

# CIE09

## CLUB INDUSTRY EAST

May 28-30, 2009 • Boston Convention & Exhibition Center • Boston, MA

## Marketing Programs & Sponsorships

### IMPROVE Your Show Visibility... INCREASE Your Recognition Throughout the Industry!

Club Industry East 09, the Conference and Exposition of Health & Fitness Facility Management— features a full selection of high-profile promotional opportunities for exhibitors...and we've added even more ways to capture the attention of buyers and build booth traffic. Your sponsorship package will include promotion of your company in our Show Directory as well as on our highly-visited website, [www.clubindustryshow.com](http://www.clubindustryshow.com)

### High-Visibility Sponsorships

#### Premier Sponsorship

\$3,000

Included in this package:

- Pop-to-the-top Listing on the Club Industry online exhibitor list: your company name will appear at the top of the alphabetical list
- Company Logo on all pages of the Club Industry East 2009 Website
- Enhanced Online Listing Extra features including your logo, website hyperlinked, 50 additional words for your description
- Company logo on cover of all attendee marketing pieces, including all of the following:\*
  - Show Preview Brochure, mailed to over 50,000 potential attendees and run as special section in February *Club Industry's Fitness Business Pro*
  - Conference Brochure, mailed to over 100,000 potential attendees and inserted in March *Club Industry's Fitness Business Pro*
  - Belly Bands of *Club Industry's Fitness Business Pro's* pre-show issues  
Total circulation 30,000+ for each issue
  - VIP Guest Passes mailed to attendees, and distributed by exhibitors
- Company logo on floorplan in Official Show Directory
- Pre- and Post-show attendee lists

#### Complete Marketing Package

\$995

Included in this package:

- Pop-to-the-top listing on the Club Industry online exhibitor list: your company name will appear at the top of the alphabetical list
- Enhanced Online Listing: Extra features including your logo, website hyperlinked, 50 additional words for your description
- Your logo listed and your company name bolded on the exhibitor list of the Conference Brochure\*, mailed to over 100,000 potential attendees and inserted in March *Club Industry's Fitness Business-Pro*
- Company name bolded on exhibitor list, logo displayed and booth identified and highlighted on floorplan inside of Official Show Directory
- Pre- and Post-show attendee lists

#### Exhibits Plus Package

\$695

Included in this package:

- Your logo listed and your company name bolded on the exhibitor list of the Conference Brochure\*, mailed to over 100,000 potential attendees and inserted in March *Club Industry's Fitness Business Pro*
- Company name bolded on exhibitor list, logo displayed and booth identified and highlighted on floorplan inside of Official Show Directory
- Pre- and Post-show attendee lists

\*limited to promotions that mail after agreement is signed.

Call Sam Posa 800-525-9154 (Co's. from A-P) or Jerry Busker 203-358-4135 (Co's from Q-Z)

## Electronic Marketing

### Website Advertising

[Call for Details](#)

Gain exposure to visitors of [www.clubindustryshow.com](http://www.clubindustryshow.com) with a web ad that links to your exhibitor listing. Choose from the following formats: • Half Banner Ad: 234 x 60 pixels • Full Banner Ad: 468 x 60 pixels • Feature Story Ad: 240 x 400 pixels • Button Ad: 120 x 60 pixels.

### Banner on Footer of Online Registration Pages

**\$1495**

Give your company top-of-mind awareness with interested buyers at the very moment they register. All attendees who sign up online must go through six screens to complete the process: your logo with hyperlink to your company website will be at the bottom of each screen.

### Pre-Show Product Email

**\$1000**

An exclusive product preview, sent to our targeted e-mail list of pre-registered attendees of Club Industry East. Recipients of the e-mails will see your company's message before they come to the show.

### Attendee E-Mail Sponsorship

**\$300**

Promote your company name and presence at the show by sponsoring a targeted e-mail to pre-registered attendees.

## Onsite Promotional Opportunities

### Conference Notepads

**\$2,000**

**SOLD!**

Your company name and up to 2-color logo will be imprinted on 5 1/2" x 8 1/2" notepad, distributed to each conference attendee

### Conference Drawstring Backpack

**\$5,500**

Have attendees take your company name home with them! It will be imprinted with your 2-color logo along with the Club Industry East logo on bag. You also have the option to insert your company's literature.

