

## CUPA-HR Annual Conference & Expo 2012 Sponsorship Benefits

Benefits	By invitation only	By invitation only	>\$15,000	\$7,500-\$14,999	\$3,000-\$7,499
	Premier Partners	Distinguished Partners	Tier 1	Tier 2	Tier 3
Number of complimentary full conference registrations (includes those received for exhibiting)	6*	4	3	2	1
Amount off additional full conference registrations	\$100 off	\$50 off	\$50 off		
E-mail addresses of conference attendees for one time use with prior approval of content by CUPA-HR	48 hr prior to other sponsors	24 hr prior to other sponsors	●	●	
Discount off 4C full page ad in Conference Program**	Complimentary full page ad	25% off	25% off	25% off	
One complimentary booth space	●				
Logo in the Preliminary Program	Logo	Logo	Logo	Name	Name
Logo in the Conference Program	Logo	Logo	Logo	Logo	Name
Logo on Association home page	●				
Logo in conference ads (print)	●				
Collateral insert in attendee bags	●	●	●	●	\$1,500
Brief address to audience at a general session	●				
Special invitation to Past Chair's Reception	●				
Sponsor Ribbons for all company reps	●	●	●	●	●
Other benefits as specified by event or activity sponsored	●	●	●	●	●
Special recognition in expo directory of final program	Logo; Sponsor participation listed	Logo; Sponsor participation listed	Logo; Sponsor participation listed	Sponsor participation listed	Sponsor participation listed
Logo on conference postcards, e-mails, flyers, etc	Logo	Name	Name	Name	Name
Logo or name on general conference signage	Logo	Logo	Logo	Name	Name
Logo or name on conference website beginning in spring	Logo	Logo	Logo	Logo	Logo
Logo or name on Expo Entry signage	Logo	Logo	Logo	Name	Name
Logo on Exhibit Hall banner or meterboard	Logo	Logo	Logo	Logo	Logo

\*Six complimentary full registrations if renting two booth spaces for the Annual Conference.

\*\*Ad space is limited. Based upon availability.

*Sponsorship benefits are in addition to standard exhibitor benefits*

## CUPA-HR Annual Conference & Expo 2012 Exhibitor Benefits

Exclusive, noncompetitive hours that will allow you to meet with attendees at several catered functions in the Exhibit Hall.

Complimentary pre-conference participant electronic mailing list for a one-time use only with prior CUPA-HR approval of mailer content

Virtual Expo — Your company will receive an online listing on our Virtual Expo and we will promote this to attendees.

Your company listing, description and booth number in the printed onsite Expo Directory (given to each attendee).

Standard booth package 8' x 10' booth — pipe and drape, 6' table, 2 chairs, wastebasket, ID sign.

### Badge Registrations for Exhibitors & Sponsors

### 2012 Annual Conference

	# Free Full	# Free Floor Passes	\$ Addt'l Full	\$ Addt'l Floor	Misc.
<b>Exhibitors &amp; Tier 3 Sponsor</b>	1	3	\$310	\$210	
<b>Tier 2</b>	2	3	\$310	\$210	
<b>Tier 1</b>	3	3	\$310	\$210	\$50 off Addt'l Full
<b>Distinguished</b>	4	3	\$310	\$210	\$50 off Addt'l Full
<b>MAW Premier</b>	6*	6	\$310	\$210	\$100 off Addt'l Full

**Full Conference Registration:** good for access to all conference and exhibit hall meals, activities, educational sessions, and social events.

**Floor Pass:** good for events in the Exhibit Hall only. You may choose to upgrade your floor pass to a full registration and/or purchase access to the evening

**Evening Celebration:** If you have a green badge (floor pass) and would like to attend the celebration there is an additional fee of \$80 .

**Your MRA Services online Name Badge Form will automatically be set with the correct amount of free badges based on the # of booths you have and your**

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Upon sponsorship reservation a sponsorship contract will be provided for you to sign and return. Not all benefits provided for all levels of sponsors.

All sponsorships are subject to approval by CUPA-HR. Only CUPA-HR national corporate members are eligible to purchase sponsorships. Audiovisual, internet connection, and phone charges for any sponsorship event or activity may be the responsibility of the sponsor, depending upon venue. While every effort is made to offer the published list of sponsorship benefits, benefits may vary depending upon programming and venue. CUPA-HR sponsors are required to be national CUPA-HR members and to exhibit at the same conference in which they are sponsoring. If exhibit space is not available, a booth fee must be paid in addition to the sponsorship fee in order to sponsor.