



## RE Connect NYC 2009 Promotional Opportunities

Opportunity	Location/Area	Details/Info	Price*
<b>General Promotional Opportunities</b>			
<b>Ad on Front Page of Printed Program Guide</b>	Prominently positioned on cover of Program Guide given to all attendees	Ad must be contract, paid and delivered no later than November 21, 2008	\$10,000
<b>Advertising in Printed Program Guide</b>	Quarter, Half, Full Page sized ads in Printed Program Guide distributed to attendees	Ads must be contracted, paid and delivered no later than November 21, 2008. Sponsors may pay to upgrade their ad size.	\$800, \$1500, \$2500
<b>Badge Holder</b>	Company logo on badge holder given to all attendees	Requires EPS logo and 4 weeks lead time (white logo only)	\$10,000
<b>Badge Mailing Insert (Only 2 available)</b>	Included in envelope mailed to each attendee	Sponsor to supply single sheet insert to include in badge mailing to all pre-registered attendees. 2 available. Materials must be received by December 16.	\$5,000
<b>Digital Hotel Signage 3 ads available</b>	Screen shot ad will rotate on hotel reader boards all 3 days of event. Total of 9 reader boards on public levels 1-8	Sponsor to provide screen shot in jpeg format no later than 8 weeks lead time required	\$7,500
<b>Email Station</b>	Company URL loaded into computers used at event Email Station, plus signage	Requires EPS logo and URL and 4 weeks lead time.	Call for quote
<b>Event Update Emails</b>	Various emails prior to event	Sponsor logo featured in upper right corner of emails promoting Real Estate Connect. Distribution: 30k+ opt-in recipients.	\$3000 for 5 drops
<b>Exhibit Hall Floor Plan</b>	Program guide & event website	Sponsor's name and booth highlighted with additional text on exhibit hall floorplan in program guide and on event website.	\$5,000
<b>General Session Chair Drop</b>	In general session room	Sponsor to provide 1 single piece item which is placed on each chair in general session room prior to start of presentation. Non-exclusive.	\$2500 per session drop
<b>Hospitality Suite</b>	Premiere meeting room with furnished reception space located at the venue for use during event hours and after hours	Signage with company logo at entry to room. House tables and chairs provided. Available to sponsors only. 2 available.	\$7,500
<b>Hotel Room Drops</b>	Promotional item delivered to each attendee's room	1 Item delivered 1 time to attendees staying in Palace Hotel.	Call for quote
<b>Innovation Tracks</b>	Various Sessions	Only Available to Platinum and Gold Level sponsors. Can be added as a second key event activity for an additional \$5k.	call for info
<b>Lanyards</b>	Company logo on lanyard given to all attendees	Requires EPS logo and 4 weeks lead time.	\$10,000