### Attendee Shopping Bags

**\$4,000**

Your company name and up to 2-color logo along with the Club Industry East logo, imprinted on bags distributed to all show attendees at the entrance to the exhibit hall.

### Badge Lanyards

**\$2,000 (supplied by sponsor)**

**\$5,000 (supplied by Show Mgt.)**

Imagine your company name and booth number around the neck of every attendee! Badge lanyards printed with your company name will be given to all attendees at registration.

### Badge Inserts

**\$5,000**

Your four-color insert— placed in every attendee badge holder— is designed so your company name/logo and booth number stands above the attendee's name and company. You can use the remainder of the front surface - as well as the back - to promote your show specials, new products, etc.

### Video Experience

**\$5,000**

A video showcase experience is a three- to five-minute video clip enabling you to extend your show floor presence and message beyond the physical show. Filmed by our professional crew in your booth. The Video Experience allows you to reach interested buyers online, just as you would on-site - by telling your story face-to-face and with hands-on demonstrations. Contact your sales manager for further details.

### Conference CD-Rom

**\$1000**

Your company name and logo printed on both the case and the CD-ROM including all conference materials.

### Literature Distribution in Registration Area

**\$2,000**

Your printed material distributed to every show attendee at the Registration Desk.

### Conference Bag Insert

**\$750**

Your company literature inserted into the bag distributed to all conference attendees. *Limited to 10 companies*

## Sponsored Events

### Welcome Reception

**\$2,000**

Host the key social event of the show! Besides your company name on all signage, you may also set up an information kiosk with products and literature. (Includes hanging your banner, signage; your company supplies literature.) Limited to 6 companies.

### Early Morning Exercise *Exclusive Sponsorship!*

**\$2,500**

Your company name and logo on all signage and promotional material for the group fitness sessions on the first day of the show. Perfect for Pilates, yoga or other programs.

### Conference Coffee Breaks

**\$1000 per break or  
\$2,500 All 3**

Your company name and logo appears on all signage and provides an added opportunity to display your literature during coffee breaks for seminar attendees.

### Energy Break

**Call for details**

Where's the action on the show floor? Host an Energy Break and it'll be right in your booth, which is sure to be flooded with eager attendees. Breaks available include: Build-Your-Own Trail Mix, Smoothies or Frozen Yogurt. Four breaks will be held per day. Contact your sales manager for further details.

## Exhibit Hall Sponsorships

### Banners in Common or Exhibit Hall Area

**\$2000-\$5000,**

**Depending upon location**

These sponsorships give your company the advantage of being seen by all potential buyers throughout the show. By choosing any of the five available options, you ensure that your company is in the line-of-sight of virtually every attendee.

### Booth Locator Information Kiosk

**\$995**

Call attention to your booth by helping people find their way. High-visibility stands, strategically placed at each entrance of the Exhibit Hall, will include a floorplan with your logo and company booth highlighted.

### Product Highlight in Lobby of Registration Area

**\$5,000**

Place your product in the lobby of the Registration Area as a high-exposure focal point of the show. Includes your product listing on the Club Industry website, in the Show Directory with booth number.

### Demo/Meeting Room

**Call for pricing**

Need extra space for demonstration, function, presentation or a private sales environment? Tell us what you need and we'll provide you with the right space.

### Demo Theater

**\$595 presentation** **NEW!**

We're introducing an important new platform that enables you to better describe the benefits of your product or service in an educational setting. The CLUB INDUSTRY EAST DEMO THEATER will feature a series of 20-minute presentations by exhibitors throughout show hours. You can use visual aids, video or handouts in your demo and build interest among attendees to visit your booth.

