



An Invitation to Participate

2009 CTAM Summit
Sponsor Prospectus
Colorado Convention Center
Denver, CO
October 25-27, 2009

The CTAM Summit is **the** Cable Television event for marketers. For over 25 years it has annually attracted more than 2200 industry leaders and cable television marketing executives to shape and influence new growth strategies in cable TV entertainment.

We invite you to showcase your technology, service, content and strategies to help these marketers take their business to the next level of growth and profitability.

Experience The CTAM Summit for:

- Marketing Case Studies
- Marketing Solutions
- Profitable Marketing
- Marketing Awards
- More...

Sponsorship at the CTAM Summit

- Introduces your product to the market
- Creates growth opportunities
- Improves your brand awareness
- Maintains your professional relationships
- Keeps your brand prominent in the market

New for 2009

* New and exciting sponsorship opportunities; General Session sponsorships, Experience Zones, Video Walls and more...

* CableLabs will be participating in the Summit showcasing the intersection of technology, marketing and business.

*Special recognition opportunities are also being developed for all sponsors to reinforce their support of CTAM and the Summit.

CTAM's membership is committed to supporting the Summit through participation, and the event consistently receives high marks for quality of sessions and overall attendee experience.

We look forward to your participation and seeing you in Denver.

A handwritten signature in cursive script that reads 'Joan Gillman'.

Joan Gillman
Summit Co-chair
EVP & President, TWC Media Sales
Time Warner Cable Media Sales

A handwritten signature in cursive script that reads 'Steve Schiffman'.

Steve Schiffman
Summit Co-chair
General Manager and Executive Vice President
National Geographic Channel

New to CTAM? Here's who we are:

CTAM: The Cable & Telecommunications Association for Marketing is a non-profit, non-commercial association that provides marketing education, information and networking opportunities. CTAM also facilitates and manages cooperative marketing initiatives for cable companies, plus programmers and broadband companies who seek to distribute products via cable's broadband pipe. Please visit our website at www.ctam.com.

What's The CTAM Summit?

CTAM's annual marketing conference brings 2200+ industry executives together for educational presentations, networking and -- of course -- blockbuster social events. Check out the full schedule from 2008 at www.ctamconferences.com for an idea of what we're working on for 2009, which will be bigger and better.

Who attends?

Decision-makers from all levels — local, regional and national – will be at The Summit. We expect about 25% MSO Executives, 40% program network executives and 35% suppliers from every facet of the cable industry.

Tangible Benefits of Participating

- Visibility with the pre-eminent organization dedicated solely to cable marketing
- Face-to-face interaction with cable decision-makers
- Unsurpassed networking opportunities
- Visibility on the 2009 Summit web site
- Logo recognition in the self-publishing program
- Sponsors may request the advanced registration list for The Summit to help in scheduling meetings
- Right of first refusal on your sponsorship at Summit 2010

Traffic Builders in Summit Central

- Digital Media Lab – 10' x 10' demonstration spaces
- E-Business Center
- Lunch served on Monday
- Massage Chairs
- Morning and afternoon refreshment breaks
- Exclusive access to the General Sessions
- Seating Areas
- Monday afternoon ice cream and beverage bar

Sponsorship Menu

Availability subject to rights of first refusal

Major Sponsorships:

Chairman's Reception	\$44,000
Conference Briefcase or Bag	\$7,000
Technology Tool – Flash Drive	\$5,000
Business Center	\$ 11,500
Welcome Reception	\$ 20,000
Sunday Night Party	\$ 13,000
Monday Night Party	\$13,000
On Demand Case Study Competition	\$22,000
Business Services Case Study Competition	\$ 22,000
General Session support – total of 3 opportunities	\$ 15,000 per
General Session Gold – 2 spots left	\$ 25,000 per

Mark Awards

Mark Award Sponsorship - 4 available – 1 spots left	\$25,000
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Break Sponsorships: All breaks and lunch are located in Summit Central.

