

The Future of Indoor Tanning Comes to Las Vegas in June 2006



The 2006 ITA
Leadership Council

**An ITA Members-Only Event That Brings
You Up-Close And Personal With Your
Customers And Prospects.....**

Three days of
focused, innovative &
sales-driven
networking
opportunities.....
Unparalleled value.....
Guaranteed prospect
& client meetings.....
Reduced costs.....
Increased
exposure.....



Luxury resort, spa
and casino..... Deluxe
accommodations.....
Exquisite
entertaining
World-class dining....
Minutes from the
dynamic Las Vegas
Strip but worlds apart
in comfort &
appeal.....

**All In One Place...
All At One Time...**

**The Future of Communication in the
Tanning Industry is Here.**

June 20 - 23, 2006
Green Valley Ranch, Resort & Spa
Las Vegas, Nevada





How Much Will It Cost?

Supplier Registration:

\$4000 for each company - includes up to three company representatives
*\$350 for each additional company representative

Registration includes: Meetings, Participation in Speed Business Networking (a goal of at least 36 pre-arranged prospect and customer ten-minute meetings for each company representative), Hall of Fame Welcome Reception, Opportunity to host exclusive networking events for current and potential customers.

Sponsors are guaranteed the right to reserve three guest rooms with their sponsorship. Additional sponsor room needs will be placed on a waiting list and assigned given space availability. Sponsors are responsible for the cost of their guest rooms.

What Is Speed Business Networking And Why Do I Need It?

Speed Business Networking is similar to the concept of speed dating. There will be four 90-minute sessions where salon owners will be seated at tables. Industry suppliers will rotate between tables for scheduled and timed networking sessions - ten minutes per sit-down.

Salon owners register for Speed Business Networking on-line, by fax or by phone and identify product needs. Suppliers will be matched with attendees and meetings will be scheduled based on mutual profiles and salon owner requests. Each salon owner will receive a personal schedule of the companies he/she will meet. Each supplier will receive a print-out of the attendees they are scheduled to meet. Additional scheduling or changes can be made on-site.

Benefit: Suppliers will know, 30 days in advance, with whom they are meeting and have an opportunity to better prepare for the meeting and invite attendees to private gatherings.

Benefit: Suppliers meet with only those attendees who are qualified potential clients.

Benefit: Suppliers receive maximum client exposure on a one-on-one basis.

Benefit: Suppliers are afforded increased opportunities to privately entertain salon owners through receptions in private cabanas, library rooms, suites, etc.



**First-Come, First-Served, Limited Space.
An ITA Members Only Event.
Don't Be Left In The Dark.**

Special Benefits & Cost Savings for 2006 Leadership Council And 2006 Tanning World Expo Participants

All supplier companies will receive double priority points towards the 2006 Tanning World Expo for total purchase volume (including registration and sponsorship purchases). Priority points will be accumulated at a rate of one priority point for each \$500 of total purchase volume. Priority points earned on registration for the 2006 ITA Leadership Council will be applied towards space assignment priority order for the 2006 Expo. Early registration is recommended for maximum value. Points not used for the 2006 Expo will be applied to the 2007 Expo.

CRITICAL DATE 1

Friday, April 7, 2006

10% of your total purchase volume (including registration and sponsorships) will be applied towards exhibit booth and sponsorship total purchases for the 2006 Tanning World Expo. IF SUPPLIER REGISTRATION FEE AND SPONSORSHIP COSTS ARE CONTRACTED AND PAID IN FULL BY APRIL 7, 2006. (\$350 fee for additional company representative registrations will not be included in total purchase volume for 10% credit towards 2006 Expo booth and sponsorship purchases.)

CRITICAL DATE 2

Friday, June 9, 2006

Final deadline for registration and sponsorships.

Incomparable Sponsorship Opportunities

The 2006 ITA Leadership Council offers a wide array of extraordinary entertaining, networking and branding opportunities for companies interested in obtaining additional exposure and taking their business to the next level. All entertainment and branding sponsors will be recognized on the ITA website, in the Program Agenda Guide and in the 2006 Tanning World Expo Exhibitor and Show Guide in October.

Private And Exclusive Entertaining Opportunities

The Pond Reception Opportunity

\$17,000 each night

Invite your top clients to your private party in a very exclusive, private, gated pool area. Available for up to three nights.



Sponsorship fee includes \$15,000 allowance in food and beverage, exclusive of tax and gratuity. 100 -150 max capacity. Wednesday, June 21, 7pm - midnight; Thursday, June 22, 7pm - midnight. Benefits Package Includes: Exclusive venue for you and up to 150 of your guests.

