

# VISIBILITY OPPORTUNITIES

AT THE

## IAHSP SYMPOSIUM

# 2007

EXHIBITS, SPONSORSHIPS & ADVERTISING GUIDE



JUNE 27-30, 2007 • NAVY PIER

# CHICAGO



# Platinum Level Sponsor (1 Available)

**\$11,000**

**E**ach year at our Annual ASP - IAHSF Convention Accredited Staging Professionals from all over the world gather for quality educational sessions and wonderful networking events. These ASP Home Staging Professionals share, learn, and grow to better serve their clients in communities around the globe. Your sponsorship dollars help us make this event a success year after year. Do not miss this opportunity to be the premier sponsor of this event.

## **SPONSOR RECEIVES:**

- 5 Complimentary Conference Registrations
- 1 Invitation to attend Barb Schwarz' honorary luncheon on the Odyssey cruise ship
- 10' x 20' Exhibit space with premier placement
- Premier web banner placement on conference home page and sponsor page (banner to be supplied by sponsor in approved format)
- Company logo on all event marketing material
- Company Banner displayed prominently (Provided by Sponsor in approved format)
- Full page ad in conference program
- Logo prominently displayed on selected event signage
- Insert of your choice included in conference bag
- Press release related to participation with option of quote from Barb
- Company name included in press releases related to the conference
- Scheduled private meeting with event management team during the conference
- Opportunity to provide opening welcome address for up to 5 minutes and introduce Barb at the start of the conference (not for use as a sales pitch)
- Company name/logo on conference materials listing sponsorship
- Recognition, logo, 150 word company description and link on conference website
- Full attendee list provided for pre and post conference mailings

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**SPONSORSHIP DEADLINE: MAY 15, 2007**

## Gold Level Sponsor (2 Available)

**\$9,500**

**E**ach year at our Annual ASP - IAHSF Convention Accredited Staging Professionals from all over the world gather for quality educational sessions and wonderful networking events. These ASP Home Staging Professionals share, learn, and grow to better serve their clients in communities around the globe. Your sponsorship dollars help us make this event a success year after year.

### **SPONSOR RECEIVES:**

- 4 Complimentary Conference Registrations
- 1 Invitation to attend Barb Schwarz' honorary luncheon on the Odyssey cruise ship
- 10' x 10' Exhibit space with premier placement
- Web banner placement on conference sponsor and home page (banner to be supplied by sponsor in approved format)
- Company logo on all event marketing material
- Company Banner displayed prominently (Provided by Sponsor in approved format)
- 1/2 page ad in conference program
- Logo prominently displayed on selected event signage
- Insert of your choice included in conference bag
- Press release related to participation with option of quote from Barb
- Company name included in press releases related to the conference
- Scheduled private meeting with event management team during the conference
- Opportunity to provide opening welcome address on day 2 or 3 of conference
- Company name/logo on conference materials listing sponsorship
- Recognition, logo, 100 word company description and link on conference website
- Full attendee list provided for pre and post conference mailings

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**SPONSORSHIP DEADLINE: MAY 15, 2007**

## Silver Level Sponsor (3 Available)

**\$8,900**

**E**ach year at our Annual ASP - IAHSPP Convention Accredited Staging Professionals from all over the world gather for quality educational sessions and wonderful networking events. These ASP Home Staging Professionals share, learn, and grow to better serve their clients in communities around the globe. Your sponsorship dollars help us make this event a success year after year.