<b>Logo on Attendee Tote Bag</b>	On one (1) side of the event tote bag distributed to all attendees.	Requires EPS logo and 4 weeks lead time. 2 sides available.	\$10,000
<b>Meeting Room</b>	Company meeting room located at venue for duration of event	Signage at entry to room, house tables and chairs provided. Available to sponsors only. Limited number available.	\$5,000
<b>New Product Showcase on Website</b>	On Conference Website - before and after Connect	Link from conference site to showcase with company logo, contact info and 50 word product description.	\$500
<b>Pre-Conference Workshops</b>	Various Sessions	Key event activity option at Platinum level. Logo presence in meeting rooms, verbal thank you from moderator, logo on website and printed program, ability to leave collateral on tables.	\$5000 for standard package. Call for other opportunities.
<b>Press/Speaker Room Sponsor</b>	Press/Speaker Room	Key event activity option at Gold or Platinum level. Logo on entry signage (22"x28") sign inside the room, ability to leave collateral on all tables.	\$5,000
<b>Registration Area</b>	Registration	Key event activity option at Platinum level. Company logo on signage and counters in registration area. Ability to leave collateral on table near registration counters.	\$7,500
<b>Sponsored Intensives</b>	Various Sessions	Available at Platinum Level only. Sponsor must cover costs associated with special room sets. Limited Quantity Available.	call for info
<b>Video Playing During General Session and on InmanTV</b>	General Session Breaks & on Inman.com	While general sessions are changing, a 2-minute video will play on the projection screen and the video will be posted in the InmanTV section of Inman.com.	\$3,500
<b>Wifi Sponsorship</b>	Throughout Conference	Via signage, program advertising and cards distributed at registration, attendees are made aware that the free wifi they are using is compliments of the WiFi Sponsor	\$10,000
<b>Parties or Catering Opportunities</b>			
<b>Welcome Reception MORTGAGE CATEGORY SOLD, OTHER CATEGORIES AVAILABLE</b>	Reception service with appetizers and cocktails on the exhibit floor	Includes: company promotion in Program Guide and on website, signage throughout event with company logo, and option for promotional element.	\$10,000
<b>Coffee Sponsor</b>	Per day in 1 area (on exhibit floor or during a session) free coffee for all attendees	Sponsorship includes: branded coffee cups, signage and company logo.	call for quote
<b>Energy Bar</b>	One afternoon, onsite	Includes mid-afternoon snack w/ kiosk, snack and kiosk branded w/ sponsor logo.	call for quote
<b>Box Lunch for one of the Pre-Conference Workshops</b>	Limited availability due to room availability at the Palace	Box Lunch for attendees, signage for sponsor.	call for quote
<b>Party Promo</b>	Email before event and in program guide	Throw your own party and Inman will promote it in an email to attendees once prior to the event and in the printed Program Guide.	\$3,500
<b>Giveaways</b>			
<b>Bottled water w/company logo</b>	Distribute in attendee bag or chair drop	Requires EPS logo and 4 weeks lead time.	\$7100 for 1500 bottles
<b>Business Card Holder</b>	Distribute in attendee bag	Requires EPS logo and 4 weeks lead time.	call for quote
<b>Calendars</b>	Distribute in attendee bag	Sponsor to provide artwork - Requires EPS logo and 4 weeks lead time.	\$4500 +
<b>Hotel Food &amp; Beverage Guide</b>	F&B attendee guide (for tote bag or chair drop). Guide has space for sponsors artwork.	Sponsor to provide artwork no later than 8 weeks lead time required	\$7,500
<b>Hotel Key Cards</b>	Distribute at front desk as attendees check in	Sponsor to provide artwork - Requires EPS logo and 4 weeks lead time.	\$7,500

<b>Luggage Tags</b>	Distribute in attendee bag	Sponsor to provide artwork - Requires EPS logo and 4 weeks lead time.	\$5000 +
<b>Magnetic Memo Pads (can be house shaped)</b>	Distribute in attendee bag	Sponsor to provide artwork - Requires EPS logo and 4 weeks lead time.	\$5,300
<b>Memo Book</b>	Distribute in attendee bag	Requires EPS logo and 4 weeks lead time.	\$6500 +
<b>Mouse Pads</b>	Distribute in attendee bag	Sponsor to provide artwork - Requires EPS logo and 4 weeks lead time.	\$4,500
<b>Pens for Tote Bag</b>	Distribute in attendee bag	Company logo on each pen. Requires EPS logo and 4 weeks lead time.	\$4,500
<b>Portfolio with notepad/calculator</b>	Distribute in attendee bag	Requires EPS logo and 4 weeks lead time.	\$12,000
<b>Post It note Pads - square or house shaped</b>	Distribute in attendee bag	Sponsor to provide artwork - Requires EPS logo and 5 weeks lead time.	\$4750 +
<b>Tote Bag Insert</b>	Inside tote bag given to all attendees	Sponsor can insert either a flyer or promotional item - quantity limited.	\$2,500
<b>T-Shirt with company branding</b>	For Bloggers Connect only	Sponsor to provide t-shirts - artwork must be approved first.	\$1,500

**\*Costs are based on all items being contracted by November 21, 2008. Additional fees will be incurred after that date.**

**\*\*Rates are net.**

**For more information on any of these packages, please contact:**

**Alice Myerhoff**  
**Director of Sales**  
**1.800.775.4662 x 124**  
**alice@inman.com**

**Tim Urlaub**  
**Sales Manager**  
**1.800.775.4662 x126**  
**tim@inman.com**