



the association for integrated marketing

31st Annual Promotion Marketing Law Conference

**November 5-6, 2009
The Fairmont Chicago, Chicago, IL**

SPONSORSHIP OPPORTUNITIES

***Visibility & Recognition
Before, During & After
This Industry Must Attend Event***

***Reach Hundreds Of Top Legal
Professionals Serving Corporations,
Agencies, Media & Entertainment
Companies***

***Get Your Name Out In Front Of Decision-
Making Brand Marketers, Licensing
Directors, Event & Entertainment
Marketers.
Cover the Entire Spectrum Of Integrated
Marketing in One Single Step***

A Partial List Of Companies That Attended The Recent Law Conferences (revised)

20th Century Fox
ABC Entertainment
Abrahamson Group, PC
Academy Sports & Outdoors
Acxiom
Adi2ude, LLC
Advo, Inc.
Alberto-Culver Company
Allied Marketing Group, Inc.
Allstate Insurance Company
Alltel
Alpha Marketing
Alston & Bird, LLP
Amazon. com, Inc.
American Bar Association
America Online
American Express Incentive Services
American Express Travel Related Serv. Co. Inc.
American Greetings, Inc.
American Media, Inc.
American Sweepstakes & Fulfillment Co.
American Sweepstakes & Promotion Company
Anheuser-Busch Companies, Inc.
AOL, LLC.
Apple Computer, Inc.
Arby's Restaurant Group, Inc.
Archway Marketing Services
Arent Fox Kintner Plotkin & Kahn
Argosy's Empress Casino
Arnall Golden Gregory, LLP
Arnold & Porter
Arrowhead Promotion & Fulfillment Co.
Ascent Marketing Partners
Ashley Furniture Industries, Inc.
Aspen Marketing Services
ASU International, Inc.
AT&T Mobility
Atlanta Spirit, LLC
Avid Technology, Inc.
Axiom
Baker & McKenzie LLP
Bank of America
Bank of Montreal
Barnes & Thornburg LLP
B.A.R.C. Communications, Inc.
BBDO Detroit
Beam Global Spirits & Wine, Inc.
Beam Wine Estates
Beirsdorf, Inc.
Belin Lamson McCormick Zumbach Flynn
Bereskin & Parr
Bernard-Hertz-Bejot
Best Buy Company, Inc.
Best Western International, Inc.
Better Business Bureau
Big Communications
Bingham McCutchen LLP
Blake, Cassels & Graydon LLP
Blank Rome LLP
Blockbuster, Inc.
Blue Cross Blue Shield Association
BP America Inc.
BrandMovers
Briggs and Morgan
Brother International Corporation
Brunswick Bowling & Billiards
Bryan Cave LLP
Buena Vista Home Entertainment
Bunim Murray Productions, Inc.
Bureau of Consumer Protection
Burger King Corporation
Cabrera & Rico Attorneys At Law
Cadbury Adams
Cadbury Schweppes Americas Beverages
Cafémom
Cairncross & Hempelmann PS
Campbell Soup Company
Canon USA, Inc.
Career Sports & Entertainment, Inc.
Career Sports Management, Inc.
Carlson Marketing Group
Carnival Cruise Lines
Casino Windsor
Catalina Marketing Corporation
Catapult Marketing Network!

CBS Interactive, Inc.
Centra Marketing & Communications, LLC
Chicago Tribune
Chicago White Sox
Children's Advertising Review Unit (CARU)
Cingular Wireless
Cisco Systems, Inc.
Citicorp Credit Services, Inc.
Citigroup-Citi Cards
ClassicSports TV
Clear Channel Entertainment
CM Productions
CMD
CMI Marketing, Inc.
CMS, Inc.
Coca-Cola Company
Coca-Cola USA
Cobalt LLP
Cohen Silverman Rowan LLP
Cohn & Wolfe
Collier Shannon Scott, PLLC
Columbia Tristar Marketing Group, Inc.
Comcast Cable
Comcast Cable Communications Mgmt, LLC
Comcast Entertainment Group
Comcast Spotlight
Comedy Central
ConAgra Foods Retail
Constellation Wines US
Consumer Product Safety Commission
Consumer Protection Division
Continental Promotion Group, Inc.
Coors Brewing Company
Coty Inc.
COUNTRY Financial
Country Music Association-CMA
CPI Corp.
Cramer/Krasselt
Creatia Promotions
Creative Zing Promotion Group
DaimlerChrysler Financial
Daniel J. Edelman, Inc.
David C. Tintle & Associates, Inc.
Davis & Gilbert LLP
Davis Graham & Stubbs LLP
Davis Wright Tremaine LLP
Day Pitney LLP
Deeth Williams Wall LLP
Del Monte Foods
Dell Computer Corporation
Delta Airlines, Inc.
Denver Broncos
Department of Justice California
DHL&S Promo. Security & Authentication
Digitas, Inc.
DIRECTV, Inc.
Discovery Communications, Inc.
DLA Piper Rudnick Gray Cary US LLP
D.L. Blair, Inc.
D.L. Ryan Companies
Dollar Thrifty Automotive Group, Inc.
Don Jagoda Associates, Inc.
Dow, Lohnes & Albertson, PLLC
Draft, Inc.
Dreyer's Grand Ice Cream, Inc.
Drinker Biddle & Reath LLP
Dropcards, Inc.
Dubrow & Charne
Dunkin' Brands, Inc.
Dyson, Inc.
Eastman Kodak Company
Edelman
eDiets.com, Inc.
Education Management Corporation
Element 79 Partners LLC
Elser Interactive Solutions
Energizer
Energizer Holding Inc.
Energizer Personal Care
Enns & Archer LLP
Interactive Solutions Group, Inc.
Enterprise Rent-A-Car
Entertainment Marketing Group
Entertainment Publications
Entertainment Software Rating Board

