

# DOCUMENT

STRATEGY • FORUM

OCTOBER 29-31, 2012

HYATT REGENCY • GREENWICH • CT

[www.DOCUMENTstrategyForum.com](http://www.DOCUMENTstrategyForum.com)



**BECOME ONE** With Your Customer Communication...



2012 marketing and promotions portfolio

CORPORATE SPONSORSHIP PROGRAMS • ON-SITE SPONSORSHIPS • SHOW DIRECTORY ADVERTISING  
VENDOR SHOWCASE SESSION • VIP DELIVERY PROGRAM • EXHIBITOR FOOD & BEVERAGE PACKAGE

## Marketing & Promotions Overview

As an exhibiting partner at the upcoming DOCUMENT Strategy Forum, you are presented with a variety of marketing and promotion opportunities that can help position your company **Before, During** and **After** the show as a leader in the transactional document industry.

Recent studies have shown that trade shows are the most effective marketing tool for generating sales leads, taking orders, introducing new products/services, promoting company/brand awareness and entering new markets. In addition, studies have shown that leveraging the various marketing and promotion outlets trade shows provide can increase show performance by as much as 33%.

As you review the various opportunities that are available to you, please keep in mind that we do include (free of charge) many of those proven marketing tools in your exhibitor package already such as:

- Company Listing with Logo Link on [www.DOCUMENTstrategyForum.com](http://www.DOCUMENTstrategyForum.com)
- Company Listing with Logo in Show Directory
- One-time use of Pre & Post-Show Attendee Lists
- Participation in VIP Delivery Program - invite your best customers/clients to be your guest and provide them with a 20% conference discount

In addition, we offer a wide variety of other strategic marketing and sponsorship opportunities such as Corporate **Sponsorship Programs, On-Site Sponsorship Opportunities, Show Directory Advertising, Vendor Showcase Sessions, VIP Delivery Program** and **Exhibitor Food & Beverage Packages.**

**It's all about our mission of positioning the right company, in front of the right attendee, the right way!**

If you have any questions or would like to discuss any opportunity not listed, please don't hesitate to **call us at 203.378.4991.**

We look forward to building an event the transactional document industry can be proud of!

Sincerely,



**Joel Dunkel**  
PRESIDENT  
EVENTEVOLUTION MANAGEMENT INC  
[jdunkel@eventevolution.com](mailto:jdunkel@eventevolution.com)



**Advertising improves show brand awareness up to 46% and on-site promotional opportunities increase brand awareness up to 104%!**

\* Source: Center for Exhibition Research (CEIR)



**BECOME ONE** With Your Customer Communication...

## Corporate Sponsorship Program

**DOCUMENT Strategy Forum** has created a unique corporate sponsorship program that goes beyond the traditional trade show sponsorship formula. Built on providing companies with “exclusivity” based on industry categories they serve, these strategic sponsorships present your company with a true leadership platform in the transactional document industry.

By leveraging a wide-variety of strategic market access points, **DOCUMENT Strategy Forum Corporate Sponsorships** will set you apart from the competition via an all-encompassing marketing program. From pre-event editorial and promotion to speaking and exhibiting at the forum, your company will generate a tremendous amount of industry exposure Pre-Show, On-Site and Post-Show. Plus, all sponsorships carry a first-right-of-refusal for the following year’s event.

**CORPORATE SPONSORSHIP AGREEMENT** (please select the category you would like to sponsor)

- Outsourcing     Content     Production     Transactional     Archiving  
 Strategy     Form     Delivery     Remittance     Imaging

**OFFICIAL CORPORATE SPONSOR - \$15,000.00** (includes one 10’ x 10’ booth)

*Note: A 20% discount will be applied if interested in sponsoring multiple categories.*

**PRE-EVENT MARKETING**

- Corporate logo featured on all marketing materials (over 400,000 targeted impressions)
- Targeted partner email campaigns (10,000 pre-qualified opt-in email addresses)
- Partner logo prominently positioned with supporting copy on [www.DOCUMENTstrategyForum.com](http://www.DOCUMENTstrategyForum.com)
- 2X use of pre-registration list

