

HEDNA 2007 Sponsorship Opportunities

For the first time this year HEDNA is giving you a chance to plan out your sponsorships for both conferences!



Sunday, 20 May - Tuesday, 22 May
The Burlington • Dublin, Ireland

Monday, 3 December - Wednesday, 5 December
Pointe South Mountain Resort
Phoenix, Arizona USA

Conference Partners

May in Dublin: \$15,000 USD
December in Phoenix: \$15,000 USD
Buy both and save: \$27,500 USD

- Dedicated meeting space for your company to greet clients. (HEDNA event staff will organize room assignments with the hotel).
- Logo displayed on all conference promotional materials as well as on General Session big screen throughout event
- Two (2) complimentary Conference registrations (value: \$1,790 USD)
- Full-page advertisement in the On-Site Guide program
- Company name and logo (with web site link) posted on Conference information page of HEDNA.org
- Marketing literature to be included in attendee registration packets
- Sponsor badge ribbons for each company attendee

Opening Reception

Sunday (Dublin) & Monday (Phoenix)

May in Dublin: \$6,000 USD
December in Phoenix: \$6,000 USD
Buy both and save: \$10,500 USD

Evening Reception

Monday (Dublin) & Tuesday (Phoenix)

May in Dublin: \$6,000 USD
December in Phoenix: \$6,000 USD
Buy both and save: \$10,500 USD

- Welcome table at the entrance to event room
- ½ page advertisement in the On-Site Guide program
- Company name and logo (with web site link) posted on Conference information page of HEDNA.org
- Promotional banner on Conference information page of HEDNA.org
- Marketing literature to be included in attendee registration packets
- Logo displayed on General Session big screen throughout event
- Sponsor badge ribbons for each company attendee



Call +1 703 970-2064
or info@hedna.org to
become a 2007 HEDNA
Conference sponsor.



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Sponsorship Benefits

All sponsorships include the following benefits:

- ½ page advertisement in the On-Site Guide program
- Company name and logo (with web site link) posted on Conference information page of HEDNA.org
- Marketing literature to be included in attendee registration packets
- Logo displayed on General Session big screen throughout event
- Sponsor badge ribbons for each company attendee

Continental Breakfasts

Monday/Tuesday (Dublin) & Tuesday/Wednesday (Phoenix)

Help delegates start their day with a hot cup of coffee or tea and a fresh pastry or croissant. Sponsors of the Continental Breakfast are the first name to greet delegates before they attend the day's sessions. A welcome table is available during this function for your organization to display materials and greet delegates.

1st day (Dublin): \$3,500 USD
1st day (Phoenix): \$3,500 USD
Buy both and save: \$6,500 USD

2nd day (Dublin): \$3,500 USD
2nd day (Phoenix): \$3,500 USD
Buy both and save: \$6,500 USD

Conference Luncheons

2 available at each conference

Monday/Tuesday (Dublin) & Tuesday/Wednesday (Phoenix)

Delegates look forward to the conference luncheons. Each dining table will feature the sponsoring company's name, logo and marketing piece (optional). A welcome table is available during this function for your organization to display materials and greet delegates.

1st day (Dublin): \$4,500 USD
1st day (Phoenix): \$4,500 USD
Buy both and save: \$8,000 USD

2nd day (Dublin): \$4,500 USD
2nd day (Phoenix): \$4,500 USD
Buy both and save: \$8,000 USD

Networking Breaks

3 available at each conference

Monday morning/afternoon or Tuesday afternoon (Dublin); Tuesday morning/ afternoon, Wednesday afternoon (Phoenix)

A great value! Sponsoring these refreshment breaks is an economical opportunity to put your company's name in front of the delegates throughout the conference program. A welcome table is available during this function for your company to display materials and greet delegates.

Morning

1st day (Dublin): \$3,000 USD
1st day (Phoenix): \$3,000 USD

Afternoon

1st day (Dublin): \$3,000 USD
1st day (Phoenix): \$3,000 USD
2nd day (Dublin): \$3,000 USD
2nd day (Phoenix): \$3,000 USD

Buy for each conference and save: \$5,500 USD



WiFi

Attendees see your company name and logo prominently displayed on the computer screen as they check their email messages. Signage will be placed through out the meeting area about WiFi.

May in Dublin: \$7,500 USD

December in Phoenix: \$7,500 USD

Buy both and save: \$12,500 USD

Retractable Badge Reels

A new style this year - your logo on the badge holder that has a 30" retractable cord that holds the badge! Sponsorship of this item translates into maximum name exposure throughout the entire conference!

May in Dublin: \$4,000 USD

December in Phoenix: \$4,000 USD

Buy both and save: \$7,500 USD

Hotel Key Cards

Attendees will enter their guest room using a hotel key card featuring your company name and logo along with a brief message.

May in Dublin: \$4,000 USD

December in Phoenix: \$4,000 USD

Buy both and save: \$7,500 USD

Conference Portfolios

New style available!

Make a lasting impression. All delegates will receive one to carry their conference materials throughout the conference. New this year is a canvas zipped 'briefcase' style. Your logo will be prominently displayed on one side of the portfolio with the HEDNA logo on the other side. A variety of colors are available.

May in Dublin: \$4,500 USD

December in Phoenix: \$4,500 USD

Buy both and save: \$8,000 USD

Sunglass Holder

Want something attendees will use over and over again? This colorful soft-support sunglass holder will be a big hit and sure to travel home with every attendee. It has a durable clip to that easily attaches to backpacks, golf bags, you name it! Your company name and logo will be featured along with the HEDNA logo and dates of the conference. This will go quickly!