Texas Hold-Em Party

\$14,000

What's Vegas without a little poker? As the exclusive sponsor of this Thursday evening event, your logo will be on display throughout your evening's event.

Benefits Package Includes: A Vegas-style event with poker tables, dealers and Pit Boss (includes all set up and strike charges); \$9500 food and beverage allowance for two hours (exclusive of tax and gratuity) - this amount is sufficient for food stations and standard brands bar for 100 people/2 hours); Logo on signage throughout the event.

Spa Pool Reception Opportunity

\$11,500 each night

Private reception opportunity for your company and up to 100 invited guests. Sponsorship fee includes \$10,000 food and beverage allowance, exclusive of tax and gratuity. Wednesday, June 21, 7pm - midnight; Thursday, June 22, 7pm - midnight.

Benefits Package Includes: Exclusive venue for you and up to 100 of your guests.



Villa Suite

\$10,500

Two-bedroom suite with pool table for your exclusive entertaining use for the duration of the meeting. Suite has all the amenities you'll need to entertain in style: pool table, built-in bar and kitchen, several outdoor private patios with access to resort's swimming pool and terrace and luxurious facilities and amenities.

Benefits Package Includes: Exclusive use of the Suite for three full days - arrival June 20, departure June 23, 24/7 access.

Poolside Elite Cabana Suite with Private Pool

\$3,000



In Vegas, when the action's not at the tables, it's poolside. This is the prime poolside location, with plenty of space to entertain your clients and prospects.

Benefits Package Includes: Exclusive use of your cabana space on Wednesday, June 21 and Thursday, June 22, 8am to midnight each day.

Poolside Cabana

\$1000 each or \$1900 for two adjoining

Showcase your company and host attendees in a poolside cabana. Cabanas are 10x10 and nine (9) are available.

Benefits Package Includes: Exclusive use of cabana space on Wednesday, June 21 and Thursday, June 22, 8am to midnight each day; Television in each cabana. Wireless access available - must be activated in your hotel room; Food and beverage service provided by hotel at your discretion (charge to your room folio); VCR provided at your request to show product videos (VCR charge to your room folio - \$75 each. You will need to reserve a banquet table or A/V cart to hold the VCR.)

Library Meeting Rooms

\$1,000 each

Private hospitality suites available for your exclusive use all week. Six (6) rooms are available. (Food and beverage must be ordered through the hotel.)

Benefits Package Includes: Exclusive use of your meeting room for three full days, arrival June 20, departure June 23, 24/7 access.

Entertainment Sponsorship Policies:

* Food and beverage functions with a specified dollar amount are budgeted as indicated and arrangements should be made directly with the hotel. Indoor Tanning Association will facilitate initial contact and any additional orders which exceed the F&B allowance will be billed to your individual room folio. Budgeted amount does not include 20% gratuity or 7.75% state tax. These extra charges will be billed directly to your individual room folio.

**In accordance with resort policy, tanning beds are not allowed in cabanas, meeting rooms, sleeping rooms or suites. Do not bring tanning beds to the event. Any tanning beds found on property will be taken and stored at owner's expense.

Unique Branding Opportunities

Hall of Fame Welcome Reception Sponsorship

Four Opportunities at \$5000 or Exclusive Sponsorship for \$20,000
Whiskey Bar at the Green Valley Ranch Resort is the hottest nightspot in Las Vegas. On Tuesday night, ITA takes over this spectacular adult playground, featuring a state-of-the-art dance club and a 5,000 sq ft. Balinese-inspired terrace with gaming tables and private cabanas offering breathtaking views of the desert skyline and the Vegas strip. A unique opportunity to put your name on the biggest event of the Council, at THE place to be in Las Vegas. Sponsorship includes your name and logo prominently displayed on signage throughout the event and your logo on cocktail napkins at the Reception.



Advertisement in Leadership Council Program

Distinguish your product from others by placing an ad in the Show Program. There are a variety of choices to accommodate all budgets.

Back Cover.....	\$750
Inside Back Cover.....	\$625
Inside Front Cover.....	\$625
Full Page.....	\$475
½ Page.....	\$275
¼ Page.....	\$200

Hall of Fame Reception Photo Booth

\$2,200

Allow event attendees to take home memories of their friends and your logo. Your logo will be prominently displayed on the back wall of the photo booth to ensure inclusion in attendees' photo strips.



Dance Heads Video & Souvenir DVD For All Attendees

\$4,500

Give Hall of Fame Reception attendees the opportunity to show off their talents with the newest interactive entertainment on the market! Each participant receives a copy of their "performance" on a DVD (with your logo) to enjoy at home and share with friends.