**ON-SITE MARKETING**

- One 10’x10’ booth on the exhibit floor (additional booths at \$3,900 per 10’ x 10’)
- Full page, 4/C advertisement in the Show Directory (a \$2,500.00 value)
- Corporate logo featured on all on-site signage
- 10 VIP Guest Conference Passes (\$1,195.00 value per attendee)

**POST-EVENT MARKETING**

- 2X use of the post-registration list
- Post-show editorial coverage in *DOCUMENT* magazine

**RESERVATION FORM**

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

We understand that this contract shall be legally binding between EventEvolution Management Inc. and the sponsor only upon acceptance in writing by EventEvolution Management Inc. The performance of this Agreement is subject to termination without liability upon the occurrence of any circumstance beyond the control of either party – such as acts of God, war, government regulations, disaster, strikes (except those involving the employees or agents of the party seeking the protection of this clause), civil disorder, curtailment of transportation facilities or cancellation of the event. We also understand that any change in the information in the contract must be made in writing. Sponsor payments are due 50% non-refundable with signed contract and with balance due 90 days prior to event.

SIGN HERE \_\_\_\_\_  
 Authorized Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

**PLEASE COMPLETE AND MAIL WITH PAYMENT TO:**

EventEvolution Management Inc  
 1450 Barnum Avenue, Suite 204 • Bridgeport, CT 06610  
 Tel: 203.378.4991 • Fax: 203.378.9474





## Official Show Directory Advertising

Research shows that over 60% of event attendees refer to their Show Directory as a buying resource **after** the event is over and they're back in the office.

The **DOCUMENT Strategy Forum Show Directory** is distributed on-site to all attendees, speakers and exhibitors. It contains detailed company and contact information for all participating exhibitors as well as complete conference and special event information.

### ADVERTISING POSITIONS (please check)

- Full Page, 4/C ..... \$1,500
- Full Page, B/W ..... \$1,250
- Half Page, 4/C ..... \$950
- Half Page, B/W ..... \$850
- Belly Band Wrap ..... \$2,500

### CLOSING DATES:

**Reservations Due:** September 16, 2012

**Materials Due:** September 23, 2012

### SPECIFICATIONS:

**DIGITAL:** Files accepted Photoshop, Illustrator, Pagemaker or PDF (Press Optimized, CMYK with all fonts and images embedded) MAC platform preferred all support files, fonts and images must be sent with files.

**TRIM SIZE:** 6" x 11"

**LIVE AREA:** Hold image 3/8" from trim

**FULL PAGE w/BLEED:** 6.25" x 10.75"

**HALF PAGE w/BLEED:** 6.25" x 5.125"

**PROOFS:** Supply a matchprint with all ads. If color matching is not a concern, submit a laser copy.

### RESERVATION FORM

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

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SIGN HERE \_\_\_\_\_  
 Authorized Signature Title Date

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## Vendor Showcase Session

**DOCUMENT Strategy Forum** is proud to introduce our Vendor Showcase Session program. These 30 minutes sessions will take place on the Show Floor in our Special Events area during designated times when the exhibit hall is open. Each session will be promoted as a “Free” Special Event that is open to all registered attendees.

Your company’s name and logo with a 50-75 word session description of the session will be promoted in all marketing materials including direct mail, web site, trade ads and other marketing used to promote the forum. It’s the perfect vehicle for introducing a new product and/or service or if you just want to separate yourself from the crowd.

*Note: We will provide an LCD projector, podium with audio and screen.*

### VENDOR SHOWCASE SESSION ..... \$500 PER SESSION

\*Limit one per company

#### Tuesday, October 30, 2012

- 2:45pm – 3:15pm
- 3:30pm – 4:00pm
- 4:15pm – 5:00pm

#### Thursday, October 31, 2012

- 11:15am – 11:45am
- 12:00am – 12:30am
- 12:45am – 1:15am

Vendor Showcase Sessions are sold on a first-come, first-serve basis. In order to guarantee your session will be promoted in all of our marketing materials, reservations must be received by July 31, 2012. Please check-off the session time you prefer and fax back the reservation form to 203.378.9474.

### RESERVATION FORM

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

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SIGN HERE \_\_\_\_\_

Authorized Signature

Title

Date

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## Exhibitor Food & Beverage Package

As an exhibiting partner at **DOCUMENT Strategy Forum**, you are presented with a variety of opportunities to network with attendees and fellow exhibitors throughout the forum.