### **SPONSOR RECEIVES:**

- 3 Complimentary Conference Registrations
- 1 Invitation to attend Barb Schwarz' honorary luncheon on the Odyssey cruise ship
- 10' x 10' Exhibit space
- Special recognition during day three 5:30-6:30 networking session featuring no-host bar
- Banner featured prominently during day three networking session (Provided by Sponsor in approved format)
- Web banner placement on conference sponsor page and home page (banner to be supplied by sponsor in approved format)
- Company logo on all event marketing material
- 1/4 page ad in conference program
- Logo prominently displayed on selected event signage
- Insert of your choice included in conference bag
- Press release related to participation
- Scheduled private meeting with event management team during the conference
- Company name/logo on conference materials listing sponsorship
- Recognition, logo, 75 word company description and link on conference website
- Attendee list provided for post conference mailings

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**SPONSORSHIP DEADLINE: MAY 15, 2007**

## **Bronze Level Sponsor (Luncheon Sponsor – 2 Available)**

**\$7,900**

### **BRONZE SPONSOR LUNCH DAY 1**

**L**unch is scheduled for 12:00-1:30 PM on the first day of the conference. This lunch is structured and will feature a short topic and discussion from Barb. Your sponsorship dollars will help us provide a plated lunch with nonalcoholic beverages.

### **SPONSOR RECEIVES:**

- 2 Complimentary Conference Registrations
- 1 Invitation to attend Barb Schwarz' honorary luncheon on the Odyssey cruise ship
- 10' x 10' Exhibit space
- Company Banner displayed during lunch (Provided by Sponsor in approved format)
- Opportunity to address lunch attendees for up to 5 minutes at beginning of lunch and an opportunity to introduce Barb and the lunch topic (not for use as a sales pitch)
- Company name/logo on conference materials listing sponsorship
- Mention on conference signage
- Distribution of company provided logo items to each seat prior to start of lunch
- Recognition, logo, 50 word company description and link on conference website

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**SPONSORSHIP DEADLINE: MAY 15, 2007**

## **Bronze Level Sponsor (Luncheon Sponsor – 2 Available)**

**\$7,900**

### **BRONZE SPONSOR LUNCH DAY 2**

**L**unch is scheduled for 12:00-1:30 PM on the second day of the conference. Your sponsorship dollars will help us provide a plated lunch with nonalcoholic beverages.

### **SPONSOR RECEIVES:**

- 2 Complimentary Conference Registrations
- 1 Invitation to attend Barb Schwarz' honorary luncheon on the Odyssey cruise ship
- 10' x 10' Exhibit space
- Company Banner displayed during lunch (Provided by Sponsor in approved format)
- Opportunity to address lunch attendees for up to 5 minutes at beginning of lunch (not for use as a sales pitch)
- Company name/logo on conference materials listing sponsorship
- Mention on conference signage
- Distribution of company provided logo items to each seat prior to start of lunch
- Recognition, logo, 50 word company description and link on conference website

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**SPONSORSHIP DEADLINE: MAY 15, 2007**

# Barb's Honorary Luncheon on the world famous Odyssey cruise ship

**\$6,000**

View the Skyline of Chicago from beautiful Lake Michigan as you take advantage of this unique opportunity to sponsor and co-host Barb's Honorary Luncheon on Tuesday, June 26. This luncheon will feature CEO, Barb Schwarz and will be attended by chapter presidents, speakers and committee members. Set aboard the world famous Odyssey cruise ship which departs from Navy Pier.

## **SPONSOR RECEIVES:**

- 2 Complimentary Conference Registrations
- 10' x 10' Exhibit space
- Company Banner displayed during lunch (Provided by Sponsor in approved format)
- Opportunity to address lunch attendees for up to 5 minutes at beginning of lunch and an opportunity to introduce Barb (not for use as a sales pitch)
- Company name/logo on conference materials listing sponsorship
- Mention on conference signage
- Distribution of company provided logo items to each seat prior to start of lunch
- Recognition, logo, 50 word company description and link on conference website

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**SPONSORSHIP DEADLINE: MAY 15, 2007**

# ASP Networking Event (1 Available)

**\$6,000**

**T**his reception is scheduled for 6:00-8:00 PM on the first night of the conference. This networking event allows attendees the opportunity to mingle, share the day's events and home staging experiences in a relaxed fun filled atmosphere. Your sponsorship dollars with help us provide Heavy Hors d'oeuvres.

