

## CoSIDA SPONSORSHIP INVENTORY GRID CHART

(Note- for full academic year inventory and annual convention specific inventory)

(Sept. 9<sup>th</sup>, 2011)

<b>SPONSOR LEVEL</b>	<b>PLATINUM \$22,500</b>	<b>DIAMOND \$17,500</b>	<b>GOLD \$12,500</b>	<b>SILVER \$7,500</b>	<b>BRONZE \$5,000</b>
<b>Website Based Inventory</b> <i>For full academic year</i>					
<b>Display Logo on Home Page of CoSIDA Site</b>	<i>Yes</i>	<i>Yes</i>			
<b>Display Logo on All Linked Pages from Home Page Site</b>	<i>Yes</i>	<i>Yes</i>			
<b>Display Logo on Intro Page of Online Directory and All Linked Pages within this Directory</b>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	
<b>Display Logo on Intro Page of PDF Version of Online Directory</b>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
<b>Right to Post Company Releases / Stories on CoSIDA Site</b>	<i>Yes (10 per year)</i>	<i>Yes (7 per year)</i>	<i>Yes (4 per year)</i>	<i>Yes (2 per year)</i>	<i>Yes (1 per year)</i>
<b>Display Adv. in Monthly E-Newsletter (CoSIDA Digest)</b>	<i>Yes (full page)</i>	<i>Yes (full page)</i>	<i>Yes (1/2 page)</i>	<i>Yes (1/4 page)</i>	<i>Yes (1/4 page)</i>
<b>Display Adv. in PDF version of E-Online Directory</b>	<i>Yes (full page)</i>	<i>Yes (full page)</i>	<i>Yes (1/2 page)</i>	<i>Yes (1/4 page)</i>	<i>Yes (1/4 page)</i>
<b>Link From CoSIDA Site to Company Site</b>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
<b>Receive "Sponsor Salute of Month" Recognition on Websit</b>	<i>Yes (6 per year)</i>	<i>Yes (4 per year)</i>	<i>Yes (2 per year)</i>	<i>Yes (1 per year)</i>	<i>Yes (1 per year)</i>

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<b>Blast Email Based Inventory</b>  For full academic year – Direct to 2800+ Membership					
<b>Right to Have CoSIDA Blast a Company Based Email Directly to Membership</b>	<i>Yes (6 per year)</i>	<i>Yes (4 per year)</i>	<i>Yes (2 per year)</i>	<i>Yes (1 per year)</i>	
<b>Communications Watch- Weekly “Continuing Education” based ( 45-50 times over course of year)</b>	<i>Logo Appears</i>	<i>Listed</i>			
<b>Career Center/ Job Openings (30-35 times throughout year)</b>	<i>Logo Appears</i>	<i>Logo Appears</i>			
<b>Save This Date (12-15 times throughout course of year- notification regarding important matters)</b>	<i>Logo Appears</i>	<i>Logo Appears</i>	<i>Listed</i>		
<b>Monthly Calendar-Schedule (12 times per year)</b>	<i>Logo Appears</i>	<i>Logo Appears</i>	<i>Logo Appears</i>	<i>Listed</i>	
<b>Monthly Board Membership Newsletter (12 times per year)</b>	<i>Logo Appears</i>	<i>Logo Appears</i>	<i>Logo Appears</i>	<i>Listed</i>	<i>Listed</i>
<b>CoSIDA News and Information (one blast per week on average)</b>	<i>Logo Appears</i>	<i>Logo Appears</i>	<i>Logo Appears</i>	<i>Logo Appears</i>	<i>Listed</i>
<b>“Communications Watch for Today’s AD” newsletter (monthly)</b>	<i>Logo Appears</i>	<i>Logo Appears</i>	<i>Logo Appears</i>	<i>Listed</i>	

<b>CONVENTION BASED INVENTORY</b>  (2012 St. Louis Convention)	<b>PLATINUM 22,500</b>	<b>DIAMOND 17,500</b>	<b>GOLD 12,500</b>	<b>SILVER 7,500</b>	<b>BRONZE 5,000</b>
<b>Official Luncheon or Social Event Sponsor Recognition &amp; Introduction</b>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
<b>Right To Address Group at Event –microphone</b>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>		
<b>Right to Make a short video presentation as part of opportunity to address the group</b>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>		
<b>Signage Banner in General Registration Area</b>	<i>Yes</i>	<i>Yes</i>			
<b>Signage In Room At Sponsored Event</b>	<i>Yes (front of room)</i>	<i>Yes (front of room)</i>	<i>Yes (front of room)</i>	<i>Yes (side wall)</i>	<i>Yes (side wall )</i>
<b>Signage In Exhibit Hall Area</b>	<i>Yes</i>	<i>Yes</i>			
<b>Signage in Entry Area for Sponsored Event</b>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
<b>Display Adv. and/or Logo in Official Program Distributed at Events</b>	<i>Yes (full page)</i>	<i>Yes (full page)</i>	<i>Yes (half page)</i>	<i>Yes (1/4 page)</i>	<i>Yes (1/4 page)</i>
<b>Registration Badges (comps)</b>	<i>3 comps</i>	<i>2 comps</i>	<i>2 comps</i>	<i>1 comp</i>	<i>1 comp</i>

<b>Exhibit Booth Size- Amount Comp or % Discount</b>	<i>Double size Comp</i>	<i>Single size comp</i>	<i>Single size Comp</i>	<i>50% disc. on single</i>	<i>33% discount on single</i>
<b>Premium Exhibit Booth Location</b>	<i>Yes</i>	<i>Yes</i>			
<b>Logo Printed on Registration Badge</b>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>		
<b>CONVENTION BASED INVENTORY (2012 Convention)</b>	<b>PLATINUM 22,500</b>	<b>DIAMOND 17,500</b>	<b>GOLD 12,500</b>	<b>SILVER 7,500</b>	<b>BRONZE 5,000</b>
<b>Listed in Registration Badge Program Insert</b>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
<b>Right to Provide Materials at Event</b>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>		
<b>Right to Provide Corporate Gift at Event</b>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
<b>Invitation to Private Dinner with Board of Directors</b>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
<b>Hotel In-room TV Channel Recognition (if granted by hotel)</b>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>

<b>ADDITIONAL INVENTORY</b> Full academic year					
<b>Right to Refer to Company as “Official CoSIDA Sponsor”</b>	<i>Yes</i>				
<b>Right for Company to use CoSIDA Logo on Website and Stationery</b>	<i>Yes</i>	<i>Yes</i>			
<b>Opportunity for “Official Supplier / Provider” Status by CoSIDA (if approved)</b>	<i>Yes- either</i>	<i>Yes- either</i>	<i>Yes- provider only</i>	<i>Yes- provider only</i>	
<b>Advertising Space and/or Logo in Annual Report/ Convention Review Publication (2012)</b>	<i>Yes (full page)</i>	<i>Yes (full page)</i>	<i>Yes (1/2 page)</i>	<i>Yes (1/4 page)</i>	<i>Yes (1/4 page)</i>