



*CEMA, the Corporate Event Marketing Association, is pleased to announce it's annual conference, CEMA Summit, July 19 – 21, 2009 at the Hard Rock Hotel in San Diego. CEMA welcomes over 200 senior level technology Event Marketing professionals who are responsible for strategy, management and measurement of their programs. **Sponsorship creates immediate impact and exposure to your clients and potentials clients.***

*Sponsorships are featured in the following categories: Content, Networking, Marketing and Educational. Custom sponsorships are also available.*

***Content Sponsorships:***

***David Meerman Scott, Marketing Strategist  
Author of "New Rules of Marketing and PR"***

One complimentary full conference registration – a \$1395 value  
Opportunity to show company video (Max 2 minutes)  
One-time sponsorship of CEMA monthly newsletter  
Logo in rotation on plasma screens throughout event  
One-month banner ad on CEMA web site  
Logo on CEMA web site  
**\$10K**

***Scott Miller, Corporate Strategist  
Author of "Underdog Advantage"***

One complimentary full conference registration – a \$1395 value  
Opportunity to show company video (Max 2 minutes)  
Logo in rotation on plasma screens throughout event  
Logo on CEMA web site  
**\$7500**

***Charisse Brown, CMO, Make a Wish Foundation***  
***“Life Changing Events”***

One complimentary full conference registration – a \$1395 value  
Opportunity to show company video (Max 2 minutes)  
Logo in rotation on plasma screens throughout event  
Logo on CEMA web site  
**\$7500**

***Tech Shoot Out – limited to 8 companies – 1 Available***

Opportunity to demo technology on main stage for 5 minutes  
Attendees vote for “best technology”  
Winner featured in CEMA press release  
Logo in rotation on plasma screens throughout event  
Logo on CEMA web site  
**\$5K**

***Networking Sponsorships:***

***Opening Receptions – Executive, VIP and Welcome - SOLD***

Exclusive sponsor of Executive Reception, VIP Reception (for first time attendees) and Welcome Reception for all attendees (two hours total) in the exclusive Sweetwater Saloon at Hard Rock Hotel  
Invitation for up to four members of your company to attend VIP reception – By Invitation Only event  
Two complimentary full conference registrations – a \$2790 value  
Two discounted full conference registrations at \$895 each – a \$1395 value  
Opportunity to introduce company during welcome reception (Max 3 minutes)  
One-time access to membership email list  
Two-time sponsorship of CEMA monthly newsletter  
Video (2 min) and Logo in rotation on plasma screens throughout event  
3-month banner ad on CEMA web site  
Logo on CEMA web site  
**\$25K**

***Night at Petco Park – San Diego Padres vs. Florida Marlins***

Exclusive sponsorship of Monday evening – Buffet dinner and Major League baseball game for all attendees on private rooftop terrace at Petco Park – across from Hard Rock Hotel  
Two complimentary full conference registrations – a \$2790 value  
Two discounted full conference registrations at \$895 each – a \$1395 value  
One-time access to membership email list  
One-time sponsorship of CEMA monthly newsletter  
Video (2 min) and Logo in rotation on plasma screens throughout event

3-month banner ad on CEMA web site  
Logo on CEMA web site  
**\$20K**

***CEMA-Palooza***

Exclusive sponsorship of Tuesday evening event – War Stories, Karaoke, Guitar Hero and Rock Band contest following dinner atop the Hard Rock Hotel

One complimentary full conference registrations – a \$1395 value  
Opportunity to introduce company during event (Max 3 minutes)  
One-time sponsorship of CEMA monthly newsletter  
Video (2 min) and Logo in rotation on plasma screens throughout event  
2-month banner ad on CEMA web site  
Logo on CEMA web site  
**\$10K**

***Dinner Sponsorship***

Co-sponsor of Tuesday evening dinner  
Opportunity to introduce your company during dinner (Max 3 minutes)  
One complimentary full conference registration – a \$1395 value  
Logo in rotation on plasma screens throughout event  
Logo on CEMA web site  
**\$7500**

***Roundtable Reception – limited to 8 companies – 2 Available***

Opportunity to host attendees in “speed dating” format  
One complimentary full conference registration – a \$1395 value  
Logo in rotation on plasma screens throughout event  
Logo on CEMA web site  
**\$7500**

***Networking Luncheon – SOLD***

Co-sponsor of Monday or Tuesday luncheon  
Opportunity to introduce your company during luncheon (Max 3 minutes)  
One complimentary full conference registration – a \$1395 value  
Logo in rotation on plasma screens throughout event  
Logo on CEMA web site  
**\$5K**

*Marketing Sponsorships:*

***Attendee Room Drop – 2 AVAILABLE***

Exclusive opportunity for customized room drop to attendees  
Logo in rotation on plasma screens throughout event  
Logo on CEMA web site  
**\$4500**

***Attendee Lanyards - SOLD***

Exclusive sponsor of attendee lanyards branded with company logo  
Logo in rotation on plasma screens throughout event  
Logo on CEMA web site  
**\$7500**

***Attendee Notebooks***

Exclusive sponsor of attendee notebook branded with company logo  
Logo in rotation on plasma screens throughout event  
Logo on CEMA web site  
**\$7500**

*Educational Sponsorships:*

***CEMA Summit Scholarship and Membership***

Full conference registration for client-side Event Marketer – a \$200 savings off registration  
CEMA Membership for Corporate Event Marketer through January 2010 – a \$295 value  
Sponsoring company receives recognition on CEMA web site  
Great opportunity to spend time with clients or potential customers!  
**\$1095**

If you are interested in discussing opportunities or custom sponsorships, please contact Erika Brunke, Executive Director at [Erika@CEMAonline.com](mailto:Erika@CEMAonline.com) or 512-310-8330. Conference registration is now OPEN. Confirm early and take advantage of maximum exposure for your sponsorship. Additional information regarding CEMA is available by visiting <http://www.cemaonline.com>

*Revised: June 1, 2009*