In-Room Closed Circuit TV Loop

\$1,000

Your corporate video or logo will be played in every room of the hotel, on a continuous loop. You provide the DVD, to be approved by ITA, and let the resort know the number of chapters to be replayed for the duration of the Leadership Council.

***Additional sponsorship opportunities are available. Please contact Jim Colleton or Jessica Pachler for more information.**

****All sponsors who confirm by March 30 will be acknowledged in the invitation brochure sent in April to potential attendees.**

*****All branded items must be approved in advance by the ITA.**

Key Cards

\$1,200

Have the attendees see your logo each time they open their hotel room door.

In-Room Shower Splash Graphic

\$1000/night or \$2500 for All Three Days

Surprise attendees with a static decal of YOUR logo on their shower doors. Hotel staff will apply stickers each day. Tuesday, June 20; Wednesday, June 21; Thursday, June 22.

Lanyards

\$200

Every attendee will wear your company name. You provide lanyards for 500 people to be distributed at registration.

Room Gifts

\$750 per night

Your company provides a gift for each attendee. You are responsible for shipping and handling of your gift item. ITA will arrange for hotel staff to deliver the gifts during evening events. Tuesday, June 20; Wednesday, June 21; Thursday, June 22.

Hotel Door Drops

\$750 per night

Gain exposure for your services, introduce a new product, or simply stand out from the crowd. You provide your printed item and are responsible for shipping and handling. We'll deliver it to attendee hotel rooms on the designated day. Literature may be printed on both sides and should measure no larger than 8.5" x 11". All items subject to approval. 3 drops, maximum, per night. Tuesday, June 20; Wednesday, June 21; Thursday, June 22.

For More Details or to Register, Contact:

Jim Colleton
202-367-2404

Jessica Pachler
410-916-5500

jcolleton@courtesyassoc.com

jpachler@courtesyassoc.com

WWW.THEITA.COM



Members Only

The 2006 ITA Leadership Council
SUPPLIER APPLICATION AND SPONSORSHIP CONTRACT
JUNE 20 - 23, 2006
GREEN VALLEY RANCH, RESORT AND SPA
LAS VEGAS, NEVADA

PLEASE PRINT OR TYPE BELOW

PRIMARY CONTACT INFORMATION

Company Name _____

Primary Contact _____ Title _____

Street Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____ e-Mail _____

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.

FINANCIAL / BILLING CONTACT

Billing Contact _____ Title _____

Street Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____ e-Mail _____

Checks, Credit Cards & Money Orders accepted. Please make checks payable to ITA in \$US.

Credit Card Type _____ **Credit Card Number** _____

Expiration Date _____ **Name As It Appears on Card** _____

APPLICATIONS MUST BE MADE USING THIS FORM.

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

2006 ITA LEADERSHIP COUNCIL

2025 M St, NW Suite 800,

Washington, DC 20036

PH: 202-367-2404 or 410-916-5500 FX: 202-331-0111

ITALeadershipCouncil@courtesyassoc.com

Please make checks payable to ITA in \$US. 50% deposit due by March 24 to guarantee your sponsorship request. In cases where there are more requests than availability for preferred sponsor opportunities, ITA will determine an equitable way to award the sponsorship. 100% due with signed contract after March 24.

Sponsorships opportunities after March 24 will be awarded on a first-come, first-served basis.

We hereby apply for a sponsor opportunity at the 2006 ITA Leadership Council. We agree to comply with the regulations, instructions and conditions as published on the front and back of this application and in the official sponsorship prospectus, and with all conditions under which facilities at the Green Valley Ranch have been rented to the Indoor Tanning Association.

We understand that this application becomes a signed contract when signed by us and accepted by the Indoor Tanning Association.

The terms and conditions of this contract are contained on both sides of this application.

SPECIAL COST SAVINGS FOR 2006 LEADERSHIP COUNCIL AND 2006 TANNING WORLD EXPO PARTICIPANTS

10% of your total purchase volume (including registration and all sponsorships) will be applied towards exhibit booth and sponsorship total purchases for the 2006 Tanning World Expo, IF SUPPLIER REGISTRATION FEE AND SPONSORSHIP COSTS ARE CONTRACTED AND PAID IN FULL BY APRIL 7, 2006.

(\$350 fee for additional company representative registrations will not be included in total purchase volume for 10% credit towards 2006 Expo booth and sponsorship purchases.)