## **SPONSOR RECEIVES:**

- 2 Complimentary Conference Registrations
- 10' x 10' Exhibit space
- Company Banner displayed during Reception (Provided by Sponsor in approved format)
- Opportunity to address reception attendees for up to 5 minutes during reception (not for use as a sales pitch)
- Company name/logo on conference materials listing sponsorship
- Mention on conference signage
- Distribution of company provided logo items during reception
- Recognition, logo, 50 word company description and link on conference website

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**SPONSORSHIP DEADLINE: MAY 15, 2007**

# Breakfast Sponsors

**\$5,000**

**C**ontinental Breakfasts are scheduled for each morning of the conference. They allow attendees the opportunity to network and get ready for the coming day. Your sponsorship dollars will help us provide light breakfast fare, coffee, tea and soft drinks.

## **SPONSOR RECEIVES:**

- 10' x 10' Exhibit space
- Company Banner displayed in breakfast area (Provided by Sponsor in approved format)
- Table tents, branded napkins and cups can be provided for sponsor at additional charge
- Company name/logo on conference materials listing sponsorship
- Distribution of company provided logo items during reception
- Recognition, logo, 25 word company description and link on conference website

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**SPONSORSHIP DEADLINE: MAY 15, 2007**

## Break Sponsors (2 Available)

**\$3,500**

### BREAK SPONSOR DAY 1

**B**reaks are scheduled during regular conference sessions. They allow attendees the opportunity for refreshment. Your sponsorship dollars with help us provide Coffee, Tea, Soft Drinks and Assorted Goodies

### SPONSOR RECEIVES:

- 10' x 10' Exhibit space
- Company Banner displayed during break (Provided by Sponsor in approved format)
- Table tents, branded napkins and cups can be provided for sponsor at additional charge
- Company name/logo on conference materials listing sponsorship
- Distribution of company provided logo items during reception
- Recognition, logo, 25 word company description and link on conference website

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**SPONSORSHIP DEADLINE: MAY 15, 2007**

## Break Sponsors (2 Available)

**\$3,500**

### BREAK SPONSOR DAY 2

**B**reaks are scheduled during regular conference sessions. They allow attendees the opportunity for refreshment. Your sponsorship dollars with help us provide Coffee, Tea, Soft Drinks and Assorted Goodies

### SPONSOR RECEIVES:

- 10' x 10' Exhibit space
- Company Banner displayed during break (Provided by Sponsor in approved format)
- Table tents, branded napkins and cups can be provided for sponsor at additional charge
- Company name/logo on conference materials listing sponsorship
- Distribution of company provided logo items during reception
- Recognition, logo, 25 word company description and link on conference website

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**SPONSORSHIP DEADLINE: MAY 15, 2007**

## Exhibitor (40 Available)

**\$795**

**M** eet new prospects, make sales and reconnect with existing buyers by exhibiting at this year's International Association of Home Staging Professionals Annual Convention. Be a part of the leading forum for Home Staging Professionals in the industry. The buying power of our attendees is unrivaled.

### EXHIBITOR RECEIVES:

- (1) 10' x 10' Exhibit Space
- Company name and link on conference website
- Company name & logo in program of events

*Exhibitors Please Note, Exhibit Space includes space only. Tables, chairs and electrical are not included but may be ordered from show services as needed.*

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**SPONSORSHIP DEADLINE: MAY 15, 2007**

# Advertising Options

## Prices Vary



any options are available to advertise in the program of events reaching over 250 industry professionals. All advertisements are full color.

## OPTIONS AVAILABLE INCLUDE:

- Full page inside of front cover \$1,000
- Full page back of program \$1,000
- Full page in program \$600
- 1/2 Page \$300
- 1/4 Page \$150

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**SPONSORSHIP DEADLINE: MAY 15, 2007**

# Business Directory Listing

**\$150**

**A** special section in the conference program, our business directory will reach 250 industry professionals. Your company, listed by state will have the opportunity to include important information for Staging professionals looking for goods and services.

## **LISTINGS INCLUDE:**

- Alpha listing by state
- Company name, address, contact information and website
- Opportunity to include a 150 word paragraph about your company

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**SPONSORSHIP DEADLINE: MAY 15, 2007**

# Registration Area Sponsor (1 Available)

**\$1,500**

**E**veryone must register; why not put your company on the front lines by sponsoring the registration area on the first day of the event. Your sponsorship dollars help us provide the staff to make all attendees feel welcome.