EPI Inc.
ePrize, LLC
Equity Marketing, Inc.
ESPN
ESPN/ABC Sports CM&S
Essilor of America, Inc.
Eveready Battery Company, Inc.
Experian Interactive
Exposure Marketing, Inc.
Facebook, Inc.
Faegre & Benson, LLP
Federal Communications Commission
Federal Trade Commission
Field Fisher Waterhouse
Finnegan, Henderson, Farrabow, Garret
Fish & Richardson P.C.
Flair Communications
Florida Dept. of Agriculture
Fluke Corporation
Foley & Lardner LLP
Food Network
Fordham University
Fortune Brands, Inc.
Fox
Frankfurt Kurnit Klein & Selz
Fredrikson & Byron, P.A.
Freemantle Media North America, Inc.
Friedman Law Group, Ltd.
Frito-Lay, Inc.
Frost Brown Todd LLC
Gage
Gage Marketing Group-Minneapolis
GameSafe, Inc.
Gardner, Carton & Douglas
Geiger Donnelly Marketing LLC
General Electric Company
General Mills, Inc.
General Motors Corporation
Georgia-Pacific Corporation
GlaxoSmithKline
Global Fulfillment Services
GMR Marketing LLC
Goldberg, Kohen, Bell, Black, Rosenbloom
Gospel Publishing House
Gowling Lafleur Henderson LLP
Gray Cary Ware & Freidenrich LLP
Greenbaum Doll & McDonald, PLLC
Greenberg Traurig, P.C.
GSI Commerce, Inc.
GSN, The Network For Games
Habif, Arogeti & Wynne, LLP, CPAs
HA&W
Haley Miranda Group
Hallmark Cards, Inc.
Hanover Direct, Inc.
Harlequin Enterprises Limited
Harpo Productions, Inc.
Harrah's Entertainment, Inc.
Hasbro, Inc.
Haynes and Boone, LLP
HCC Specialty Underwriters, Inc.
Heenan Blaikie
Heineken USA
Hershey Entertainment & Resorts Company
Heuking Kuhn Luer Wojtek
Hinman & Carmichael LLP
Hinshaw & Culbertson, LLP
Hit Entertainment
Holland & Hart LLP
Holland & Knight, LLC
Hothouse, Inc.
Hyatt Hotels Corporation
IC Group Inc.
ICCAPP
IDG World Expo
Impact Marketing & Promotions
Incentive Magazine
Intel Corporation
Interp/Promotion Marketing Division
International Masters Publishers, Inc.
International Speedway Corporation
Interpublic Group of Companies, Inc.
Intersections Inc.
Iovate Health Sciences, Inc.
JBR Media Ventures, LLC

