

Sponsorship Contract

SLA 2010 Annual Conference • 13 – 16 June 2010
New Orleans, L. A. USA

Principal Contact (please complete)

Name: _____		
Company: _____		
Address: _____		
City: _____	State: _____	Zip Code: _____
Tel: () _____		Fax () _____
E-Mail: _____		

As SLA enters the "Southern and Soulful City" of New Orleans to hold its 2010 Annual Conference & INFO-EXPO at the Ernest N. Morial Convention Center and we do not want our vendor community to miss out. The theme for the 2010 conference is "Entering SLA's Next Century: Let the Good Times Roll!" We want to give our vendors the exposure that they need to stand out in 2010. Sponsoring many of our significant events and activities at conference will surely give you access to key decision makers in the information industry. Please be sure to visit www.sla.org/sponsorships for more details on sponsorships and to see the additional opportunities available to you, our partner, to advance the profession into the next century.

Sponsorship Items

<p>SLA 2010 Major Conference Partner \$27,000 To qualify for this opportunity major partners will pay the sponsorship fee of \$27,000, sponsor 5 or more SLA HQ events and participate in the President's Circle program. Total commitment must exceed \$100,000.</p> <p>Food & Beverage Events:</p> <table style="width: 100%;"> <tr><td>Luncheon</td><td style="text-align: right;">\$10,000</td></tr> <tr><td>SLA Awards and Leadership Reception</td><td style="text-align: right;">\$15,000</td></tr> <tr><td>Refreshment Break</td><td style="text-align: right;">\$12,000</td></tr> <tr><td>First-time Attendees Reception</td><td style="text-align: right;">\$8,000*</td></tr> <tr><td>Coffee Breaks</td><td style="text-align: right;">\$6,000</td></tr> <tr><td>Closing Reception</td><td style="text-align: right;">\$15,000</td></tr> </table> <p>Attendee Services</p> <table style="width: 100%;"> <tr><td>Wireless Access in Convention Center</td><td style="text-align: right;">\$15,000*</td></tr> <tr><td>Registration</td><td style="text-align: right;">\$10,000*</td></tr> <tr><td>Cyber Connection</td><td style="text-align: right;">\$15,000*</td></tr> <tr><td>INFO EXPO Guide</td><td style="text-align: right;">\$12,000*</td></tr> <tr><td>City Tour</td><td style="text-align: right;">\$4,000</td></tr> <tr><td>Relaxation Station</td><td style="text-align: right;">\$12,000*</td></tr> <tr><td>Lanyards</td><td style="text-align: right;">\$10,000*</td></tr> <tr><td>ExpoCards</td><td style="text-align: right;">\$6,000*</td></tr> <tr><td>Pocket Program Guide</td><td style="text-align: right;">\$12,000</td></tr> <tr><td>SLA Market Place</td><td style="text-align: right;">\$15,000*</td></tr> <tr><td>Conference Information Booth</td><td style="text-align: right;">\$3,500*</td></tr> </table>	Luncheon	\$10,000	SLA Awards and Leadership Reception	\$15,000	Refreshment Break	\$12,000	First-time Attendees Reception	\$8,000*	Coffee Breaks	\$6,000	Closing Reception	\$15,000	Wireless Access in Convention Center	\$15,000*	Registration	\$10,000*	Cyber Connection	\$15,000*	INFO EXPO Guide	\$12,000*	City Tour	\$4,000	Relaxation Station	\$12,000*	Lanyards	\$10,000*	ExpoCards	\$6,000*	Pocket Program Guide	\$12,000	SLA Market Place	\$15,000*	Conference Information Booth	\$3,500*	<p>Meetings & Sessions</p> <table style="width: 100%;"> <tr><td>Leadership Development Institute</td><td style="text-align: right;">\$8,000*</td></tr> <tr><td>Division Welcome Banners</td><td style="text-align: right;">\$5,000</td></tr> <tr><td>Division Cabinet Meeting</td><td style="text-align: right;">\$3,500*</td></tr> <tr><td>Chapter Cabinet Meeting</td><td style="text-align: right;">\$3,500*</td></tr> <tr><td>SLA Board of Directors Meetings</td><td style="text-align: right;">\$3,500*</td></tr> <tr><td>Educational Session Host/CE Courses</td><td style="text-align: right;">\$3,500</td></tr> <tr><td>SLA Career Center</td><td style="text-align: right;">\$3,500*</td></tr> <tr><td>Hot Topics Series</td><td style="text-align: right;">\$8,000</td></tr> <tr><td>President's Session</td><td style="text-align: right;">\$3,000*</td></tr> </table> <p>Web & Newsletters</p> <table style="width: 100%;"> <tr><td>On-line Conference Planner</td><td style="text-align: right;">\$8,000</td></tr> <tr><td>SLA 2010 Conference Webpage</td><td style="text-align: right;">\$3,500</td></tr> <tr><td>SLA Conference Blog</td><td style="text-align: right;">\$6,000*</td></tr> </table> <p>* Exclusive sponsorships</p>	Leadership Development Institute	\$8,000*	Division Welcome Banners	\$5,000	Division Cabinet Meeting	\$3,500*	Chapter Cabinet Meeting	\$3,500*	SLA Board of Directors Meetings	\$3,500*	Educational Session Host/CE Courses	\$3,500	SLA Career Center	\$3,500*	Hot Topics Series	\$8,000	President's Session	\$3,000*	On-line Conference Planner	\$8,000	SLA 2010 Conference Webpage	\$3,500	SLA Conference Blog	\$6,000*
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Please note that there may be additional costs to you for your premium items, shipping and production (if applicable).
Please visit www.sla.org/sponsorships for more details on sponsorships.