Monday	
Morning Coffee	\$8,750
1st AM Break	\$9,750
Lunch	\$10,000
Tuesday	
Morning Coffee	\$8,750
1st AM Break	\$9,750
General Session Lunch	\$65,000

Branding Sponsorships:

Coat Room and Luggage Check	\$8,500
Conference Pocket Guide	\$6,500
Press Room Food and Beverage	\$6,000
Summit Umbrellas	\$5,000
Printed Summit Attendee List	\$ 5,000
Badge Lanyards	\$ 5,000
Monitor Graphic	\$ 11,500

** Reduced prices for companies who purchase multiple Summit sponsorships

Digital Media Lab (DML) 7 spots left

Digital Media Lab – 10' X 10' Demonstration Space	\$12,000*
Digital Media Lab 10' x 10' Packages	\$13,100*

*Includes 2 full conference badges

Meeting Suites – 4 spots available

10' x 20' Meeting Suite	\$ 4,500
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DML + Meeting Suite

DML + Meeting Suite 10' x 20'	\$ 15,500
Package + Meeting Suite	\$ 16,400

Experience Zones

Zone 1 – Walkway to Registration	\$ 35,000
Zone 6 – General Session foyer	\$ 35,000

Seating Areas + Massage Chairs

Summit Central Seating Areas – 20' x 20' only 1 spot left	\$ 10,500 / \$ 9,500 **
Summit Central Seating Area – Circle	\$ 15,500 / \$ 14,500**
Massage Chairs	\$7,000

** Reduced prices for companies who purchase multiple Summit sponsorships

Video Walls

Video Wall 1 – Walkway to Summit Central	\$ 15,500 / \$ 14,500 **
Video Wall 2 – Summit Central	\$ 15,500 / \$ 14,500 **

** Reduced prices for companies who purchase multiple Summit sponsorships

Banners, Graphics and Light Boxes

Bear	\$ 35,000
Exterior Electronic Sign	\$ 10,000
Lobby, window banner 1,2,3 & 4	\$ 8,500 / \$ 7,500 per**
Lobby rail banner	\$ 8,500 / \$ 7,500**
Registration welcome banner	\$ 7,500 / \$ 6,500 **
200 Series overhead signs 1,2,3,4,5,6,7,& 8	\$ 6,500 / \$ 5,500 per**
Light Boxes 1,2,3,4,5,6,7 & 8	\$ 5,500 / \$ 4,500 per**
600 Series overhead signs 1,2,3,4,5, & 6	\$ 6,500 / \$ 5,500 per**
700 Series floor supported signs/light boxes	\$ 6,500 / \$ 5,500 per**
Summit Central window banners 1,2,3 & 4	\$ 8,500 / \$ 7,500 per**
General Session foyer banners/light boxes 1,2,3,4 & 5	\$ 6,500 / \$ 5,500 per**

** Reduced prices for companies who purchase multiple Summit sponsorships

Hotel Sponsorships

Street lamp banners 16 available	\$2,500 per
Car port column wraps + Door staff	\$ 5,500
Hotel lobby	\$ 5,500
Hotel lobby bar AM Sunday, Monday, Tuesday	\$5,000 per day
Hotel lobby bar PM Sunday, Monday , Tuesday	\$5,000 per day
Hotel key cards	\$ 5,500
Hotel room drop	\$2,500
Hotel broadcast voice mail, Sunday, Monday , Tuesday	\$ 5,500 per
Elevator decals	\$ 5,500

Sponsorship Opportunities and Information

Chairman's Reception – Monday Evening SOLD

Reception will take place in Colorado Convention Center

Investment: \$44,000

The Chairman's Reception is open to all Summit attendees and attracts the key players within the cable industry. This sponsorship offers your organization the best opportunity to leave a lasting impression!