J. Brown Agency
 J.M. Smucker Company
 Jeffers & Ireland
 Jenkins, Gilcrest, Parker & Chapin
 Jenner & Block
 JetBlue Airways Corporation
 Jim Beam Brands Co.
 Jones Rogers LLP
 Jones, Waldo, Holbrook, & McDonough
 JP Morgan Chase & Co.
 Jun He Law Offices
 Just Marketing
 K&L Gates
 Kaye Scholer LLP
 Keats McFarland & Wilson LLP
 Keebler-Kellogg
 Keller and Heckman LLP
 Kelley Drye & Warren LLP
 Kellogg Company
 Kelly Services, Inc.
 Kilpatrick Stockton, LLP
 Kimberly-Clark Corp.
 Kirkland & Ellis, LLP
 Kohl's Department Store, Inc.
 Kraft Foods, Inc.
 Labatt Brewing Co. Ltd.
 Lackenbach Siegel LLP
 Ladies Professional Golf Association
 Lang Michener
 Latham & Watkins
 Lea + O'Reilly
 LeadDog Marketing Group
 LeapFrog Enterprises, Inc.
 Legarreta y Asociados
 Leo Burnett USA, Inc.
 Lerman Senter PLLC
 Levendo
 Leventhal Senter & Lerman PLLC
 Levett, Rockwood, P.C.
 Levi Strauss & Company
 Lewis and Roca LLP
 Lewis Silkin LLP
 LINKSHARE
 Live Nation, Inc.
 LMD Consulting
 Locke Lorde Bissell & Liddell
 Locker, Greenburger and Brainin
 Loeb & Loeb LLP
 Lorillard Tobacco Company
 Lustigman Firm, P.C.
 Maanum Law Firm, LLC
 Maclaren Corlett, LLP
 Macromedia, Inc.
 Manatt, Phelps & Phillips, LLP
 Mandich Gum LLP
 Mandell Menkes LLC
 Marden-Kane Inc.
 Marketing Drive PSG
 Marketing Innovators
 Marketing Lab, Inc.
 Marketing Resources, Inc.
 Marriott International, Inc.
 MARS Advertising
 Mar-Tech & Finance
 Martin Advertising
 Martin Jay Retail
 Mass Connections, Inc.
 MasterCard International
 MasterCard Worldwide
 Masterfoods USA
 McCarter & English, LLP
 McDonald's Corporation
 McNeil Consumer Healthcare
 Merchant & Gould PC
 Mercury Promotions & Fulfillment
 Meredith Corporation
 Meredith Integrated Marketing
 Merisant Worldwide, Inc.
 Metropolitan Pier & Exposition Authority
 MGM Studios Inc.
 MGM/UA
 Microsoft Corporation
 Miller Brewing Company
 Mission Critical Wireless
 MissionFish
 MLB Advanced Media L.P.
 Modern Ad Media LLC
 Molson Canada
 Momentum
 MoneyGram International, Inc.
 Morgan, Lewis & Bockius LLP
 Moritt Hock Hamroff & Horowitz LLP
 Morrison & Foerster LLP
 Morrison Creative/Mice Type Services
 Moses & Singer LLP
 Motorola
 Motorsports Authentic
 NASCAR, Inc.
 National Advertising Review Council/NAD
 National Basketball Association
 National Collegiate Athletic Association
 National Defence Canada
 National Football League
 Nationwide Mutual Insurance Company
 NBA Properties, Inc.
 NBC Universal, Inc.
 NCAA
 NCH Marketing Services, Inc.
 NCompass International, Inc.
 Neal & McDevitt@
 Nestle Purina Petcare Company
 Nestle USA, Inc.
 NETS Basketball
 Nextel Communications
 Nike, Inc. Affiliates
 Nintendo of America Inc.
 Nokia Inc.
 Nokia Siemens Network
 NSA Technologies, LLC
 Nutramax Laboratories, Inc.
 NYC Dept. of Consumer Affairs
 Octagon, Inc.
 Orbitz Worldwide
 Osborne Clarke
 OSL Marketing Inc.
 Osler Hoskin & Harcourt LLP
 Parago, Inc.
 Paramount Pictures Corporation
 Pattishall, McAuliffe, Newbury, Hilliard
 Payless ShoeSource, Inc.
 Pepper Hamilton LLP
 Pepperidge Farm, Inc.
 Pepsi-Cola Company
 Perkins Coie, LLP
 Pfizer, Inc.
 Philip Morris USA, Inc.
 Phillips-Van Heusen
 Phoenix Suns
 Piper Rudnick LLP
 Pitney Hardin LLP
 Pizza Hut, Inc.
 Playboy Enterprises International, Inc.
 Pokemon USA, Inc.
 Polo Ralph Lauren Corporation
 Prince, Lobel, Glovsky & Tye LLP
 Prizelogic
 Procter & Gamble Company
 PROMO/PRIMEDIA Business
 PromoRegistration.com
 Promotion Activators, Inc.
 Promotion Fulfillment Center
 Promotion Group Central
 Promotion Mailing Center, Inc.
 Promotion Mechanics, Inc.
 Promotion Support Services, Inc.
 Promotions.com
 Publishers Clearing House
 Quarles & Brady
 Rand McNally & Company
 REALTIME Media, Inc.
 RealTime Solutions
 Reckitt & Benckiser
 Reed Smith LLP
 Register.com
 Reiman Media Group
 Resolve Corporation
 rEvolution
 R.J. Reynolds Tobacco Company
 Roll International Corporation
 Rosenberg Feldman Smith LLP
 Rosenblum Associates
 RPMC, Inc.
 Ryan Partnership
 S.C. Johnson & Son, Inc.
 Sabin, Bermant & Gould LLP
 Sachnoff & Weaver, Ltd
 San Diego Zoo
 San Francisco Giants
 Sanford Corporation
 Sara Lee Corporation
 Sara Lee Food & Beverage
 Satterlee Stephens Burke & Burke LLP
 SCA Promotions, Inc.
 Scout Productions
 Sears Holdings Management Corporation
 Sears, Roebuck, & Co.
 Seismicom
 Seyfarth Shaw LLP
 Shell Oil Company
 Sheppard Mullin Richter & Hampton LLP
 Schick Wilkinson Sword
 Shop.com
 ShopNBC
 Siegel, Moses & Schoenstadt, P.C.
 SSIRIUS XM Radio Inc.
 Site Systems
 Skybridge Marketing Group
 Skycastle Entertainment, Inc.
 Smith, Gambrell & Russell
 SoftCoin
 Sonnenschein Nath & Rosenthal LLP
 Sony Computer Entertainment America
 Sony Pictures Digital
 Sony Pictures Entertainment
 Southeast Toyota Distributors, LLC
 Southern Progress
 Southwest Airlines
 Spectrum Brands, Inc.
 Spotlight Business Affairs, Inc.
 Sprint Corporation
 Sprint Nextel
 Sprint Nextel-Boost Mobile
 Staples, Inc.
 Starbucks Coffee Company
 State Farm Insurance Companies
 Stikeman Elliott LLP
 Strobe Promotions
 Subway Franchisee Advertising Fund Trust
 Sun-Times Media Group, Inc.
 Sweepstakes Consulting, LLC
 Synapse Group, Inc.
 Take2 Interactive Software, Inc.
 Target Corporation
 TCS "The Concept Studio"
 Telescope
 Texas Instruments
 The A Team
 The Barrett Group, Inc.
 The Concept Studio
 The EIP Group
 The Express Group
 The GEM Group
 The Generations Network
 The Gillette Company
 The Harris Agency, LLC
 The Heat Group
 The Ignition Network
 The Integer Group
 The Jay Group
 The Marketing Agency, LLC
 The Marketing Store
 The Marketing Store Worldwide, L.P.
 The Medill School
 The Pepsi Bottling Company
 The Promotion Network, Inc.
 The Quaker Oats Company
 The Reader's Digest Association, Inc.
 The Regan Group
 The Service Center, LTD
 The Stolar Partnership LLP
 The Sundance Channel
 Thompson Hine LLP
 THQ Inc.
 TIC TOC
 Time Inc.
 T-Mobile USA, Inc.
 Tomra of North America
 Toyota Motor Sales, USA, Inc.
 TracyLocke
 Traffix, Inc.
 Tribeca Enterprises
 Tribune Company
 Troutman Sanders LLP
 TSE Sports & Entertainment
 Turner Broadcasting System, Inc.
 TXU Energy
 United Marketing Services

United Online
United States Olympic Committee
United States Tennis Association (USTA)
Universal Studios Hollywood
Universal Studios Home Entertainment
University of Chicago
Univision Communications, Inc.
Valassis
ValueVision Media, Inc.
Vanderbilt Owen Graduate School of Mgt.
Venable LLP
Ventura Associates, Inc.
Verizon Wireless
VF Corporation
Vibes Media
Visa Inc.