May in Dublin: \$3,500 USD

December in Phoenix: \$3,500 USD

Buy both and save: \$6,000 USD

General Session Notepads & Pens

Always a favorite with attendees – this is an effective yet inexpensive way to get your company name in front of the conference delegates. One is given to each attendee at the conference.

May in Dublin: \$4,000 USD

December in Phoenix: \$4,000 USD

Buy both and save: \$7,500 USD

On-Site Guide Advertisements

An advertisement in the On-Site Guide program is an ideal way to show your support of HEDNA and let others know about your company. Don't be left out of the On-Site Guide...take advantage of this valuable opportunity!

Exclusive Sponsorships Ads:

Foldout, Two-Page, B/W: \$2000 USD

Back Cover, Color: \$2000 USD

Inside Front, Color: \$1500 USD

Inside Back Cover, Color: \$1500 USD

Inside Full-Page, B/W: \$750 USD

Inside Half-Page, B/W: \$500 USD

Save 10% by booking and paying for both 2007 conference ads!

HEDNA 2007 Sponsorship Agreement

Sponsorships	May - Dublin	December - Phoenix	Both Conferences	TOTAL
Conference Partners	<input type="checkbox"/> 15,000 USD	<input type="checkbox"/> 15,000 USD	<input type="checkbox"/> 27,500 USD	
Opening Reception	<input type="checkbox"/> 6,000 USD	<input type="checkbox"/> 6,000 USD	<input type="checkbox"/> 10,500 USD	
Evening Reception	<input type="checkbox"/> 6,000 USD	<input type="checkbox"/> 6,000 USD	<input type="checkbox"/> 10,500 USD	
Continental Breakfast (1 st Day)	<input type="checkbox"/> 3500 USD	<input type="checkbox"/> 3500 USD	<input type="checkbox"/> 6500 USD	
Continental Breakfast (2 nd Day)	<input type="checkbox"/> 3500 USD	<input type="checkbox"/> 3500 USD	<input type="checkbox"/> 6500 USD	
Conference Luncheon (1 st Day)	<input type="checkbox"/> 4500 USD	<input type="checkbox"/> 4500 USD	<input type="checkbox"/> 8000 USD	
Conference Luncheon (2 nd Day)	<input type="checkbox"/> 4500 USD	<input type="checkbox"/> 4500 USD	<input type="checkbox"/> 8000 USD	
Networking Break (1 st Morning)	<input type="checkbox"/> 3000 USD	<input type="checkbox"/> 3000 USD	<input type="checkbox"/> 5500 USD	
Networking Break (1 st Afternoon)	<input type="checkbox"/> 3000 USD	<input type="checkbox"/> 3000 USD	<input type="checkbox"/> 5500 USD	
Networking Break (2 nd Afternoon)	<input type="checkbox"/> 3000 USD	<input type="checkbox"/> 3000 USD	<input type="checkbox"/> 5500 USD	
WiFi	<input type="checkbox"/> 7500 USD	<input type="checkbox"/> 7500 USD	<input type="checkbox"/> 12,500 USD	
NEW! Retractable Badge Reels	<input type="checkbox"/> 4000 USD	<input type="checkbox"/> 4000 USD	<input type="checkbox"/> 7500 USD	
Hotel Key Cards	<input type="checkbox"/> 4000 USD	<input type="checkbox"/> 4000 USD	<input type="checkbox"/> 7500 USD	
Conference Portfolios	<input type="checkbox"/> 4500 USD	<input type="checkbox"/> 4500 USD	<input type="checkbox"/> 8000 USD	
NEW! Sunglass Holder	<input type="checkbox"/> 3500 USD	<input type="checkbox"/> 3500 USD	<input type="checkbox"/> 6000 USD	
General Session Notepads & Pens	<input type="checkbox"/> 4000 USD	<input type="checkbox"/> 4000 USD	<input type="checkbox"/> 7500 USD	
On-Site Guide Advertisements				
Fold-Out, Two-Page, B/W Ad	<input type="checkbox"/> 2000 USD	<input type="checkbox"/> 2000 USD	<input type="checkbox"/> 3600 USD	
Back Cover, Color Ad	<input type="checkbox"/> 2000 USD	<input type="checkbox"/> 2000 USD	<input type="checkbox"/> 3600 USD	
Inside Front Cover, Color Ad	<input type="checkbox"/> 1500 USD	<input type="checkbox"/> 1500 USD	<input type="checkbox"/> 2700 USD	
Inside Back Cover, Color Ad	<input type="checkbox"/> 1500 USD	<input type="checkbox"/> 1500 USD	<input type="checkbox"/> 2700 USD	
Inside Full-Page, B/W Ad	<input type="checkbox"/> 750 USD	<input type="checkbox"/> 750 USD	<input type="checkbox"/> 1350 USD	
Inside Half-Page, B/W Ad	<input type="checkbox"/> 500 USD	<input type="checkbox"/> 500 USD	<input type="checkbox"/> 900 USD	
TOTAL SPONSORSHIP =				

Sponsor Information

Company _____

Name _____

Title _____ E-mail _____

Address _____

City/State or Province _____ Zip /Postal Code/Country _____

Telephone with Extension _____ Fax _____

Complimentary Registration:

Name # 1 for Conference Sponsorship _____ E-mail _____

Name # 2 for Conference Sponsorship _____ E-mail _____

Method of Payment (Please enclose)

Check: Payable to HEDNA in U.S. dollars drawn on a U.S. bank

Credit Card: MasterCard VISA American Express

Credit Card Number _____ Exp. Date _____

Print Cardholder Name (Required) _____

Cardholder Signature (Required) _____

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