## **LISTINGS INCLUDE:**

- Exhibit space
- Company Banner displayed in the registration area (Provided by Sponsor in approved format)
- Company name and logo on special registration area signage
- Company name/logo on conference materials listing sponsorship
- Recognition, logo and link on conference website

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**SPONSORSHIP DEADLINE: MAY 15, 2007**

## Lanyard Sponsor (1 Available)

**\$750**

**E**veryone must register; why not put your company on the front lines by sponsoring the registration area on the first day of the event. Your sponsorship dollars help us provide the staff to make all attendees feel welcome.

### **LISTINGS INCLUDE:**

- Sole sponsorship secures lanyards with your camera-ready company logo and the conference logo.
- Each registered participant will receive a lanyard for displaying name badge.
- Company name and link on conference website

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**SPONSORSHIP DEADLINE: MAY 15, 2007**

## Portfolio Sponsor (1 Available)

**\$750**

**E**veryone must register; why not put your company on the front lines by sponsoring the registration area on the first day of the event. Your sponsorship dollars help us provide the staff to make all attendees feel welcome.

### **LISTINGS INCLUDE:**

- Sole sponsorship secures portfolio with your camera-ready company logo and the conference logo.
- Each registered participant will receive a portfolio for note taking during the conference. Sponsor may include logo pen for additional charge.
- Company name and link on conference website

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**SPONSORSHIP DEADLINE: MAY 15, 2007**

## Tote Bags (1 Available)

**\$1,500**

**E**veryone must register; why not put your company on the front lines by sponsoring the registration area on the first day of the event. Your sponsorship dollars help us provide the staff to make all attendees feel welcome.

### **LISTINGS INCLUDE:**

- Sole sponsorship secures tote bags with your camera-ready company logo and the conference logo.
- Each registered participant will receive a tote bag filled with sponsored literature, the conference program and more.
- Company name and link on conference website

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**SPONSORSHIP DEADLINE: MAY 15, 2007**

# Schedule of Events

## Early Events

**Tuesday, 26th:** **9 AM to 6:30 PM:** The ASP–IAHSP Convention Committees Preparation Day  
**5 to 6:30 PM:** IAHSP Chapter Leaders Meeting  
**11 AM to 2 PM:** Barb Schwarz Lunch Cruise of Honor for ASP Volunteers and IAHSP Leaders - INVITATION ONLY

## Convention Schedule: Wednesday - Saturday

**Wednesday, 27th:** **10 AM to 6 PM:** Vendor Fair  
Staging Fair w/ Vendor booths, workshops, and demonstrations

**Thursday, 28th:** **9 AM to 8 PM**  
**9 to noon:** Barb Schwarz Opening Session  
**Lunch Time / Free Time** Noon to 1:30 PM  
**1:30 to 5 PM:** Breakout Sessions  
**6 to 8 PM:** Networking ASP Mixer

**Friday, 29th:** **8:30 AM to 6:30 PM**  
**8:30 to noon:** Breakout Sessions  
**Lunch Time / Free Time** Noon to 1:30 PM  
**1:30 to 5:30 PM:** Meet the ASP/ASPM Pros  
**5:30 to 6:30 PM:** No Host Bar Networking Session  
**6:30 PM:** Free Evening to Shop and/or Network

**Saturday, 30th:** **8:30 AM to 11 PM**  
**8:30 to noon:** Breakout Sessions  
**Lunch Time / Free Time** Noon to 1:30 PM  
**1:30 to 3 PM:** Panel Discussion  
**3 to 5 PM:** Convention Closing Session with Barb Schwarz

## The ASP Roaring Twenties Chicago Ball

**6:00 to 7:30 PM:** Silent Auction and No Host Bar  
**7:30 to 11 PM:** ASP Roaring Twenties Chicago Ball  
*(Make sure to purchase your ticket ahead of time for the ASP Ball, \$49 per ticket)*

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**SPONSORSHIP DEADLINE: MAY 15, 2007**

# ASP 2007 IAHSP SYMPOSIUM

June 27-30 • Navy Pier • Chicago, IL

**C**heck your desired sponsorship opportunity below. Sponsorships are available on a first-come, first-served basis. For availability, please call Gina Vierra at Staged Homes.com at 800-392-7161 ext 113. Multiple item sponsorships and split sponsorships are available. Please call for more information.