CANCELLATION POLICY

In the event that a supplier cancels all or part of the sponsorship contracted for, the supplier must do so in writing and will be obligated to pay the Indoor Tanning Association fees based on the following cancellation schedule

On or before April 3, 2006	90% of opportunity cost will be refunded
April 4, 2006 – May 3, 2006	40% of opportunity cost will be refunded
After May 3, 2006	No refunds

The 2006 ITA Leadership Council

SUPPLIER APPLICATION AND CONTRACT

2006 ITA LEADERSHIP COUNCIL SUPPLIER REGISTRATION FEES

Registration for Supplier Company & three (3) Company representatives \$4000
Registration for each additional Company representative \$350

Registration Includes: Industry Meetings, Participation in Speed Business Networking, ITA Sponsored Hall of Fame Welcome Reception, Opportunities to host exclusive networking events for current and potential customers. All registered companies will also receive priority points that can be applied to space assignment priority order for the 2006 Tanning World Expo for total purchase volume. Points are accumulated at the rate of one priority point for each \$500 of total purchase volume. Sponsors are guaranteed the right to reserve three (3) guest rooms with their sponsorship. Once your registration has been confirmed, please contact Event Solutions for room reservations: ITAInfo@yesevents.com or 800-805-3976.

PRIVATE & EXCLUSIVE ENTERTAINING OPPORTUNITIES

The Pond Reception Opportunity - \$17,000 each night

- Wednesday, June 21, 7pm - midnight;
- Thursday, June 22, 7pm - midnight

Texas Hold-Em Party - \$14,000

- Thursday, June 22, Time to be set by Sponsor and ITA

Spa Pool Reception Opportunity - \$11,500 each night

- Wednesday, June 21, 7pm – midnight
- Thursday, June 22, 7pm - midnight

Villa Suite - \$10,500

- Three nights use, arrival June 20, departure June 23

Poolside Elite Cabana Suite with Private Pool - \$3,000

- Wednesday, June 21 and Thursday, June 22, 8am to midnight each day

Poolside Cabana - \$1000 each or \$1900 for two adjoining

Cabanas are 10x10 and nine (9) are available. Wireless access available - must be activated in your hotel room. Food and beverage service provided by hotel at your discretion (charge to your room folio). VCR provided at your request to show product videos. VCR charge to your room folio - \$75 each. A banquet table or A/V cart must be reserved to hold the VCR.

- One Cabana: Wednesday, June 21 & Thursday, June 22, 8am to 12am
- Two Cabanas: Wednesday, June 21 & Thursday, June 22, 8am to 12am

Library Meeting Rooms - \$1,000

- Food and beverage must be ordered through the hotel.
- Three nights use, arrival June 20, departure June 23

UNIQUE BRANDING OPPORTUNITIES

Hall of Fame Welcome Reception Sponsorship –

- Four Opportunities at \$5000
- Exclusive Sponsorship for \$20,000

Advertisement in Leadership Council Program

- Back Cover \$750 Full Page \$475
- Inside Back Cover \$625 ½ Page \$275
- Front Inside Cover \$625 ¼ Page \$200

Hall of Fame Reception Photo Booth - \$2,200

- Exclusive Opportunity

Dance Heads Video

& Souvenir DVD for All Attendees - \$4,500

- Exclusive Opportunity

Key Cards - \$1,200

- Exclusive Opportunity

In-Room Closed Circuit TV Loop - \$1,000

- Continuous loop of your corporate video or logo.

Lanyards - \$200

You provide lanyards to be distributed at registration.

- Exclusive Opportunity

In-Room Shower Splash Graphic

- Tuesday, June 20 (**\$1000**)
- Wednesday, June 21 (**\$1000**)
- Thursday, June 22 (**\$1000**)
- All Three Days (**\$2500**)

Room Gifts - \$750 per night

Your company provides a gift for each attendee. You are responsible for shipping and handling of your gift item. Hotel staff will deliver the gifts during evening events.

- Tuesday, June 20
- Wednesday, June 21
- Thursday, June 22

Hotel Door Drops - \$750

You provide printed item and hotel delivers it to attendee hotel rooms. All items subject to approval. You are responsible for shipping and handling of your literature.

- Tuesday, June 20
- Wednesday, June 21
- Thursday, June 22

LEADERSHIP COUNCIL REGISTRATION:

\$4000 x _____ - One (1) Company Registration (includes three (3) Representatives)

\$350 x _____ - Each Additional Company Representative

SPONSORSHIP OPPORTUNITY SELECTION:

- 1. Opportunity _____ Cost _____**
- 2. Opportunity _____ Cost _____**
- 3. Opportunity _____ Cost _____**

TOTAL COSTS

Registration Subtotal \$ _____

Opportunity Subtotal \$ _____

TOTAL AMOUNT DUE \$ _____

FOR ITA USE ONLY:

Sponsorship(s): _____

Date Received: _____ Date of Acceptance: _____

Accepted for the Indoor Tanning Association by: _____

A copy of this application will be returned to you after it has been accepted by the Indoor Tanning Association and sponsorship has been confirmed.