VISIT FLORIDA
Visa U.S.A. Inc.
Visionworks
W.W. Grainger, Inc.
Wake, See, Dime, Bryniczka, Day & Bloom
Walgreen Co.
Wal-Mart Stores, Inc.
Walt Disney Co.
Walt Disney Studios Motion Pictures
Warner Bros. Pictures
Warner Norcross & Judd LLP
Weight Watchers
Weil, Gotshal & Manges LLP
Welch Foods Inc.
Whirlpool Corporation
Whitepages.com Inc

Wiggin and Dana LLP
Wildman, Harrold, Allen & Dixon LLP
Willkie Farr & Gallagher LLP
Winston & Strawn LLP
Wm. Wrigley Jr. Company
WMS Gaming Inc.
Womble Carlyle Sandridge & Rice, PLLC
World Kitchen, Inc.
Wunderman
Xanga.com
XM Satellite Radio Inc.
Yahoo! Inc.
Young America Corporation
YouTube
Yum! Brands, Inc./Taco Bell Corp.

Promotion Marketing Law Conference 2009 Sponsorship Opportunities

Platinum Sponsorship

SOLD

\$24,000 each (\$22,000 if sponsored by June 30, 2009)

The premier sponsorship of the event, with the highest visibility before the entire group of conference attendees.

Sponsoring organizations will receive:

- Two (2) complimentary full conference registrations
- Skirted Tabletop table throughout Conference
- Verbal acknowledgement during the Opening remarks and throughout the Conference
- Name on cover of Conference workbook
- Right to send In My View e-mail to PMA list
- Approved promotional item in conference bag
- Recognition in conference materials (brochures, agenda, binder, etc) - Subject to deadlines
- Acknowledgement on strategically placed signage
- Logo and Link to Company on PMA's Law Conference Home page
- 100 event brochures for your use
- Acknowledgement in on-site program with brief company description & logo
- Special ID Ribbon for your Conference attendees
- Pre & post conference attendee list
- Full page ad supplied camera ready in workbook

Corporate Gold Sponsorship (available to corporations only)

\$15,000 each (\$14,000 if sponsored by June 30, 2009)

The premier corporate sponsorship of the event, with the highest visibility before the entire group of conference attendees.

Sponsoring organizations will receive:

- Two (2) complimentary full conference registrations
- Verbal acknowledgement during the Opening Remarks
- On-site signage acknowledging sponsorship
- Company logo on all available PMA printed materials promoting the event *
- Sponsor supplied rotating banner ad on PMA's website home page, runtime 6 month
- Company logo on PMA's Event Website before and during the conference
- Logo on on-site conference program
- Acknowledgment in on-site conference program with brief company description and logo
- Customized HTML message to email to your customers or prospects
- 100 Conference brochures to distribute to your customers or prospects
- Special sponsor ID ribbon for your conference attendees
- Opportunity to distribute promotional material** (advance approval of material is required)
- Post conference attendee list

Silver Sponsorship

\$15,000 each (\$14,000 if sponsored by June 30, 2009)

Second tier sponsorship below Platinum sponsorship.

Sponsoring organizations will receive:

- One (1) complimentary full conference registration
- Verbal acknowledgement during the Opening Remarks
- Full page black and white ad on 2 Tabs in Conference Workbook (one tab guaranteed in first ten). Placement at the discretion of the PMA
- On-site signage acknowledging sponsorship
- Company logo on all available PMA printed materials promoting the event *
- Rotating Company logo on PMA's Law Conference Home page before and during the conference
- Logo on on-site conference program
- Acknowledgment in on-site conference program with brief company description and logo
- Customized HTML message to email to your customers or prospects
- 50 Conference brochures to distribute to your customers or prospects
- Special sponsor ID ribbon for your conference attendees
- Opportunity to distribute promotional material** (advance approval of material is required)
- Post conference attendee list

Cocktail Reception

SOLD

Exclusive Sponsorship: \$18,000 (\$16,000 if sponsored by June 30, 2009)

This popular networking event will be held on the first night of the Conference. The reception includes drinks & Hors D'Oeuvres.

Sponsoring organizations will receive:

- One (1) complimentary full conference registration
- Opportunity to address cocktail reception attendees
- Verbal acknowledgement during the Opening Remarks
- On-site signage acknowledging sponsorship
- Company logo on all available PMA printed materials promoting the event *
- Company logo on PMA's Event Website before and during the conference
- Acknowledgment in on-site conference program with brief company description and logo
- Special sponsor ID ribbon for your conference attendees
- Opportunity to distribute promotional material** (advance approval of material is required)
- Post conference attendee list

Daily Keynote Luncheons

SOLD

Each Day as follows:\ (1) Exclusive Sponsorship for each such day: \$18,000 (\$16,000 if sponsored by June 30, 2009)

Sponsoring organizations will receive:

- Two (2) complimentary full conference registrations
- Verbal acknowledgement at the conference
- On-site signage acknowledging sponsorship
- Opportunity to address conference attendees and/or introduce luncheon speaker
- Company logo on all available PMA printed materials promoting the event *
- Company logo on PMA's Event Website before and during the conference
- Acknowledgment in on-site conference program with brief company description and logo
- Customized HTML message about sponsored Keynote Luncheon to email to your customers or prospects
- 100 Conference brochures to distribute to your customers or prospects
- Special sponsor ID ribbon for your conference attendees
- Opportunity to distribute promotional material** (advance approval of material is required)
- Post conference attendee list

USB Flash Drive

One (1) Exclusive Sponsorship \$13,000 (\$11,000 if sponsored by June 30, 2009)

Sponsoring organizations will receive:

- For the \$11,000, a total of one (1) complimentary full conference registration
- Verbal acknowledgement during the Opening Remarks
- On-site signage acknowledging sponsorship
- Company logo on all available PMA printed materials promoting the event *
- Company logo on PMA's Event Website before and during the conference
- Acknowledgment in on-site conference program with brief company description and logo
- 100 Conference brochures to distribute to your customers or prospects
- Special sponsor ID Ribbon for your conference attendees
- 128MB+ Flash Drive (req. Quantity: 500) distributed to attendees either with ad inserted or right to distribute promotional literature approved by PMA

Conference Bag

SOLD

Exclusive Sponsorship: \$13,500 (\$12,000 if sponsored by June 30, 2009)

Sponsoring organizations will receive:

- One (1) complimentary full conference registration for Exclusive sponsorship
- Verbal acknowledgment at the Conference
- Company logo on all available PMA printed materials promoting the event *
- On-site signage acknowledging sponsorship
- Company logo on PMA's Event Website before and during the conference
- Acknowledgment in on-site conference program with brief company description and logo
- 100 Conference brochures to distribute to your customers or prospects
- Special sponsor ID Ribbon for your conference attendees
- Opportunity to distribute promotional material** (advance approval of material is required) Tote Bag to be branded for sponsor -one side- and PMA (Law Conference) with Platinum sponsors on other side (reduced size) (Bag specs to be mutually agreed)
- Post conference attendee list

Conference Crescent 2-Page Padfolio (Portfolio) 12.25 in. W x 12.75 in. L x 1 in. H**SOLD****Exclusive Sponsorship: \$12,500 (\$11,000 if sponsored by June 30, 2009)*****Sponsoring organizations will receive:***

- One (1) complimentary full conference registration for Exclusive sponsorship
- Verbal acknowledgment at the Conference
- Company logo on all available PMA printed materials promoting the event *
- On-site signage acknowledging sponsorship
- Company logo on PMA's Event Website before and during the conference
- Acknowledgment in on-site conference program with brief company description and logo
- 100 Conference brochures to distribute to your customers or prospects
- Special sponsor ID Ribbon for your conference attendees
- Opportunity to distribute promotional material** (advance approval of material is required) Portfolio to be branded for sponsor -one side- and PMA (Law Conference) on other side (reduced size) (Portfolio specs to be mutually agreed)
- Post conference attendee list

Audio Visual Sponsorship**Exclusive Sponsorship: \$14,500 (\$12,500 if sponsored by June 30, 2009)*****Sponsoring organizations will receive:***

- Sponsorship visible on A/V slides throughout Conference
- One (1) complimentary full conference registration for Exclusive sponsorship
- Verbal acknowledgment at the Conference
- Company logo on all available PMA printed materials promoting the event *
- On-site signage acknowledging sponsorship
- Company logo on PMA's Event Website before and during the conference
- Acknowledgment in on-site conference program with brief company description and logo
- 100 Conference brochures to distribute to your customers or prospects
- Special sponsor ID Ribbon for your conference attendees
- Opportunity to distribute promotional material** (advance approval of material is required)
- Post conference attendee list

Pre Conference Evening Reception**SOLD****Exclusive Sponsorship: \$12,000 (\$10,000 if sponsored by June 30, 2009)*****Sponsoring organizations will receive:***

- This reception will be held the night before the Conference start; includes hors d'oeuvres and drinks
- One (1) complimentary full conference registration for Exclusive sponsorship
- Verbal acknowledgment at the Conference
- Opportunity to address reception attendees
- Company logo on all available PMA printed materials promoting the event *
- On-site signage acknowledging sponsorship
- Company logo on PMA's Event Website before and during the conference
- Acknowledgment in on-site conference program with brief company description and logo
- 100 Conference brochures to distribute to your customers or prospects
- Special sponsor ID Ribbon for your conference attendees
- Opportunity to distribute promotional material** (advance approval of material is required)
- Post conference attendee list

Conference Agenda**(a 4-panel up-dated pocket agenda distributed at opening of conference)****SOLD****Exclusive Sponsorship: \$9,000 (\$7,500 if sponsored by June 30, 2009)*****Sponsoring organizations will receive:***

- One (1) complimentary full conference registration for Exclusive sponsorship
- Verbal acknowledgment at the Conference
- On-site signage acknowledging sponsorship
- Company logo on all available PMA printed materials promoting the event *
- Company logo on PMA's Event Website before and during the conference
- Acknowledgment in on-site conference program with brief company description and logo
- 100 Conference brochures to distribute to your customers or prospects
- Special sponsor ID Ribbon for your Conference attendees
- Post conference attendee list

Conference Note Pad**SOLD**

Exclusive Sponsorship: \$9,000 (\$7,500 if sponsored by June 30, 2009) Plus cost of notebook, if not supplied by sponsor)

Sponsoring organizations will receive:

- One (1) complimentary full conference registration for Exclusive sponsorship
- Verbal acknowledgment at the Conference
- On-site signage acknowledging sponsorship
- Company logo on all available PMA printed materials promoting the event *
- Company logo on PMA's Event Website before and during the conference
- Acknowledgment in on-site conference program with brief company description and logo
- 100 Conference brochures to distribute to your customers or prospects
- Special sponsor ID Ribbon for your Conference attendees
- Sponsor supplied Note Pad to be branded for sponsor and PMA (Law Conference) additional specs to be mutually agreed in advance with PMA
- Post conference attendee list

Conference Digital Display Sponsor

Exclusive Sponsorship: \$9,000 (\$7,500 if sponsored by June 30, 2009; Digital Display in Elevator)

Sponsoring organizations will receive:

- One (1) Digital Display in hotel elevator during Conference
- One (1) complimentary full conference registration for Exclusive sponsorship
- Verbal acknowledgment at the Conference
- On-site signage acknowledging sponsorship
- Company logo on all available PMA printed materials promoting the event *
- Company logo on PMA's Event Website before and during the conference
- Acknowledgment in on-site conference program with brief company description and logo
- 100 Conference brochures to distribute to your customers or prospects
- Special sponsor ID Ribbon for your Conference attendees
- Post conference attendee list

Lanyard

SOLD

Exclusive Sponsorship \$9,000 (\$7,500 if sponsored by June 30, 2009)

Sponsoring organizations will receive:

- One (1) complimentary full conference registration
- Verbal acknowledgment at the Conference
- Company logo on all available PMA printed materials promoting the event *
- On-site signage acknowledging sponsorship
- Company logo on PMA's Event Website before and during the conference
- Acknowledgment in on-site conference program with brief company description and logo
- 100 Conference brochures to distribute to your customers or prospects
- Special sponsor ID Ribbon for your Conference attendees
- Sponsor supplied lanyard branded for sponsor and PMA (Law Conference) only
- Post conference attendee list

Continental Breakfast

Exclusive Sponsorship: \$9,000 per day (\$7,000 if sponsored by June 30, 2009)

Sponsoring organizations will receive

- One (1) complimentary full conference registration
- Verbal acknowledgement during the Opening Remarks
- On-site signage acknowledging sponsorship
- Company logo on all available PMA printed materials promoting the event *
- Company logo on PMA's Event Website before and during the conference
- Acknowledgment in on-site conference program with brief company description and logo
- Special sponsor ID Ribbon for your Conference attendees
- Opportunity to distribute your company's promotional material** at function
- Post conference attendee list

Refreshment Breaks

SOLD

Exclusive Sponsorship for one (1) Break: \$8,000 (\$6,000 if sponsored by June 30, 2009) (Two refreshment breaks available each day)

Sponsoring organizations will receive:

- One (1) complimentary full conference registration
- Verbal acknowledgement during the Opening Remarks
- On-site signage acknowledging sponsorship
- Company logo on all available PMA printed materials promoting the event *
- Company logo on PMA's Event Website before and during the conference
- Acknowledgment in on-site conference program with brief company description and logo
- Special sponsor ID ribbon for your Conference attendees
- Opportunity to distribute your company's promotional material** at function
- Post conference attendee list

Item for Conference Bag

Item for conference bag or handed out separately at registration. (\$5,000 + Cost of Manufacturing.)

Any one of a number of mutually agreed items. (e.g. conference written pad, pocket planners, branded umbrellas.)

Sponsoring organizations will receive:

- Mutually agreed item to be put into conference bag; prototype to be approved by PMA
- One complimentary full conference registration
- Company logo on all available printed PMA materials for conference
- Company logo on PMA's Event website before and during Conference
- Acknowledgment in on-site conference program with brief company description/logo
- Special Sponsor ID ribbon for your conference attendees
- Post conference attendee list

Table-top Exhibits

Sponsorship: \$2,500 per table member companies/\$3,250 non-member companies. Limited number of tables available

Reach an audience of over 400 professionals representing the nation's most prominent marketing and legal firms.

Companies that take advantage of the tabletop exhibit sponsorship are offered an opportunity for enhanced visibility of their conference participation during breakfast and the refreshment breaks.

Sponsoring organizations will receive:

- One complimentary full conference registration
- One (1) skirted table
- Company logo on all available PMA printed materials promoting the event *
- Company logo on PMA's Event Website before and during the conference
- Acknowledgment in on-site conference program with brief company description and logo
- Special sponsor ID ribbon for your conference attendees
- Post conference attendee list

Conference Workbook Advertising - \$1,250 full page

Full page-Black & White (please call for exact rate schedule) - Ads are available on a limited basis only

Want to gain industry recognition and make a major impression with your product or service? Then the new Services & Suppliers Section of the PMA Law Conference Workbook is the place for you --You'll get the attention of industry professionals and decision-makers. The PMA Law Conference Workbook is a comprehensive and well-respected resource the industry turns to again and again.

Advertisers will receive

- Full page, black & white advertisement in workbook

Plus, you benefit from the credibility and legitimacy that comes with being showcased in a publication of the Promotion Marketing Association – the trusted voice of the promotion industry throughout the world for more than 95 years.

Advertising Materials: Page Size: 8½" x 11" – No Bleeds. Materials to be supplied by advertiser: Final copy on disk, ready for output. A laser print of final copy must be provided. All advertisements are subject to PMA approval.