Marketing Advantages Include:

- Exclusive event sponsorship includes the venue, basic food and beverage package
 - Ability to customize the look and feel of the reception with your own touches...decor, entertainment and premiums, etc.
 - Web site and self-publishing program identification as a sponsor
 - Logo and recognition as a sponsor on a 22 x 28 sign adjacent to your event
 - Identification on the I-Magnification screen during the opening General Session
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Conference Briefcase (or bag of the sponsor's choice) SOLD

Investment: \$7,000, plus the cost of producing and shipping of the briefcase, backpack, folio or laptop case.

See your brand carried by each attendee as they walk The Summit carrying your briefcase - provided to each attendee when they register. Your logo and The Summit logo will be printed on the bags. This sponsorship takes your logo beyond The Summit and into the city of Denver as well as back to the attendees' home offices. This sponsorship has an extended shelf life.

Marketing Advantages Include:

- Exclusive sponsorship of the briefcase
- Your choice of a briefcase, backpack, folio, or laptop case.
- Web site and self-publishing program identification as a sponsor
- Option to insert special premium or brochure in briefcase, subject to CTAM approval

Final design, use of CTAM logo and optional insert subject to CTAM approval.

CTAM reserves the right to insert other Summit-related items.

Summit Technology Tool – USB Flash Drive SOLD

Investment: \$5,000, plus the cost of; providing 1 gig minimum USB Flash Drive and space for CTAM Summit information – approximately 15mg of information

Demonstrate your commitment to going green and provide a branded tool that every attendee will use. The USB Flash Drive may be branded with an exterior logo or brand as well as a loaded message. This sponsorship takes your logo well beyond The Summit and back to the attendee's office.

Marketing Advantages Include:

- Exclusive sponsorship of the Summit Technology Tool.
- Your choice of a thumb drive, with a 1 gig minimum.
- Web site and self-publishing program identification as a sponsor
- Option to include your specific message on the USB Flash Drive, subject to CTAM approval

Final design, use of CTAM logo and loaded message subject to CTAM approval.

E-Business Center SOLD

Investment: \$12,000, plus the cost of materials, equipment, phone and Internet connections to service the E-Business Center.

Attendees line up to check their email, send or receive a fax or make simple copies in the E-Business Center. Strategically placed in the Summit Central, the E-Business Center is the perfect way to educate the audience about your initiatives.

Marketing Advantages Include:

- Exclusive Sponsorship
 - Web site and self-publishing program identification as a sponsor
 - Logo and recognition as a sponsor on a 22 x 28 sign adjacent to your space
 - Ability to customize the E-Business Center with signage, branded office supplies, monitors and premiums
 - Identification on the I-Magnification screen during the opening General Session.
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Summit Welcome Reception – Sunday Early Evening

Reception will take place in Colorado Convention Center

Investment: \$20,000

Make sure you greet them first!

This reception is open to all attendees. It is a perfect opportunity to make a strong first impression and make sure that your brand is talked about all Summit long. This reception also allows new members to acquaint with CTAM, its leaders and its veteran members. With new members accounting for one-quarter to one-third of The Summit registration list, this event provides the best networking opportunities for first-time attendees.

Marketing Advantages Include:

- Exclusive event sponsorship includes basic food and beverage package
 - Special invitations to all new CTAM members, plus CTAM leaders
 - Ability to customize the look and feel with your own touches... décor, entertainment and premiums etc
 - Web site and self-publishing program identification as a sponsor
 - Logo and recognition as a sponsor on a 22 x 28 sign adjacent to your event
 - Identification on the I-Magnification screen during the opening General Session
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Sunday and Monday Night Parties

Investment: \$13,000, plus the cost of the event.

Be the exclusive sponsor of the official Summit social event of the evening. The Summit days are loaded with education and professional development. When nighttime comes, attendees are looking for the opportunity to network and unwind. This is a great time to deliver your message and brand to the attendees while they are relaxed and to demonstrate your support for The Summit.

