

All Sponsors receive the following added benefits:

- Priority Points
- Complimentary scientific registration (in addition to the 1 provided to an the exhibiting company – \$365 value)
- Complimentary one-time use of the preregistered attendee mailing list (\$1,250 value).
- Acknowledgement in the Meeting Program and other EB materials.
- Complimentary internet link on the EB Virtual Exhibit Hall website – (\$400 value)
- Acknowledgement on the EB website.
- Sponsor ribbon designation for you and you staff.

Visit our Sponsorship application is located on the EB 2012 website.

We welcome sponsorship suggestions and will customize packages to meet your unique needs.

■ Conference Briefcases

\$42,000 (Exclusive) – 4 Priority Points
 The meeting briefcase is a great way to promote your company! Sponsor's name and logo will be printed on the bag and distributed to each meeting registrant.

■ Mobile App

\$20,000 (Exclusive) – 4 Priority Points
 Our mobile application will put all meeting details of EB 2012 right at the users fingertips of their iPhone, Android smart phone or iPad. A splash screen and direct link to your corporate website are included.



■ Cyber Café

\$20,000 (Exclusive) – 4 Priority Points
\$7,000 (Individual Sponsorship) Limit 3 – 2 Priority Point each
 For easy daily access and visibility, Internet cafes will be located on the exhibit floor of the convention center. Sponsor(s) will have continuous recognition with the company logo as the screen saver as a default setting to the sponsor's homepage for maximum viewing. For additional impact, you may also provide the mouse pads with your company name and logo. Signage is provided in each area.

SPONSORSHIP OPPORTUNITIES:



■ Hotel Key Cards

\$10,000 (Exclusive) – 3 Priority Points
 Be the last name attendees see when they go back to their rooms each night. Hotel room key cards are given to each attendee upon check-in at official headquarters hotels. Remind conference attendees to stop by your booth! Your company name, logo and/or message will be printed on the key cards.

■ Conference Notepads

\$7,000 (Exclusive) – 2 Priority Points
 Distributed to attendees, these notepads will help promote your name and logo. They will provide corporate and brand recognition during the meeting and throughout the year.

■ Aisle Signs

\$5,000 (Exclusive) – 1 Priority Point
 Aisle signs are located in the exhibit hall where attendees can look for direction to your booth. Your corporate or product logo and booth number will be placed on these signs.

■ Trolley Wraps

\$15,000 per wrap – 4 Priority Points

Wrapping San Diego Trolley is a great “vehicle” to increase brand awareness and to invite attendees to your booth. Trolley wraps are 76’ 7” x 9’ 5” per side and will be displayed for 4 weeks (before and during the show). Pricing includes printing, installation and removal.

■ Lanyards

\$14,000 (Exclusive) – 4 Priority Points

Attendees must wear a badge at all times within the convention center. Display your company name, product and/or logo on the lanyards. One color logo and/or message will be printed on both sides of lanyard or provide your pre-printed lanyards to us.

■ Z-Card®

\$10,500 (Exclusive)

– 3 Priority Points

Get noticed. Build booth traffic and brand awareness with the custom fold-out Z CARD map of the exhibit hall. Pocket sized when closed, the Z-CARD opens to reveal a map of the exhibit hall on one side with listing of exhibitors. And your full-page promotional message on the other side.



Increase Industry Awareness and Enhance Corporate Identity

■ Conference Fans

\$5,000 (Exclusive) – 1 Priority Point

As a fan of your product, your logo will be on the fan. These are a great away item for attendees which are provided to each attendee when they register.

■ Floor Locator Signs

\$4,000 (Exclusive) – 1 Priority Point

Attendees will find your location frequently while on the show floor. These signs indicate your location and booth number. Your company logo will appear on 10 individual signs indicating that you are the exclusive sponsor.

■ Laptop Charging Stations

\$3,000 (Individual Sponsorship) – Limit 3

– 1 Priority Point each

These are self-service stations for attendees to recharge their laptops and cell phones. Your corporate logo will be included on signage which includes a literature rack for product advertising.