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# Sponsorship Request & Agreement

Please immediately email an electronic file of your company logo (eps preferred) to Robin Leven (Robin Leven@penton.com) for use in promotions. Contract will not be recognized until artwork is received

Contract will not be recognized until artwork is received

## PROMOTIONAL SPONSORSHIPS

- Premier Sponsorship \$3,000
- Complete Marketing Package \$995
- Exhibits Plus Package \$695
- Banner on Footer of Online Registration Pages \$1,495
- Pre-Show Product Email \$1,000
- Attendee email Sponsorship \$300
- Conference Notepads \$2,000 SOLD
- Conference Drawstring Backpack \$5,500
- Conference Bag Insert \$750
- Attendee Shopping Bags \$4,000
- Badge Lanyards (Sponsor Supplied) \$2,000
- Badge Lanyards (Show Management Supplied) \$5,000
- Badge Inserts \$5,000
- Video Experience \$5,000
- Literature Distribution in Registration Area \$2,000

## EXHIBIT HALL SPONSORSHIPS

- Banners in Common Area \$2,000-\$5,000  
(Depending on location)
- Booth Locator Information Kiosk \$995
- Product Highlight \$5,000
- Demo/ Theater \$595 per pres.

## EVENT SPONSORSHIPS

- Welcome Reception \$2,000
- Early Morning Exercise \$2,500
- Conference Coffee Breaks \$1,000 per break  
or \$2,500 All
- Energy Break Call for pricing:

## MAILING LISTS

- Pre-Show \$200
  - Post-Show \$250
  - Both Lists \$450
- Requires separate order form with List Use Agreement that must be signed  
Call your Sales Manager.

## SHOW DIRECTORY ADVERTISING

- Full Page \$1,900  
(7-7/8" x10-3/4")
- 1/2 page vert. \$1,500  
(3-3/8" x 10")
- 1/2 page horiz. \$1,500  
(7"x4-7/8")
- 1/4 page \$1,150  
(3-3/8"x4-7/8")

## Premium Positions

- Outside Back Cov. \$4,200
- Inside Front Cov \$2,600
- Inside BackCov \$2,700
- Polybag Promo Material in Directory \$3,500

## WEB ADVERTISING

- Half Banner Ad
  - Full Banner Ad
  - Feature Story Ad
  - Button Ad
- Call for pricing & demo information

Total Cost of Sponsorship \_\_\_\_\_ (100% due within 30 days)

Check # \_\_\_\_\_ enclosed (Payable to Club Industry East)

Charge to:  Visa  Mastercard  AMEX

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_ Booth Number(s) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Authorized Signature\*\* \_\_\_\_\_ Date \_\_\_\_\_

\*Indicates that sponsor has read and agreed to Terms and Conditions on next page. Upon receipt, your Sales Manager will contact you to discuss details about your requested sponsorship.

### Sales Managers

Sam Posa (A-P)  
800-525-9154 Fax: 913-514-3818  
sam.posa@penton.com

Jerry Busker (Q-Z)  
203-358-4135 Fax: 913-514-7068  
jerry.busker@penton.com



## Terms & Conditions

- Sponsorship benefits (including promotion, list rental, and sponsorship fulfillment) apply only to the show for which the sponsorship is reserved.
- Exhibitor agrees to pay amount indicated on the Sponsorship Request and Agreement form for sponsorship as published in the Marketing Opportunities Flyer or determined by Show Management.
- In the event that the exhibitor must cancel their contract for sponsorship, Club Industry East will consider full refunds, less a \$500 administrative fee, within 30 days of receipt of contract, provided no costs have been incurred. Those costs including but not limited to: materials, labor and graphic reproduction or separations, in which exhibitor agrees to cover said costs. Show Management must receive notice of cancellation in writing.
- No refunds will be made after 30 days of receipt of contract. In the event the sponsorship is resold, payment less a 25% cancellation fee will be refunded.
- Acceptance of this application by Club Industry 2008 constitutes a contract. By signing the Sponsorship Request and Agreement Form, exhibitor agrees to abide by contract terms and conditions as outlined.

FOR SHOW MANAGEMENT USE ONLY

Accepted by Club Industry East Club Industry: \_\_\_\_\_

Date Received: \_\_\_\_\_ Amount Received: \_\_\_\_\_

Please immediately send a logo (in eps format) for use in promotions. Email logo to Robin Leven [robin.leven@penton.com](mailto:robin.leven@penton.com) Contract will not be recognized until artwork is submitted.