Marketing Advantages Include:

- Exclusive event sponsorship per evening
- Promotional support for the event in conference materials
- The right to use the CTAM Summit brand designating the event as an official event
- Web site and self-publishing program identification as a sponsor
- Complete control over the creative for this event
- Identification on the I-Magnification screen during the opening General Session

Case Study Competition: SOLD On-Demand and Business Services

Investment: \$22,000 per

Position your company where it belongs... with the best. The Case Study Competition recognizes and shares "best in class" marketing campaigns through a peer-evaluated competition. The competition is open to cable companies, programmers, agencies and other service providers, and winners will present on a panel at the Summit. There will be one exclusive paid sponsor and one media sponsor per competition, so the entire industry will be aware of your strong support for this prestigious competition.

Marketing Advantages Include:

- 5 months' visibility in all promotion beginning July 2009 and running through December 2009
- Your logo included in print and online advertising entries forms and recognition in a major industry trade journal
- Web site and self-publishing program identification as a sponsor
- Your company representative participates in the awards ceremony and serves as moderator for the panel discussion at the Summit
- Ability to customize plaques or trophies for the winners
- Identification on the I-Magnification screen during the opening General Session.

CTAM provides the plaque or trophy and invoices sponsor at cost.

General Session Support – Monday or Tuesday

Investment: \$15,000 per session

Deliver your personal message to the entire Summit audience via a custom video. Sponsor will be recognized by the session moderator and have the opportunity to present a 60-90 second video in Standard or High Definition format to be shown on the i-magnification screen prior to the beginning of the respective general session.

Marketing Advantages Include:

- Exclusive control over the content of the message
- Web site and self-publishing program identification as a sponsor
- Identification on the I-Magnification screen during the opening General Session

Sponsor is responsible for design and production of the video and delivery to the CTAM Summit production company in one of the following video playback formats:

- Standard Definition – DV cam

CTAM must approve all messages

Mark Awards

Investment \$25,000– 2 available

The Mark Awards is cable's premier marketing competition recognizing outstanding achievement and excellence in marketing.

Sponsorship of the Mark Awards provides January 2009 to November 2009 exposure for your organization in front of the elite marketers in the Cable industry.

As a sponsor of The Mark Awards you receive extraordinary year round visibility and brand recognition. Sponsorship includes branding of your logo in a myriad of strategic locations to include; initial solicitations, Multichannel News, www.markawards.com, e-mail invitations to prospective judges, presentation of Awards event and more.

Marketing Advantages Include:

- Twelve months' visibility in all promotion March 2009 – February 2010
- Combination of print and online advertising with your logo to promote awareness and entries, including recognition in a major industry trade journal
- Web site and self-publishing program identification as a sponsor
- Logo prominently displayed in the Mark Awards Gallery and inclusion of a thirty-second spot, provided by your company, on the video loop that runs for two days in the Gallery
- Option to provide customized banner to be hung in the Gallery

Monday - Tuesday Coffee and Beverage Breaks

Morning Coffee

Investment: \$8,750, per break, includes the cost of basic beverages.

Make the first hour of the day your branding opportunity. Attendees will thank you for helping them get their day started with this light continental breakfast and their first cup of coffee,

Marketing Advantages Include:

- Exclusive sponsorship per break
- Ability to customize the look with monitors and your own signage, napkins and stir sticks
- Servers may wear branded shirts and/or hats during your break only
- Opportunity to enhance the food and beverage
- Premium distribution is allowed
- Web site and self-publishing program identification as a sponsor
- Logo and recognition as a sponsor on a 22" x 28" sign adjacent to your event
- Opportunity to place up to six (6) video monitors in designated areas to promote your product

Mid-Morning refreshment breaks

Investment: \$9,750, per break, includes the cost of beverages.

Keep your brand on the attendees' minds with a mid-morning or mid-afternoon break sponsorship. Reinforce your message with attendees while they have that second cup of coffee in the morning or soft drinks in the afternoon.

