



Tanning World Expo 08

Nashville, TN • September 18 – 21, 2008 • Gaylord Opryland Resort & Convention Center

Sponsorship Application and Contract

Terms & Conditions

We hereby apply to be a sponsor at the 2008 ITA Tanning World Expo for the item(s) selected at the cost(s) indicated. We further agree to be bound by the payment schedule for sponsorships as indicated herein.

Authorized Signature

Date

By signature above the individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract and agrees to receive email and fax correspondence from ITA at the contact information provided on this application form.

Cancellation

In the event that a confirmed sponsor cancels their sponsorship, the sponsor must submit this cancellation notice in writing and will be obligated to pay the Indoor Tanning Association fees based on the following cancellation schedule.

On or before May 26, 2008:

100% of sponsorship fees paid will be refunded minus a \$250 administrative fee.

May 26 – June 20, 2008:

Sponsor is liable for 50% of the cost of cancelled sponsorship.

After June 20, 2008: No refunds.

All sponsorship sales made after June 20, 2008 are final and non-refundable.

Please complete, sign, and fax or mail this application to:

2008 ITA Tanning World Expo, attention: Marlene Robbins/Kelly Marks, 2025 M Street, NW, Suite 800, Washington DC 20036
Phone: 202-367-1192; Fax: 202-367-2286

- Once we have confirmed the availability of your sponsorship item(s) to you, you will be invoiced for the corresponding sponsorship fee(s).
- April 18, 2008: final payment deadline for sponsors who wish to have their sponsorships acknowledged in the attendee marketing event brochure.
- June 20, 2008: final payment deadline for any outstanding sponsorship balance.
- Checks must be made payable to ITA in US dollars and drawn on a US bank.

Primary Contact Information (Please print or type below.)

Company Name _____

Primary Contact _____

Street Address _____

City _____

State/Province _____

Postal Code _____

Phone _____

Fax _____

Country _____

E-mail _____

Sponsorship Selection

Please indicate your preferred sponsorship selection(s) below.

ENTERTAINMENT OPPORTUNITIES

- \$20,000 Club ITA (exclusive)
- \$10,000 Welcome Reception, Thursday (exclusive)

EXHIBIT HALL OPPORTUNITIES

- \$12,500 Internet Café (exclusive)
- \$2,500 Friday Night Happy Hour Bar
- \$1,000 Treasure Hunt Sponsor (12 available)
- \$1,000 Company Logo on Exhibit Hall Aisle (\$1,000 each placement)
- \$1,500 Water Station Cooler (\$1,500 each day or \$4,000 for 3 days)
 - Friday Saturday Sunday All 3 days, \$4,000

LISTING OPPORTUNITIES

- \$2,250 Show Guide Ad - outside back cover
- \$2,000 Show Guide Ad - inside back cover
- \$2,250 Show Guide Ad - inside front cover
- \$2,000 Show Guide Ad - opposite Welcome Letter
- \$1,800 Show Guide Ad - full page
- \$1,000 Show Guide Ad - one half page
- \$850 Show Guide Ad - one quarter page
- \$300 Enhanced You Are Here Board Listing
- \$300 Enhanced Show Guide Listing
- \$2,000 Web Site Banner

REGISTRATION AND HOTEL OPPORTUNITIES

- \$3,750 Badge Lanyards
- \$3,000 In-Room TV channel (2 available)
- \$3,000 Hotel Door Drops (\$3,000 each - five available)
- \$7,500 Hotel Key Cards

PLEASE NOTE: All sponsorship opportunities are subject to ITA Show Management approval, and ITA must review and approve the content and quality of all distribution items prior to distribution. ITA reserves the right to offer the first right of refusal on any sponsorship to the company that held that sponsorship in the previous year. We can customize a sponsorship package to fit your marketing goals and budget, so please call Marlene Robbins or Kelly Marks at 202-367-1192 or e-mail itaexpo@smithbucklin.com for further details.