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## Attendee Mailing List Order Form

### Build Your Booth Traffic With a Pre-Show Mailing, Then Follow-up After the Show

One of the best ways to ensure a successful show is to **pre-sell** your company, your products and your most attractive show offers to attendees even **before** they arrive at **Club Industry East** You can accomplish this by doing a pre-show mailing to all those key industry professionals who have registered in advance by **April 22, 2009**

After the show, make sure you follow up with attendees to remind them about your company and products. The Post Show Registration Mailing List includes all registered attendees.

To receive your copies of these valuable lists, simply complete the form below and mail along with

a) a check payable to Club Industry Tradeshows

or

b) your valid credit card number and signature,

Only requests of exhibitors who are paid in full will be processed. Exhibitors must also sign the enclosed User Agreement, outlining all conditions for authorized use.

Pre-Show Mailing List \$200     Post-Show Mailing List \$250     Both Lists \$450

Contact Name \_\_\_\_\_

Company \_\_\_\_\_ Booth # \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact E-mail \_\_\_\_\_

#### Method of Payment

Total Cost of List(s) (from above) \_\_\_\_\_

Check No. \_\_\_\_\_ Enclosed. Make checks payable to **Club Industry East**

Charge to:  VISA     MasterCard     AMEX

Account No. \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Mail with your check or your fax with your credit card payment to:

**Robin Leven, Club Industry East**, 5036 Grundy Way, Doylestown, PA 18902  
Fax: **913-514-6416** or **215-230-8492** Questions: **215-489-9557**



## Terms And Conditions Of List Rental

This will confirm our agreement, with respect to the rental of the List (as described on the front side of form). In consideration of Penton Media agreeing to rent the List to the Company listed on the front of the form (referred to as "List Renter"), and to allow said company to use the List to perform a mailing or compile a List, they hereby agree that the following terms and conditions shall be applicable to this particular list rental.

1. Penton Media does not rent its attendee and/or exhibitor lists to any exhibitor or company which, in Penton Media Business Media's sole discretion, considers the exhibitor/company to be competitive with any Penton Media magazine, trade show or newsletter. Separate list rental agreements, including the requirements to use a third party bonded mailing house apply to any list rental that is approved by Penton Media.
2. List Renter promises and unconditionally agrees that as to any mailing list (a "List") of Penton Media, List Renter will not resell, disclose, transfer, duplicate, reproduce or retain in any form or manner whatsoever, all or any part of such List, or permit any third party, agent, employee or contractor or their respective agents and employees to do so.
3. Each List supplied to the List Renter shall be limited to one-time usage solely and exclusively to promote or market the abovenamed Exhibitor's own specific product(s) or service(s). Additional Lists will be provided for additional mailings.
4. List Renter is permitted to use the List in merge/purge only for the purpose of eliminating duplicate names. List Renter will not process the List against other lists to enhance, tag, verify or add to those other Lists unless List Renter has received prior authorization through express written consent from an authorized Penton Media representative.
5. Lists will only be sent electronically via email to a bonded mail house, lettershop or merge/purge facility. No list will be released directly to the List Renter without the express written consent of an authorized Penton Media representative.
6. List cannot be used for telephone solicitations without prior authorization through written consent from an authorized Penton Media representative.
7. In the event the List Renter uses the List contrary to the provisions of this agreement, the List Renter shall be held unconditionally responsible. Therefore, any and all costs/expenses incurred by Penton Media in enforcing this agreement, including attorney's fees, will be the List Renter's responsibility. List Renter acknowledges that, at all times, the List remains the sole property of Penton Media.
8. List Renter acknowledges and agrees that the List contains names and addresses to monitor improper and unauthorized usage. List Renter may not employ any method to detect, alter or eliminate those names and addresses.
9. The List Renter or the List Renter's mail house, lettershop or merge/purge facility is responsible for checking each list order carefully, and the List Renter fully understands that the List Renter is ultimately responsible for the mailing. List Renter agrees to indemnify and hold harmless Penton Media from any and all claims, damages, losses or expenses, however incurred, occasioned by the use of the List(s).
10. This agreement covers a 12-month period from the date signed.

By signing this contract, you agree to the list rental rules above.

Company Name \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Email Address to send list: \_\_\_\_\_

**Fax to: 913-514-6416 or 215-230-8492**