Marketing Advantages Include:

- Exclusive sponsorship of the break
 - Ability to customize the look with your own signage, napkins and stir sticks
 - Servers may wear branded shirts and/or hats during your break only
 - Premium distribution is allowed
 - Opportunity to enhance the beverage and add food
 - Web site and self-publishing program identification as a sponsor
 - Logo and recognition as a sponsor on a 22 x 28 sign adjacent to your event
 - Opportunity to place up to six (6) video monitors in designated areas to promote your product
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Monday Lunch

Investment \$10,000.00

Lunch always draws great crowds, so don't miss this branding opportunity for a full hour. Receive full credit for providing the mid-day networking opportunity by sponsoring the lunch in Summit Central. Maximum sponsor visibility is assured when you customize with your own touches.

Marketing Advantages Include:

- Exclusive sponsorship of the lunch
- Ability to customize the look with TV monitors and your own signage, napkins and stir sticks
- Servers may wear branded shirts and/or hats during your event only
- Opportunity to enhance the food and beverage
- Premium distribution is allowed
- Web site and self-publishing program identification as a sponsor
- Logo and recognition as a sponsor on a 22 x 28 sign adjacent to your event
- Opportunity to place up to six (6) video monitors in designated areas to promote your product

Tuesday- General Session Lunch SOLD

Investment \$65,000.00

Demonstrate your position in the market and deliver your custom message. Sponsorship of the Tuesday General Session lunch separates your organization from the crowd. The Tuesday General Session Lunch will be designated a keynote session. This sponsorship allows you to brand the event with video support as well as a short presentation (3-minutes) by a senior executive from the podium.

Marketing Advantages Include:

- Exclusive sponsorship of the lunch
 - Ability to customize the look with your own signage, napkins and stir sticks
 - Servers may wear branded shirts and/or hats during your event only
 - Opportunity to enhance the food and beverage
 - Premium distribution is allowed
 - Web site and self-publishing program identification as a sponsor
 - Logo and recognition as a sponsor on a 22 x 28 sign adjacent to your event
 - Opportunity to place up to six (6) video monitors in designated areas to promote your product
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Coat and Luggage Check SOLD

Investment: \$8,500

Denver in October means a chilly breeze and coats!

Generate good will, promote your brand and provide a service everyone will need. Strategically located, the coat check is a must “walk by” area every day. Attendees will walk by the coat and luggage check area every day regardless of whether they have a bag to check or not. This sponsorship is 100% high visibility to all attendees.

Marketing Advantages Include:

- Exclusive sponsorship of the coat and luggage check
 - Attendants may wear your company shirts and/or hat
 - Opportunity to customize the look with your own banner with your branding and message
 - Opportunity to customize the claim check with your brand or message
 - Opportunity to place two video monitors in the area
 - Web site and self-publishing program identification as a sponsor
 - Logo and recognition as a sponsor on a 22 x 28 sign adjacent to your event
 - Identification on the I-Magnification Screen during the opening General Session
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Conference Pocket Guide SOLD

Investment: \$6,500, plus the cost of design, printing and shipping of the guide.

This is the best “go to” guide while attending Summit 08 and it is distributed in the official conference briefcase. It helps attendees navigate the Colorado Convention Center and outlines the major events happening at The Summit. With your company logo prominently displayed attendees will see your company name and logo over and over again.

Marketing Advantages Include:

- Exclusive sponsorship
- Ability to customize the guide with your own branding identity and message
- Web site and self-publishing program as a sponsor
- Identification on the I-Magnification Screen during the opening General Session

CTAM must approve final copy and all CTAM and Summit logo usage.

Press Room Food and Beverage

Investment: \$6,000 includes basic food and beverage package.

A functional press room will be in operation throughout The Summit for the working press as well as for providing new product release packages. Sponsorship of the press room refreshments includes the option to provide a press notebook or folio which will be given to all members of the working press when they register in the press room.

Marketing Advantages Include:

- Exclusive sponsorship of the press room food and beverage.
- One (1) 2' x 4' sign may be placed next to the food table promoting the sponsorship
- Sponsor may provide a press notebook or folio that is imprinted with the sponsor's name/logo
- The sponsor may also imprint the CTAM conference logo and dates on the notebook or folio.
- Sponsor may include their press kit or conference releases in the folio
- The notebook or folio will be given to all working press when they register
- Web site and self-publishing program as a sponsor
- Logo and recognition as a sponsor on a 22 x 28 sign adjacent to your event
- Sponsorship includes CTAM's basic press room food
- Sponsor may enhance food and beverage at their expense (no alcohol may be served in the press room)

CTAM must approve the final design of the press notebook or folio. CTAM must approve all CTAM and Summit logo usage.