Sponsorship Total:

A la Carte Sponsorship Item (s)	Rate

Method of Payment

Total cost:	

Terms of Agreement:

This agreement is effective as of _____ (date) and shall remain effective until the "Event" ends on June 17, 2010. This agreement defines the terms under which SLA and _____ ("Sponsor") enter into a sponsorship agreement for the SLA 2010 Annual Conference.

Limited License:

SLA grants the Sponsor a limited license to use any of the artwork on the Event site for the purpose of promoting the Event and linking to the Event site. Sponsor grants SLA a limited license to use Sponsor's logo in conference promotional material and on the Event site.

Miscellaneous:

This Agreement shall become effective on the date signed below and will remain in effect until all responsibilities set out are fulfilled. The parties acknowledge that they will use their best good faith efforts to negotiate and resolve subsequent issues that may arise from this Agreement as a result of unforeseen occurrences and that may alter the conditions of this Agreement.

Cancellation Policy:

This agreement is effective as of the date signed below and shall remain effective until the Event ends on June 17, 2010 or until terminated by either party. All requests for refunds must be in writing, received, and confirmed by SLA 60 days prior to the event. Contracts cancelled up to 60 days of the event will not receive a refund. If sponsoring promotional items, once the contract is signed and the item is in production, there shall be no refunds. SLA may terminate this agreement at any time by notifying the sponsor in writing or by email. Upon such termination, SLA shall return to the Sponsor that portion of the Sponsorship fee pro-rated for the time remaining in the contract.

Signature

Date

Fax or mail completed contract and payment information to:

SLA, 331 South Patrick Street, Alexandria, VA 22314 USA * Tel: +1 (703) 647-4942 Fax +1 (703) 647-4901

Questions? Contact Stacey Bowers at +1(703) 647-4942 or SBowers@sla.org

Please see Sponsor Benefits on the back.

[Back of contract]

Sponsorship Benefits:

Supporting Sponsor \$2,000 - \$9,999

- Sponsor recognition on signage in 1-high traffic area (inclusion) at conference

Silver Sponsor: \$10,000 - \$29,999

- Sponsor recognition on signage in 1-high traffic area (inclusion) at conference
- Sponsor recognition on the SLA Conference Web page

Gold Sponsor: \$30,000 - \$59,999

- Sponsor recognition on signage in 1-high traffic area (inclusion) at conference
- Sponsor recognition on the SLA Conference Web page
- Sponsor recognition in the SLA Preliminary and Final Conference Program
- Preliminary Conference Mailing List

Platinum Sponsor: \$60,000 - \$99,999

- Sponsor recognition on signage in 1-high traffic area (inclusion)
- Sponsor recognition on the SLA Conference Web page
- Sponsor recognition in the SLA Preliminary and Final Conference Program
- Preliminary and Post Conference Mailing List
- Sponsor recognition at the General Sessions
- One SLA Sponsorship Ad in the SLA Preliminary and Final Conference Program

Major Conference Partner: \$100,000+ (recognized and positioned by commitment level)

- Major Partner recognition on the SLA Conference Web page
- Major Partner recognition in the SLA Preliminary and Final Conference Program
- Major Partner recognition at the General Sessions
- Major Partner recognition in all conference promotions

- Major Partner recognition in on-site signage
- Preliminary and Post Conference Mailing List
- SLA Major Partner Award (presented at the General Session)
- Signage in 3-high traffic areas
- Priority booth space at the SLA Annual Conference 2010 with the commitment of a 40 x 40 Booth
- Four tickets to the SLA Awards Reception
- One SLA Sponsorship Ad in the SLA Preliminary and Final Conference Program

Find other innovative ways to enhance your sponsorship levels:

- Sponsorship of the Keynote Speaker at the Opening or Closing General Sessions (price to be determined)
- Sponsor of conference Tote bags (highest visibility sponsorships)
- Exclusive Sponsor of the SLA Annual Conference Web page
- Prominent ad positions in Final Conference Program inside front and back cover placement
- Opportunity to hang banner or promotional signage in the registration area
- An approved 60 sec demo on the conference Web site streaming video server that will remain active Jan – June 2010 (sponsor to provide material)
- Company logo and write-up (50 words) in the Final Conference Program
- Be a member of the President's Circle
- Pocket Program Guide
- Map of Washington, D. C. distributed to attendees
- And much, much more.....Call us and we'll tailor a sponsorship just for your company.