



**SALES
CLOSED**

**REACH NEW
HEIGHTS WITH RETA
SPONSORSHIP**

Sales close April 15, 2010





RETA 2010 NATIONAL CONFERENCE SPONSORSHIP RESERVATION FORM

RETA
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rev 04-09-10

RETA Sponsors receive all benefits associated with level of sponsorship PLUS customized benefits specific to item(s) sponsored. Sponsorship opportunities available on a first-come; first-served basis. Proceeds help fund the Scholarship Program that assists operators, end-users and technicians with Conference registration fees.

COMPLETE AND RETURN THIS FORM TO RESERVE YOUR PLACE ON OUR TEAM OF SPONSORS

RETA sponsorship opportunities are available on a first-come; first-served basis. Sponsor logos (names) will be listed or posted in the order in which this written commitment is received. 2010 Sponsors will have first right-of-refusal for like-item sponsorship of 2011 Conference. RETA will invoice sponsors in January 2010; 50% deposit will be due at RETA HQ by April 15, 2010 with balance due by August 14, 2010. **RETA posts/lists sponsor logos in the order in which sponsorship commitments are received.**

Cancellation policy: Cancellation of sponsorship after RETA has received this written reservation (promissory) will result in a cancellation fee payable for due consideration of benefits received and/or losses suffered from prepaid custom-printed items and/or losses suffered from inability to resell sponsored item(s). Fee is determined based upon date written cancellation is received: from date of signature on reservation form until February 1, 2010 25% of committed funds; February 2- March 31, 2010 - 50% of committed funds; April 1 - June 30, 2010 - 75% of committed funds.; July 1, 2010 or thereafter - 100% of committed funds.

Please complete and return this page as your written commitment; be sure to retain a copy for your records.
FAX signed form to: 831-455-7856.

Company Name		
Contact Name	Signature	
Mailing Address		
City	State	ZIP
Phone	Fax	E-mail

Please indicate Sponsor Level below and list item (see pages 2-7)

- Double Diamond Sponsor (\$20,000) - Limited to 1
- Diamond Sponsor (\$10,000) - Limited to 5
- ▶ Featured logo on the cover of the Conference Brochure
- ▶ One complimentary RETA Conference registration
- ▶ Featured logo (with other Diamond Sponsors) printed on the hotel room key cards distributed to all host hotel guests during Conference week
- ▶ Featured logo (with other Diamond Sponsors) printed on luggage tags distributed to all Conference attendees
- ▶ Featured logo (with other Diamond Sponsors) in the RETA Breeze newsletter during the Conference calendar year
- ▶ Freestanding sign prominently placed in a high-traffic area of the RETA Conference
- ▶ Option of providing RETA HQ with a single-sheet (8.5" x 11" flat) product/ad insertion for distribution with the May/June issue of the RETA Breeze AND again for the August/September issue of the RETA Breeze
- ▶ Logo recognition on all technical session signage
- ▶ Featured logo with alternating product shot and website link on RETA website home page for Conference year
- ▶ One complimentary vertical ad in the Conference Program/Exhibition Guide
- ▶ Featured logo and website link on RETA website Conference page during sponsored Conference year
- ▶ Premier placement on sponsorship sign at Conference
- ▶ Premier placement of your company logo on the complimentary attendee T-shirt
- ▶ Your business card distributed to Conference attendees in V-card format (because we're going green)
- ▶ Special sponsor badge ribbon
- ▶ First-right-of-refusal to sponsor like item at following Conference
- ▶ Listing in the post-Conference issue of the RETA Breeze

- Platinum Sponsor (\$5,000 - \$9,999)
 - ▶ Featured logo on the inside of the Conference Brochure
 - ▶ One complimentary RETA Conference registration
 - ▶ Featured logo and website link on RETA website home page for Conference year
 - ▶ Freestanding sign prominently placed in a high-traffic area of the RETA Conference
 - ▶ One complimentary vertical ad in the Conference Program
 - ▶ Featured logo and website link on RETA website Conference page during sponsored Conference year
 - ▶ Option of providing RETA HQ with a single-sheet (8.5" x 11") product/ad insertion and distribution with the August/September issue of the RETA Breeze.
 - ▶ Premium placement on sponsorship sign at Conference
 - ▶ Premier placement of your company logo on the complimentary attendee T-shirt
 - ▶ Your business card distributed to Conference attendees in V-card format (because we're going green)
 - ▶ Special sponsor badge ribbon
 - ▶ First-right-of-refusal to sponsor like item at following Conference
 - ▶ Listing in the post-Conference issue of the RETA Breeze