Summit Umbrellas

Investment: \$5,000, plus the cost of the umbrellas.

Provide a sponsorship that goes beyond The Summit. The official Summit Umbrella, distributed at the registration desk, will surely make its way into the attendee's suitcase and back home. Branding the Umbrella with your company's logo demonstrates your support for The Summit and of CTAM.

Marketing Advantages Include:

- Exclusive sponsorship of the umbrellas which will be distributed at registration
- Opportunity to customize the look with your own design, logo and message
- Web site and self-publishing program identification as a sponsor
- Identification on the I-Magnification Screen during the opening General Session

CTAM must approve all CTAM and Summit logo usage.

Printed Summit Attendee List SOLD

Investment: \$5,000, plus printing cost.

Get your logo in the bag and on the one sheet of information that will be used for months to come after the Summit. The Summit attendee list is referred to throughout the week as a quick reference to find a member's e-mail, or phone number. It will also be used as a reference for months to come. This sponsorship puts your brand and message in attendee's hands and on their desk back in the office.

Marketing Advantages Include:

- Exclusive sponsorship of the printed attendee list
- Your choice of a branded cover page
- Web site and self-publishing program identification as a sponsor
- Option to include a short tags line or logo on each page of the document, subject to CTAM approval and spacing availability

Final design, use of CTAM logo and message subject to CTAM approval.

Badge Lanyards SOLD

Investment: \$5,000 plus the cost of the design, production and shipping of the lanyards.

Make every attendee and exhibitor an extension of your brand by displaying your logo along with The Summit logo on your choice of lanyard distributed to each attendee at registration. Your brand will make the rounds all week as Summit attendees move around the Colorado Convention Center and the city of Denver.

Marketing Advantages Include:

- Exclusive sponsorship of the lanyards
- Web site and self-publishing program identification as a sponsor
- Identification on the I-Magnification Screen during the opening General Session

CTAM must approve all CTAM and Summit logo usage.

Monitor Graphic

Investment: \$ 11,500 per unit, plus the cost of the monitor graphic

Be the brand that everyone must stop and notice as they view the scrolling conference schedule. The strategically placed monitors will scroll the daily Summit schedule with session names, speakers and room locations. Take advantage of this opportunity to grab the reader's attention while they view the conference schedule.

Marketing Advantages Include:

- Exclusive sponsorship of the lanyards
- Web site and self-publishing program identification as a sponsor
- Identification on the I-Magnification Screen during the opening General Session

CTAM will provide the 43" – 50" monitor and electricity.

Digital Media Lab - Demonstration Spaces **7 spots left**

Investment: 10' x 10' traditional demonstration space \$12,000* per
10' x 10' space with fabricated display \$13,100* per
Sponsorship includes two Summit registrations.*

To view Summit Central floor plan go to: <http://www.plantour.com/custom/ctam>

Summit Central is the home to our Digital Media Labs and more. Summit Central is strategically designed to promote traffic throughout the area. All four corners of Summit Central have anchors to attract attention and extend the length of time spent in Summit Central.

Our 2200 + attendees will visit the Summit Central and the Digital Media labs multiple times during the day to view the products, services and solutions to help them grow their business as well as:

- All refreshment breaks
- 12 hours of dedicated demonstration hours
- E- Business Center
- Ice cream and beverage bar on Monday
- Lunch on Monday
- Massage Chairs
- Seating Areas
- Complimentary industry publications
- And more...

The Digital Media Labs are the exclusive path into the daily General Sessions.

2200 + qualified prospects under one roof... from managers to CEO's, from every major company in the industry!