## SPONSORSHIP LEVEL

Sponsorship Level \_\_\_\_\_ Price \$ \_\_\_\_\_

Sponsorship Level \_\_\_\_\_ Price \$ \_\_\_\_\_

Sponsorship Level \_\_\_\_\_ Price \$ \_\_\_\_\_

## SPONSORSHIP DEADLINE: MAY 15, 2007

*Print company information exactly as it should appear on sponsorship materials.*

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

Address \_\_\_\_\_

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

Company Phone Number \_\_\_\_\_ Fax \_\_\_\_\_

Company Web Site Address \_\_\_\_\_

Contact (*To receive all sponsor materials*) \_\_\_\_\_

Title \_\_\_\_\_

Contact Phone Number(s) \_\_\_\_\_ Fax \_\_\_\_\_

Contact E-mail \_\_\_\_\_

### **Full payment must accompany this Sponsorship Agreement.**

Please read Terms & Conditions on other side — signature required.

Make check payable to: IAHSP

Please reference on check: 2007 IAHSP Symposium

Credit card payment: See reverse side.

**Total Sponsorship Amount Enclosed \$** \_\_\_\_\_

## SPONSORSHIP AGREEMENT TERMS & CONDITIONS

Sponsorships are available on a first-come, first-served basis. StagedHomes.com will notify Signee in the event the sponsorship selected is unavailable. Signee agrees to pay amount indicated on previous page for sponsorship. Payment in full is due upon receipt of this contract.

StagedHomes.com reserves the right to withdraw the sponsorship if payment is not received within 10 business days of receipt of the signed contract. No refunds will be made after receipt of payment, except in cases where the selected sponsorship is unavailable. Acceptance of this application by StagedHomes.com constitutes a contract.

### The undersigned agrees to all Terms & Conditions as specified above.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Sign, complete payment information and mail or fax to: IAHSPP, Attn: Gina Vierra

c/o StagedHomes.com, 4807 Clayton Road, Suite 200 Concord, CA 94521 ; Fax: 925-686-6386

*Please keep a copy of this agreement for your records.*

## PAYMENT INFORMATION

Check enclosed (make check payable to IAHSPP)

Visa    Mastercard    American Express    Discover    Diners Club

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

*Note: Your Credit Card billing statement will show a charge from "StagedHomes.com"*

## COMPANY DESCRIPTION

Provide a description of your company's services applicable to specific level of sponsorship and/or the business directory listing purchased.

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## Instructions for submitting your company logo

All logo art should be submitted as Adobe Illustrator EPS files, version CS1 or lower. Logos should be submitted as one color—black. In addition, you may submit a full color logo, using process color (CMYK), which will be used where possible. Spot colors must be converted to process colors before submitting logo art. Logo art, with accompanying company name and contact information, may be sent on CD-ROM to IAHSPP Sponsor Logo Art, c/o dbp|chicago, 656 W. Randolph Street, Chicago, IL 60661, Attention: Aaron Weinstein. Or, you may e-mail your logo art as follows: Place the logo file inside a folder labeled IAHSPP Sponsor Logo Art. Use StuffIt or WinZip to compress and protect the file from corruption, and e-mail to design@dbpchicago.com with the subject "IAHSPP Sponsor Logo Art." If your logo is not available in Illustrator EPS format, please call for more information.

For more information regarding logo submissions, call  
Aaron Weinstein @ dbp|chicago 312-263-1569 x230  
656 W. Randolph Street, Chicago, IL 60661  
design@dbpchicago.com