If you would like to join attendees, speakers and other invited guests at the Opening Day Keynote Luncheon, please fill out the form below and fax back to 203.378.9474 no later than October 7, 2012.

### EXHIBITOR FOOD & BEVERAGE PACKAGE ..... \$75.00/PERSON

*(includes seating at all food functions)*

#### RESERVATION FORM

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

#### PAYMENT INFORMATION

The following credit cards will be accepted: *(please check one)*

AMEX    VISA    MASTERCARD

CREDIT CARD # \_\_\_\_\_ EXPIRATION DATE (month/year) \_\_\_\_\_

CARDHOLDER SIGNATURE \_\_\_\_\_

CARDHOLDER NAME (please print) \_\_\_\_\_

CARDHOLDER BILLING ADDRESS (if different from above) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_



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# VIP Delivery Program

If you could hand pick Transactional Document professionals from some of the top companies in the world and personally invite them to visit you at **DOCUMENT Strategy Forum**, at no cost to you or them... would you do it? Guess what, now you can with the **DOCUMENT Strategy Forum VIP Delivery Program!**

This one-of-a-kind program is absolutely **FREE** to our exhibiting partners and provides you with a unique marketing tool that goes beyond the traditional mass mailing of invitations. We will handle all costs associated with the printing and mailing of the **VIP Invitations**. Here is how it works!

First, you can provide us with a list of your top clients/customers or potential clients/customers (up to 500 names) you would like to invite to **DOCUMENT Strategy Forum** as your personal guest. They will each be sent a personalized invitation featuring your logo offering a 20% VIP conference discount (up to \$400 off) to attend the conference as well as a free pass to visit you in the exhibit hall. All compliments of your company.

Second, you have the ability to hand pick readers from the confidential database of **DOCUMENT** magazine. You'll get to choose individual readers who specifically fit your ideal customer profile by identifying certain demographic criteria listed below. Once you've selected your ideal profile, we will pull the list and send each a **VIP Invitation featuring your logo**.

**Here's the best part!** If your invited guest registers for our Platinum Package the conference, **DOCUMENT Strategy Forum** will cover one nights' stay at the **Hyatt Regency Greenwich**. It's our way of making sure we deliver the right attendee, the right way!

You can send us your list, build your own from the confidential database of **DOCUMENT** magazine by selecting from the criteria below or participate both ways. All lists will be handled by a third-party bonded mail house. Complete the information below and email: [jdunkel@eventevolution.com](mailto:jdunkel@eventevolution.com) or fax back to: 203.378.9474. To participate in the VIP Delivery Program, all mailing lists and submission forms must be received by **September 2, 2012**.

## 1. Primary business you are most interested in? (check all that apply)

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Communication        | <input type="checkbox"/> Government (State or Local) | <input type="checkbox"/> Pharmaceutical                  |
| <input type="checkbox"/> Consultant Firm      | <input type="checkbox"/> Healthcare/Medical          | <input type="checkbox"/> Print/Mail/Web Service Provider |
| <input type="checkbox"/> Education            | <input type="checkbox"/> Insurance                   | <input type="checkbox"/> Securities/Brokerage            |
| <input type="checkbox"/> Entertainment        | <input type="checkbox"/> Legal                       | <input type="checkbox"/> Utilities/Energy                |
| <input type="checkbox"/> Financial            | <input type="checkbox"/> Manufacturing               | <input type="checkbox"/> Utilities/Energy                |
| <input type="checkbox"/> Government (Federal) | <input type="checkbox"/> Non-Profit                  | <input type="checkbox"/> Wholesale/Retail                |

## 2. Primary area of responsibility? (check all that apply)

- Content/Form (Content Management, Data Capture, ECM, Scanning/OCR, Form Creation)
- Production/Delivery (Printing, Mailing, Print Stream, Online Document, Delivery)
- Transaction/Remittance (EBPP, EIPP, Payments)
- Archiving/Imaging (Document Destruction, Records Management, Storage)
- Management/Strategy (BPM, Disaster Recovery, Systems Integration, Workflow)

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