Digital Media Labs includes:

- Basic room carpet
- Kiosk unit - optional
- Standard AC outlet (additional power or other services are at the sponsor's expense)
- Listing in the self-publishing program including a **75-word description** of your product or service.
- 2 full conference attendee registrations*, per 10' x 10' space (additional badges must be purchased)
- 24 hour security

* Participants must be CTAM Members

CTAM Meeting Suites – Great location across from Summit Central.
Visit <http://www.plantour.com/custom/ctam> to see suite locations and details.

Suite size	Investment
10' x 20'	\$4,500

Don't risk asking your clients to walk over to the hotel in the snow or rain. Make it an easy appointment with a Summit Meeting Suite. This year the Meeting Suites will be in clear view as attendees walk in and out of the daily educational sessions and view the Mark Awards Gallery. Plus you may place graphics on the exterior of the Suite to increase your visibility.

You'll have full access to the CTAM Meeting Suites during all Summit hours **except during the General Sessions**. Each suite will be provided with finished walls, a locking door, 1 500 watt electrical outlet and an identification sign.

Marketing Advantages Include:

- The easiest place for your clients to get to between sessions
- Full control of space
- Listing and floor plan in the official program
- Opportunity to customize the look with your own signs
- Opportunity to customize and distribute premiums
- Web site and self-publishing program identification as a sponsor
- Identification on the I-Magnification Screen during the opening General Session

Design your suite to meet your unique specific needs. Complete furniture and equipment options will be available in the Freeman Service Manual.

Digital Media Lab + Meeting Suite Combination

You may also combine your CTAM Meeting Suite with a Digital Media Lab Demonstration Space, and receive a \$ 1000.00 multiple sponsorship discount.

Experience Zones

Investment: Zone 1 @ \$ 35,000 and Zone 6 @ \$35,000 per

Immerse attendees in a totally branded environment as they enter the Summit. Video, lighting, décor and premiums are all some of the opportunities you have to deliver your message and brand. This is an opportunity to create an exclusive space for your message. Your branding opportunity is limited by your creativity and the facility approval.

Marketing Advantages Include:

- Exclusive event sponsorship of the designated zone
- Ability to customize the look and feel with your own touches... décor, entertainment and premiums etc
- Web site and self-publishing program identification as a sponsor
- Logo and recognition as a sponsor on a 22 x 28 sign adjacent to your event
- Identification on the I-Magnification screen during the opening General Session

Summit Central Seating Areas - 3 - 2 1 spot available

Investment: Seating area 1 & 2: \$10,500 or \$9,500 with multiple sponsorships.

Investment: Seating area 3: \$15,500 or \$14,500 with multiple sponsorships

Summit Central will serve as the central meeting destination for attendees and your branded Seating Area offers an excellent opportunity to deliver your message.

Seating Areas in Summit Central are strategically located around the perimeter of the space. Traffic to the Seating Areas will be supported by the proximity of the Digital Media Labs and food and beverage service.

Turn a seating area into your space to promote and reinforce your brand.

Each seating area will be provided with the following:

- Basic wall-to-wall carpet
- 1- 500 watt electrical service
- 2- easels for your supplied signs

Sponsorship provides the opportunity to brand the seating area with custom furniture and equipment to meet sponsors unique needs to include overhead banners. Sorry no food or drink allowed. Two video monitors are allowed in the seating areas (supplied by the sponsor).

Marketing Advantages Include:

- Sponsorship of the seating area
- Opportunity to customize the look with your own touches... signage and custom furniture
- Web site and self-publishing program identification as a sponsor
- Logo and recognition as a sponsor on a 22 x 28 sign adjacent to your space
- Identification on the I-Magnification Screen during the opening General Session

Massage Chairs (open during Digital Media Lab hours)

Investment: \$7,000, plus the cost of the massage services.

Become the sponsor of the Massage Chairs, strategically located in Summit Central, the Massage Chairs are a welcome break for our attendees. The Massage Chairs are a natural brand builder.