**Subject to deadlines; † For Co-sponsorships of this event, benefits will be shared accordingly.*

***Promotional material, including content and number of pieces must be pre-approved by PMA, in its sole judgment. Materials that include scholarly, academic or opinions of any kind will not be approved. Acceptable materials should contain general and accurate information on your company or firm.*

Custom Package

Work with the PMA to design a sponsorship package that is customized to your needs. Other possible opportunities could include the sponsorship of:

- Conversation café/lounge area
- Internet Stations (computers and internet access that allow attendees to check their e-mail)
- Ear bins, corkscrews and other branded articles available

Please call Edward Kabak, Esq., at PMA, at 212-420-1100 (ext. 183) or direct dial at 212-340-0083 if you have any further questions. We look forward to your call.



the association for integrated marketing

SPONSORSHIP OPPORTUNITY COMMITMENT FORM

Promotion Marketing Law Conference 2009

November 5-6, 2009 – The Fairmont Chicago Hotel, Chicago, IL

Please indicate your sponsorship choice below. PMA will award sponsorships in the order in which completed Sponsorship Opportunity Commitment Forms with full payment are received and accepted. Exclusive or co-sponsorship opportunities are available for banquet & refreshment sponsorships. The note "SOLD" means all sponsorships under that category have been sold.

	<u>If sponsored by June 30, 2009</u>	<u>If sponsored after June 30, 2009</u>	
Platinum	<input type="checkbox"/> SPONSORSHIP (\$22,000)	<input type="checkbox"/> (\$24,000)	<u>SOLD</u>
Corporate Gold	<input type="checkbox"/> SPONSORSHIP (\$14,000)	<input type="checkbox"/> (\$15,000)	_____
Silver	<input type="checkbox"/> SPONSORSHIP (\$14,000)	<input type="checkbox"/> (\$15,000)	_____
Cocktail Reception [11/5/09]	<input type="checkbox"/> SPONSORSHIP (\$16,000)	<input type="checkbox"/> (\$18,000)	<u>SOLD</u>
Keynote Luncheon [11/5/09]	<input type="checkbox"/> SPONSORSHIP (\$16,000)	<input type="checkbox"/> (\$18,000)	<u>SOLD</u>
USB Flash Drive	<input type="checkbox"/> SPONSORSHIP (\$11,000)	<input type="checkbox"/> (\$13,000)	_____
Conference Bag	<input type="checkbox"/> SPONSORSHIP (\$12,000)	<input type="checkbox"/> (\$13,500)	<u>SOLD</u>
Conference Crescent Padfolio	<input type="checkbox"/> SPONSORSHIP (\$11,000)	<input type="checkbox"/> (\$12,500)	<u>SOLD</u>
Pre Conf. Evening Reception	<input type="checkbox"/> SPONSORSHIP (\$10,000)	<input type="checkbox"/> (\$12,000)	<u>SOLD</u>
Audio Visual Sponsorship	<input type="checkbox"/> SPONSORSHIP (\$12,500)	<input type="checkbox"/> (\$14,500)	_____
Conference Agenda	<input type="checkbox"/> SPONSORSHIP (\$7,500)	<input type="checkbox"/> (\$9,000)	<u>SOLD</u>
Conference Note Pad	<input type="checkbox"/> SPONSORSHIP (\$7,500)	<input type="checkbox"/> (\$9,000)	<u>SOLD</u>
Digital Display/Elevator	<input type="checkbox"/> SPONSORSHIP (\$7,500)	<input type="checkbox"/> (\$9,000)	_____
Lanyard	<input type="checkbox"/> SPONSORSHIP (\$7,500)	<input type="checkbox"/> (\$9,000)	<u>SOLD</u>
Continental Breakfast [11/5/09]	<input type="checkbox"/> SPONSORSHIP (\$7,000)	<input type="checkbox"/> (\$9,000)	_____
Morning Break [11/5/09]	<input type="checkbox"/> SPONSORSHIP (\$6,000)	<input type="checkbox"/> (\$8,000)	<u>SOLD</u>
Afternoon Break [11/5/09]	<input type="checkbox"/> SPONSORSHIP (\$6,000)	<input type="checkbox"/> (\$8,000)	<u>SOLD</u>
Continental Breakfast [11/6/09]	<input type="checkbox"/> SPONSORSHIP (\$7,000)	<input type="checkbox"/> (\$9,000)	_____
Morning Break [11/6/09]	<input type="checkbox"/> SPONSORSHIP (\$6,000)	<input type="checkbox"/> (\$8,000)	<u>SOLD</u>
Keynote Luncheon [11/6/09]	<input type="checkbox"/> SPONSORSHIP (\$16,000)	<input type="checkbox"/> (\$18,000)	<u>SOLD</u>
Afternoon Break [11/6/09]	<input type="checkbox"/> SPONSORSHIP (\$6,000)	<input type="checkbox"/> (\$8,000)	<u>SOLD</u>
Table-top Exhibit Sponsor		<input type="checkbox"/> PER TABLE (\$2,500/\$3,250)	_____
Conference Workbook Advertising		<input type="checkbox"/> FULL PAGE B/W (\$1,250)	_____
Other sponsorships available as well			_____

Important Note: Please also refer to sponsorship agreement. Please complete and return this form to:
PMA Educational Foundation, Inc. c/o Promotion Marketing Association, Inc., 650 First Avenue, Suite 2-SW, New York, NY 10016.
Fax: 212-533-7622; Phone: 212-340-0083. *Only completed forms received with correct payment will be processed.*

NAME: _____ TITLE: _____

COMPANY / ORGANIZATION: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP/POSTAL CODE: _____ COUNTRY: _____

PHONE: _____ FAX: _____

EMAIL: _____ WEBSITE: _____

METHOD OF PAYMENT: American Express Master Card Visa

Check enclosed (payable to PMAF, drawn on a U.S. bank in U.S. funds)

CARD # _____ EXP. DATE _____

CARD HOLDER'S NAME _____

SIGNATURE _____



SPONSORSHIP AGREEMENT

Promotion Marketing Law Conference 2009

Agreement dated as of the ___th day of _____, 2009 by and between [_____] ("Sponsor") and PMA Educational Foundation, Inc. c/o Promotion Marketing Association, Inc., 650 First Avenue, Suite 2-SW, New York, NY 10016 ("PMA") relating to Sponsor's sponsorship of the Annual Promotion Marketing Law Conference being put on by PMA on November 5-6, 2009 in Chicago, Illinois (the "Event").