ALL SPONSORS RECEIVE:

- ▶ Full listing in Conference Program/Exhibition Guide
 - ▶ Logo featured with listing in Conference Program/Exhibition Guide (Only sponsors have logos featured)
 - ▶ Pre-registration List
 - ▶ Post-Conference registration List
- Note: records indicate nearly 50% of RETA Conference attendees register either on-site or in the last two weeks prior to opening day.*

- Gold Sponsor (\$2,500 - \$4,999)
 - ▶ Featured logo and website link on RETA website home page for Conference year
 - ▶ One full complimentary RETA Conference registration
 - ▶ Featured logo and website link on RETA website Conference page during sponsored Conference year
 - ▶ Prominent placement on the sponsorship sign at Conference
 - ▶ Your company logo on the complimentary attendee T-shirt
 - ▶ Your business card distributed to Conference attendees in V-card format (because we're going green)
 - ▶ Special sponsor badge ribbon
 - ▶ First-right-of-refusal to sponsor like item at next Conference
 - ▶ Listing in the post-Conference issue of the RETA Breeze
- Silver Sponsor (\$1,000 - \$2,499)
 - ▶ Featured logo and website link on RETA website Conference page for Conference calendar year
 - ▶ Your business card distributed to Conference attendees in V-card format (because we're going green)
 - ▶ Your company logo on the complimentary attendee T-shirt
 - ▶ Special sponsor badge ribbon
 - ▶ First-right-of-refusal to sponsor like item at next Conference
 - ▶ Listing in the post-Conference issue of the RETA Breeze

- Bronze Sponsor (\$500-\$999) — General Sponsor
 - ▶ Featured logo and website link on RETA website Conference page for Conference calendar year
 - ▶ Your company name on the complimentary attendee T-shirt
 - ▶ Your business card distributed to Conference attendees in V-card format (because we're going green)
 - ▶ Special sponsor badge ribbon
 - ▶ First-right-of-refusal to sponsor like item at next Conference
 - ▶ Listing in the post-Conference issue of the RETA Breeze



RETA 2010 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES AVAILABLE ON A FIRST-COME; FIRST-SERVED BASIS

ATTENDEE ITEMS

TECHNICAL PAPER CD

Platinum Level – Exclusive Sponsorship \$5,000.00

Sold All Platinum Level benefits as listed on page 2 plus:

- ◆ Featured company logo on front cover of each technical paper CD holder and label of CD

CANVAS TOTE BAG

Platinum Level – Exclusive Sponsorship \$5,000.00

Sold All Platinum Level benefits as listed on page 2 plus:

- ◆ Featured company logo silkscreened (single color) on tote bags provided to attendees



BADGE WALLET LANYARD

Platinum Level – Exclusive Sponsorship \$5,000.00

Sold All Platinum Level benefits as listed on page 2 plus:

- ◆ Featured company logo (single color) on top half of the wallet lanyard given to all attendees



MECHANICAL PEN/PENCIL SET

Platinum Level – Exclusive Sponsorship \$5,000.00

Sold All Platinum Level benefits as listed on page 2 plus:

- ◆ Featured company logo (single color) on each writing implement

DRAWSTRING BACKPACK

Platinum Level – Exclusive Sponsorship \$5,000.00

Sold All Platinum Level benefits as listed on page 2 plus:

- ◆ Featured company logo on backpack

PADFOLIO

Platinum Level – Exclusive Sponsorship \$5,000.00

Sold All Platinum Level benefits as listed on page 2 plus:

- ◆ Featured company logo silkscreened (single color) on front cover of each technical paper binder
- ◆ Featured company logo (single color) on each page of the padded paper



HAT - BALL CAP STYLE

Diamond Level or Double Platinum – Exclusive Sponsorship \$10,000.00

Sold All Platinum Level benefits as listed on page 2 plus:

- ◆ Featured company logo (single color) on hat provided to each attendee



LONG-SLEEVE T-SHIRT

Platinum Level – Exclusive Sponsorship \$5,000.00

Sold All Platinum Level benefits as listed on page 2 plus:

- ◆ Featured company name (single color) on the sleeve of the long-sleeve shirt in addition to logo prominently listed on back with other sponsors

TRADESHOW BAG

Platinum Level – Exclusive Sponsorship \$5,000.00

Sold All Platinum Level benefits as listed on page 2 plus:

- ◆ Featured company logo single color on the front of tradeshow bags on display at two exhibition entry points

KNIT HAT - WATCH CAP STYLE

Diamond Level or Double Platinum – Exclusive Sponsorship \$10,000.00

Sold All Platinum Level benefits as listed on page 2 plus:

- ◆ Featured company logo (single color) on hat provided to each attendee





RETA 2010 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES AVAILABLE ON A FIRST-COME; FIRST-SERVED BASIS

ATTENDEE ITEMS

USB (1 GB) MEMORY STICK

- Sold** Diamond Level or Double Platinum – *Exclusive Sponsorship* \$10,000.00
All Diamond Level benefits if single sponsor or twice the Platinum Level benefits as listed on page 2 plus:
- ◆ Featured logo of each sponsor on flash drive provided to each Conference attendee
 - ◆ Exclusive preloaded message (promo piece) on flash drive

USB MULTIPLE PORT HUB



- Diamond Level or Double Platinum – *Exclusive Sponsorship* \$10,000.00
All Diamond Level benefits if single sponsor or twice the Platinum Level benefits as listed on page 2 plus:
- ◆ Featured logo of each sponsor on flash drive provided to each Conference attendee



LIMITED-EDITION TRAINING MATERIAL



- Sold** Platinum Level – *Exclusive Sponsorship* \$5,000.00
All Platinum Level benefits as listed on page 2 plus:
- ◆ Featured logo on limited edition cover and DVD label (if applicable) of training item provided to each Conference attendee

CONFERENCE CHRONICLE NEWSLETTER

- Platinum Level – *Exclusive Sponsorship* \$5,000.00
All Platinum Level benefits as listed on page 2 plus:
- ◆ Featured ad in each of the three issues of the on-site newsletter
 - ◆ Featured technical report in one of the three issues — *each issue will be posted on the RETA website for one full year from date of distribution at the Conference*



KNIT GLOVES

- Sold** Platinum Level – *Exclusive Sponsorship* \$5,000.00
All Platinum Level benefits as listed on page 2 plus:
- ◆ Featured logo on packaging of pair of knit gloves distributed to each Conference attendee

ALUMINUM WATER BOTTLE

- Sold** Platinum Level – *Exclusive Sponsorship* \$5,000.00
All Platinum Level benefits as listed on page 2 plus:
- ◆ Featured logo (single color) on aluminum water bottle distributed to each Conference attendee

CYBER STATION

- Platinum Level – *Exclusive Sponsorship* \$5,000.00
Sold *All Platinum Level benefits as listed on page 2 plus:*
- ◆ Featured logo screensaver on provided CPUs at RETA Cyber Station
 - ◆ Website of sponsor as default internet destination when user logs on

RAIN PONCHO



- Gold Level – *Exclusive Sponsorship* \$2,500.00
All Gold Level benefits as listed on page 2 plus:
- ◆ Featured logo on pouch containing rain poncho distributed to each Conference attendee

LIP BALM



- Gold Level – *Exclusive Sponsorship* \$2,500.00
All Gold Level benefits as listed on page 2 plus:
- ◆ Featured logo on lip balm container distributed to each Conference attendee

POCKET SPRAY HAND SANITIZER

- Sold** Gold Level – *Exclusive Sponsorship* \$2,500.00
All Gold Level benefits as listed on page 2 plus:
- ◆ Featured logo on spray hand sanitizer distributed to each Conference attendee



RETA 2010 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES AVAILABLE ON A FIRST-COME; FIRST-SERVED BASIS

ATTENDEE ITEMS

IN-ROOM AND REGISTRATION AREA PRIVATE-LABEL WATER

Platinum Level – *Exclusive Sponsorship* \$5,000.00

All Platinum Level benefits as listed on page 2 plus:

- ◆ Featured logo of each sponsor on bottled water gifted to attendees at HQ hotel (DoubleTree Lloyd Center)
- ◆ Private labeled water also available in RETA Conference registration area to all attendees (while supplies last)



HAND-WARMER PACKET

Gold Level – *Exclusive Sponsorship* \$2,500.00

All Gold Level benefits as listed on page 2 plus:

- ◆ Sponsor's logo featured on package containing two pair of individual pouches of hand-warmers, air-activated, odorless and environmentally safe — user shakes packet and stuffs inside space to be warmed (e.g., gloves)



IN-HOUSE TV CHANNEL • RETA HQ HOTEL (DOUBLETREE LLOYD CENTER)

Silver Level – *Exclusive Sponsorship (2 channels available)* \$1,000.00

All Silver Level benefits as listed on page 2 plus:

- ◆ Channel will feature up to a five (5) slide PowerPoint loop provided by sponsor; channel to be active Tuesday-Friday of RETA Conference week



SPOUSE PROGRAM

Platinum Level – *Exclusive Sponsorship* \$5,000.00

All Platinum Level benefits as listed on page 2 plus:

- ◆ Your logo will be featured on the table decor of the special Spouse Welcome Breakfast and other items

Sold

SPECIAL EVENTS/ACTIVITIES

DOUBLETREE HOTEL BAR

Platinum Level – *Exclusive Sponsorship* \$5,000.00

All Platinum Level benefits as listed on page 2 plus:

- ◆ Featured logo on napkins and coasters used in bar during “RETA week”
- ◆ Featured logo on signage outside bar during “RETA week”
- ◆ Featured logo on barware used in bar during “RETA week”
- ◆ Featured logo on table tents placed on each table in bar during “RETA week”



Sold

TUESDAY — GRAND OPENING RECEPTION

Platinum Level – *Shared Sponsorship (2 available)* \$5,000.00

All Platinum Level benefits as listed on page 2 plus:

- ◆ Sponsor logos on glass barware provided to all attendees
- ◆ Sponsor logos on beverage tickets provided to all Conference attendees (excluding Tuesday-only guests)
- ◆ Table sign at all food stations and seating areas
- ◆ The opportunity to place your promotional items in a basket for attendees to pick up as they dish up — consider this an extension of booth space



Sold

WEDNESDAY — RECEPTION

Platinum Level – *Exclusive Sponsorship* \$5,000.00

All Platinum Level benefits as listed on page 2 plus:

- ◆ Sponsor logos on glass barware provided to all attendees
- ◆ Table sign at all food stations and seating areas
- ◆ The opportunity to place your promotional items in a basket for attendees to pick up as they dish up — consider this an extension of booth space



Sold





RETA 2010 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES AVAILABLE ON A FIRST-COME; FIRST-SERVED BASIS

SPECIAL EVENTS/ACTIVITIES

THURSDAY — DESSERT RECEPTION

Gold Level — *Shared Sponsorship (2 available)*

All Gold Level benefits as listed on page 2 plus:

Sold

• Sponsor logos on glass barware provided to all attendees

• Welcome sign at all food stations and seating areas

• The opportunity to place your promotional items in a basket for attendees to pick up as they dish up — consider this an extension of booth space



\$2,500.00

FRIDAY — EVENING IN — RETA PUB CRAWL

Platinum Level — *Shared Sponsorship per ballroom bay (5 available)*

\$5,000.00

RETA will transform ground floor ballrooms of DoubleTree Hotel into themed pubs/bars/activities

Each ballroom bay sponsor receives all Platinum Level benefits as listed on page 2 plus:

- Each sponsors' logo will be prominently displayed in a specific ballroom bay hosting selected item
- Sponsor logo will be featured on table tents on all tables

Available

MEALS

BREAKFAST

WEDNESDAY — OPENING GENERAL SESSION

Gold Level — *Shared Sponsorship (Weschem & Mayekawa)*

\$2,500.00

All Platinum or Gold Level benefits (depending upon sponsorship level) as listed on page 2 plus:

- Placemat at each place setting with your ad or logo (17" x 11" printed color— vertical ad size maximum of 7.5" x 10" per \$2,500 in sponsorship)
- Powerpoint presentation — 5 slides (*that you provide*) per \$2,500 in sponsorship showing as a loop welcoming guests (loop played until beginning of the program)
- Napkin wrap features sponsor logo(s) and table tent (at center of table) features sponsor logo(s)
- Opportunity to place a promotional item at each place setting



THURSDAY — RETA FAMILY RUMBLE GENERAL SESSION

Platinum Level — *Exclusive Sponsorship*

\$5,000.00

OR Gold Level — *Shared Sponsorship (2 available)*

\$2,500.00

Sold

All Platinum or Gold Level benefits (depending upon sponsorship level) as listed on page 2 plus:

- Placemat at each place setting with your ad or logo (17" x 11" printed color— vertical ad size maximum of 7.5" x 10" per \$2,500 in sponsorship)
- Granola bar featuring sponsor logo(s) at each place setting
- Napkin wrap features sponsor logo(s) and table tent (at center of table) features sponsor logo(s)
- RETA Rumble table identification paddle features sponsor logo(s)



Thursday — RETA Family Rumble General Session

FRIDAY — IN EXHIBITION HALL

Gold Level — *Shared Sponsorship (2 available)*

\$2,500.00

Sold

All Gold Level benefits (depending upon sponsorship level) as listed on page 2 plus:

- Social plates, cups and napkins printed with sponsor logo(s)
- Table tent at center of all cocktail rounds and "high-boy" tables
- The opportunity to place your promotional items in a basket for attendees to pick up as they dish up, as well as at rounds of available seating



LUNCH

WEDNESDAY — IN EXHIBITION HALL

Platinum Level — *Exclusive Sponsorship*

\$5,000.00

Sold

All Platinum Level benefits (depending upon sponsorship level) as listed on page 2 plus:

- Your logo silkscreened on the front panel of the insulated cooler that carries the boxed lunch
- Dessert candy bar featuring sponsor logo in the cooler as well as sponsor logo on napkin
- Table tent at center of all cocktail rounds and "high-boy" tables





RETA 2010 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES AVAILABLE ON A FIRST-COME; FIRST-SERVED BASIS

MEALS

LUNCH



THURSDAY — ALL INDUSTRY LUNCHEON

Platinum Level – *Exclusive Sponsorship*

Sold

All Platinum Level benefits (depending upon sponsorship level) as listed on page 2 plus:

- ◆ Placemat at each place setting with your ad or logo (17" x 11" printed color— vertical ad size maximum of 16" x 10")
- ◆ Powerpoint presentation — 10 slides (*that you provide*) shown as a loop (loop played until beginning of the program)
- ◆ Napkin wrap features sponsor logo and table tent (at center of table) features sponsor logo
- ◆ Opportunity to place a promotional item at each place setting



\$5,000.00

FRIDAY — IN EXHIBITION HALL

Platinum Level – *Exclusive Sponsorship*

\$5,000.00

OR Gold Level – *Shared Sponsorship (2 available)*

\$2,500.00

Sold

All Platinum or Gold Level benefits (depending upon sponsorship level) as listed on page 2 plus:

- ◆ Special plates, cups and napkins printed with sponsor logo(s)
- ◆ Table tent at center of all cocktail rounds and "high-boy" tables
- ◆ The opportunity to place your promotional items in a basket for attendees to pick up as they dish up, as well as at rounds of available seating — consider this an extension of booth space

DINNER

THURSDAY — AWARDS BANQUET

Gold Level – *Shared Sponsorship (Nikkiso Pumps America & PermCold!)*

\$2,500.00

Sold

All Platinum or Gold Level benefits (depending upon sponsorship level) as listed on page 2 plus:

- ◆ Napkin wrap features sponsor logo(s)
- ◆ Wine bottles on table features sponsor logo(s)
- ◆ Glassware on table features sponsor logo(s)
- ◆ Sponsor logo(s) featured on the program placed at each place setting



BREAKS

WEDNESDAY • THURSDAY • FRIDAY

Gold Level – *Exclusive Sponsorship (2 SOLD; 1 AVAILABLE)*

\$2,500.00

Sold

Morning Breaks: Thursday Friday

Afternoon Breaks: Wednesday

All Gold Level benefits as listed on page 2 plus:

- ◆ Ceramic mugs featuring sponsor logo in single color
- ◆ Table sign at the food station
- ◆ Napkins imprinted with company logo
- ◆ The opportunity to place your promotional items in a basket for attendees to pick up as they dish up — consider this an extension of booth space



SPECIAL EVENT - EVENING IN (HQ HOTEL PUB CRAWL)

Platinum Level – *Shared Sponsorship (2 SOLD; 3 AVAILABLE)*

\$5,000.00

All Platinum Level benefits as listed on page 2 plus:

- ◆ Your corporate logo will be prominently displayed during the event at the entrance to the ballroom bay featuring the item you have chosen to sponsor

- ◆ Photo Booth **Sold**
- ◆ Air Hockey Table **Sold**
- ◆ Electronic Darts (3 freestanding games)
- ◆ Mechanical Bull
- ◆ Alpine Surfer Arcade Game

(should your selected ride be closed for any reason, your ride sponsorship will be relocated to the next available ride)

Available





RETA 2010 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES AVAILABLE ON A FIRST-COME, FIRST-SERVED BASIS

ADDITIONAL ITEMS

IN-ROOM GIFT MUGS

- Sold** Platinum Level – *Exclusive Sponsorship* \$5,000.00
All Platinum Level benefits as listed on page 2 plus:
- ◆ Featured logo on pair of coffee mugs delivered in gift package to each hotel room of HQ hotel

HQ HOTEL WELCOME PACKAGE

- Sold** Platinum Level – *Exclusive Sponsorship* \$5,000.00
All Platinum Level benefits as listed on page 2 plus:
- ◆ Featured logo on cookie bags given to guests at check-in at HQ hotel
 - ◆ Featured logo on welcome banner at front desk of HQ hotel



WELCOME MAT AT HQ HOTEL

- Platinum Level – *Exclusive Sponsorship* \$5,000.00
All Platinum Level benefits as listed on page 2 plus:
- ◆ Featured logo on welcome mat displayed at front entrance of HQ hotel



IN-ROOM SNACK GIFT

- Gold Level – *Exclusive Sponsorship* \$2,500.00
All Gold Level benefits as listed on page 2 plus:
- ◆ Featured logo on snack gift delivered in gift package to each hotel room of HQ hotel

POPCORN CART

- Sold** Gold Level – *Exclusive Sponsorship* \$2,500.00
All Gold Level benefits as listed on page 2 plus:
- ◆ Featured logo on popcorn bags and signage at popcorn stand in RETA registration area

EXHIBITION HALL ENTERTAINMENT



FREE-STANDING BOOTH-STYLE GAMES/ENTERTAINMENT (located in exhibition hall)

- Sold** Each item is a Gold Level *Exclusive Sponsorship* \$2,500.00
All Gold Level benefits (depending upon sponsorship level) as listed on page 2 plus:

Zoltar Fortune Telling Machine

- ◆ Featured logo on sign and fortunes bear the name of the sponsoring company

Buck Hunter Pro Arcade Game

- ◆ Featured logo on sign [sign announces that person with high score at end of show receives a prize courtesy of sponsor (RETA provides prize)]

Indy 500 Race Arcade Game

- ◆ Featured logo on sign [sign announces that person with high score at end of show receives a prize courtesy of sponsor (RETA provides prize)]

Area 51 Arcade Game

- ◆ Featured logo on sign [sign announces that person with high score at end of show receives a prize courtesy of sponsor (RETA provides prize)]

Wii Fishing Tournament

- ◆ Featured logo on sign [sign announces that person with high score at end of show receives a prize courtesy of sponsor (RETA provides prize)]



GOLF DRIVING CHALLENGE (located in lounge area)

- Sold** Platinum Level *Exclusive Sponsorship* \$5,000.00
All Platinum Level benefits as listed on page 2 plus:
- ◆ Featured logo on sign [sign announces that person with high score at end of show receives a prize courtesy of sponsor (RETA provides prize)]
 - ◆ Opportunity for sponsor staff to be in the driving challenge area

