Bring traffic to your booth as you advertise your daily booth promotions. At \$1 each, this is a great promotion for getting your materials to attendees.

The Conference Guide Print Advertising

Full Page, ½-page and logo stoppers available

See rate card for pricing and 25% discount opportunity

The official publication of the 2009 Conference, *The Conference Guide* is the attendee's only print publication outlining daily educational sessions, exhibitor listings and special events. This publication is the guide for everything happening at the show, used daily onsite and as a reference after the show. Bring traffic to your booth with an ad outlining your promotions, and build brand awareness about your product. This is the best publication for your print advertising.

ARMA 2009

Conference Sponsorship Recognition Program Platinum, Gold, Silver and Contributing levels

A RMA International recognizes your organization for your level of support of our annual event . Your unique business needs dictate how and where you promote. Select from the available opportunities list (attached). Your total contribution is recognized in the following manner, above and beyond your selected promotion:

Sponsorship details

Sponsorship levels are based on total dollars spent with ARMA 2009 Conference & Expo, excluding exhibitor booth space fees. Sponsorship and event marketing opportunities are outlined on the following pages. Many opportunities are on a first-come basis and may also include first-right-of-refusal by 2008 sponsor.

Platinum Level Sponsorship

Commitment: \$50,000+

- Recognized as a Platinum level sponsor in *The Conference Guide*, ARMA's official show guide, including four-color logo.
- Recognized on Conference & Expo website as Platinum level sponsor, with logo and live link.
- Recognized in *The Conference Guide* standard listing with specialized Platinum Sponsor Icon next to company name.
- Company's four-color logo (logo stopper) printed above *The Conference Guide* standard listing.
- Platinum sponsor ribbons provided for exhibit personnel
- Pre- and post-conference mailing list at no charge
- 5 additional priority points for ARMA 2010 space selection
- One-sheet insert placed inside conference bag (sponsor provides insert)
- Online *Conference Guide* listing also contains product and category search and keyword search
- Unlimited online press release posting
- Unlimited upload of product sheets online, pdf format
- Your company logo listed on the Conference Web site main page in a rotation with Silver, Gold and Platinum sponsors

Gold Level Sponsorship

Commitment: \$40,000 - \$49,999

- Recognized as a Gold level sponsor in *The Conference Guide*, ARMA's official show guide, including four-color logo.
- Recognized on Conference & Expo website as Gold level sponsor, with logo and live link.
- Recognized in *The Conference Guide* standard listing with specialized Gold Sponsor Icon next to company name.
- Company's four-color logo (logo stopper) printed above *The Conference Guide* standard listing.
- Gold sponsor ribbons provided for exhibit personnel
- Pre- and post-conference mailing list at no charge
- 4 additional priority points for ARMA 2010 space selection
- Online *Conference Guide* listing also contains product and category search and keyword search
- Upload up to three (3) product sheets online, pdf format
- Your company logo listed on the Conference Web site main page in a rotation with Silver, Gold and Platinum sponsors

Silver Level Sponsorship

Commitment: \$25,000 - \$39,999

- Recognized as a Silver level sponsor in *The Conference Guide*, ARMA's official show guide, including four-color logo.
- Recognized on Conference & Expo website as Silver level sponsor, with logo and live link.
- Recognized in *The Conference Guide* standard listing with specialized Silver Sponsor Icon next to company name.
- Silver sponsor ribbons provided for exhibit personnel
- 3 additional priority points added for ARMA 2010 space selection
- Online *Conference Guide* listing also contains product and category search and keyword search
- Unlimited online press release posting
- Your company logo listed on the Conference Web site main page in a rotation with Silver, Gold and Platinum sponsors