WITNESSETH

WHEREAS, Sponsor desires to sponsor the Event.

NOW THEREFORE, in consideration of the foregoing and the mutual benefits and promises set forth in this Agreement, PMA and Sponsor agree as follows:

A. TERM

This Agreement shall commence as of the date of signature hereto and shall continue through the completion of the Event (the "Term").

B. OBLIGATIONS OF PMA

1. *PMA warrants and represents that it is a tax-exempt, not for profit organization under section 501(c)(6) of the Internal Revenue Code.*
2. *Subject to payment in full by Sponsor under this agreement of the sum of _____ and performance by Sponsor of its obligations under this Agreement, Sponsor shall be entitled to the benefits described in the attached Sponsorship Guide as sponsorship for [specify] level. The size, location and verbiage of any corporate acknowledgement of Sponsor shall be as per PMA's policies.*
3. *PMA shall provide Sponsor with Sponsor signage at the Event. The location and size of the signage at the Event shall be as per PMA's policies.*

C. OBLIGATIONS OF SPONSOR

1. *Sponsor shall pay PMA _____ Dollars (\$_____) for the sponsorship opportunities granted herein (the "Sponsorship Fee") for the [specify level of Sponsorship] as per the 2009 Promotion Marketing Law Conference Sponsorship and Exhibitor Guide attached hereto. The Sponsorship Fee shall be payable in full on or before submission of Sponsorship Guide. Sponsor shall send payment to the contact person for PMA specified below.*
2. *Sponsor shall provide its corporate logo and trademarks for use by PMA in advertising and promoting the Conference and Conference material published by PMA.*
3. *[Sponsor shall provide any banners to be displayed at the Event.]*

D. PMA MAKES NO WARRANTIES express or implied, with respect to PMA's performance, and specifically disclaims any responsibility and/or liability for damages of any kind whatsoever, including third party claims arising out of, or in connection with this contract, PMA's performance of this Contract, or the Conference itself. PMA shall not be liable for any (i) special, indirect, incidental, economic, or consequential damages arising from or related to its performance of services, including, without limitation, damages arising from (i) personal injury or property damage, unless caused by PMA's knowing and deliberate wrongdoing, whether or not denominated tort, including negligence and strict liability, (ii) damages (regardless of their nature) caused in whole or in part by Sponsor's negligence or failure to fulfill its obligations under this Contract, (iv) damages (regardless of their nature) for any delay or failure by PMA to perform its obligations under this agreement due to any cause beyond its reasonable control, or (v) claims made more than one year from the date the defect arises or the date of Sponsor's discovery of the defect, or claims made the subject of a legal proceeding against PMA more than one year after any such claim first arose. PMA's liability hereunder shall be exclusively limited to and fixed (as liquidated damages and not as a penalty) at the total sum paid for Sponsorship, and PMA shall not be liable for any special, indirect, or consequential damages.

E. SPONSOR SHALL INDEMNIFY and hold harmless PMA, its members, and their respective officers, directors, agents, representatives, and employees, from and against any and all claims, causes of action, suits or proceedings made or brought against them and all damages, judgments, settlements, liabilities, interest, costs and expenses associated therewith, including but not limited to, reasonable attorneys' fees, including amounts expended in pursuing

Nothing hereunder shall be construed to create, expressly or by implication, an employment relationship, joint venture or other association between PMA and Sponsor.

L. SEVERABILITY

In the event any provision of this Agreement is determined to be invalid by a court of competent jurisdiction, such determination shall in no way affect the validity or enforceability of any other provision herein.

M. GOVERNING LAW

This Agreement and all matters or issues collateral thereto shall be governed by and construed in accordance with the laws of the State of New York.

N. AUTHORIZED SIGNATURES/EFFECTIVENESS

The persons signing this Agreement shall have all legal authority and power in their respective capacities to bind the parties and the Agreement shall not be effective until fully executed (either on one document or in counterpart documents) and delivered to all parties.

O. REPRESENTATIONS AND WARRANTIES

Each party represents and warrants that it has the full power and authority to enter into this Agreement and to grant the rights hereunder. The parties warrant and represent that the rights granted by each hereunder do not infringe upon the rights of any third parties.

The parties shall obtain at their sole cost and expense all governmental permits and authorizations of whatever nature required for each party's performance of its obligations under the Agreement and shall not violate any laws, statutes, ordinances or governmental rules or regulations applicable to such performance. The parties shall at their sole cost and expense promptly comply with all laws, statutes, ordinances and governmental rules, regulations and requirements arising out of or relating to each party's performance of its obligations under this Agreement.

P. PARAGRAPH HEADINGS

Paragraph headings are for reference purposes only and are not intended to create substantive rights or obligations.

Q. BINDING EFFECT

This Agreement shall be binding upon and inure to the benefit of the parties, their heirs, successors and permitted assigns.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed by their duly authorized officers as of the date first above written.

PROMOTION MARKETING ASSOCIATION, INC.

SPONSOR: _____

By: _____

By: _____

Print Name: _____

Print Name: _____

Title: _____

Title: _____

Date: _____

Date: _____