Marketing Advantages Include:

- Exclusive sponsorship of the Massage Chairs
 - Massage therapists may wear branded shirts and/or hats
 - You may add premiums to help attendees remember your generous support of this popular conference benefit
 - Web site and self-publishing program as a sponsor
 - Identification on the I-Magnification Screen during the opening General Session
 - Logo and recognition as a sponsor on a 22 x 28 sign adjacent to your event
 - Opportunity to place up to four (4) video monitors in your area to promote your product
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Video Walls 2-4 walls left **SOLD**

Investment: \$ 15,500 or \$14,500 with multiple sponsorships, per 3 meter section

Grab the attendee's eyes as they move throughout the Summit with your content and branded message. What better way to deliver content than to show the product!

CTAM provides the strategic location, the space and structure, all you provide is the creative and content. A great opportunity to set yourself apart from the crowd.

Marketing Advantages Include:

- Exclusive event sponsorship of the designated zone
- Ability to customize the look and feel with your own touches with creative and content
- Web site and self-publishing program identification as a sponsor
- Logo and recognition as a sponsor on a 22 x 28 sign adjacent to your event
- Identification on the I-Magnification screen during the opening General Session

Digital Billboard, Bear, Banners, Light Boxes, Carpet logos, Floor Decals and more

Investment: see <http://www.plantour.com/custom/ctam> for details and pricing

Be the first to state your message and reinforce that message all week with Digital Billboard on the exterior of the Colorado Convention Center. The Digital Billboard offers full motion capability. This opportunity allows you to deliver your message to the CTAM attendees as they enter the Colorado Convention Center as well as the 60,000 thousands Denver consumers who pass these units daily. Or customize the Colorado Convention Center Bear to send a very unique message. Inside the facility attendees will follow a very specific path to The Summit, registration, meeting rooms, CTAM Meeting Suites, the General Session, the coat check, the Mark Awards Gallery and more. Along that path, place your banner or light box to promote your brand. Strategically placed banners and light boxes will allow your company to increase you visibility and show your support for the Summit.



Marketing Advantages Include:

- Opportunity to customize the look of the banners or light box with your own design, brand or message
- Web site and self-publishing program identification as a sponsor
- Identification on the I-Magnification Screen during the opening General Session



Please refer to the link below for the detailed sponsorship menu. The fees shown in the menu represent only the sponsorship fee. Production, installation and dismantling of the banner and light box dura-trans are the responsibility of the sponsor. Sponsors may use Freeman Decorating or a vendor of their choice for the design and production.

Digital Billboard, Bear, Banners, Light Boxes, Carpet logos, Floor Decals continued

Freeman Decorating is the exclusive supplier of labor to install and remove all banners and light boxes.

Sponsors will be responsible for all charges by Freeman Decorating and for the installation and removal of banners and light box dura-trans.

Refer to <http://www.plantour.com/custom/ctam> for detailed floor plan and prices

Hotel Sponsorship – Hyatt Regency Denver

Offer your custom branding to CTAM attendees as they come and go from the headquarter hotel. The options offer unique and fun opportunities to deliver your message.

Sponsorships and fees are as follow:

- California St. lamp banners @ \$ 2,500 per banner – sixteen (16) street lamp banners available
- Car port banner wraps and branded valet @ \$ 5,500
- Main Lobby branding @ \$ 5,500
- Lobby Bar AM 6:00AM – 6:00PM - Sunday, Monday and Tuesday @ \$ 5,000 per day
- Lobby Bar PM 6:00PM – 1:00AM - **Sunday, Monday** and Tuesday @ \$ 5,000 per evening
- Hotel Key Card @ ~~\$ 5,500~~ **SOLD**
- Room Drops @ ~~\$ 2500 per day~~
- Hotel wide voice mail @ \$ 5,500, per day Sunday – **Monday** - Tuesday
- Elevator Door Wraps @ ~~\$ 5,000~~ **SOLD**

Sorry, no private meetings rooms or product demonstrations may be offered with the hotel sponsorship.

All hotel sponsorships are subject to CTAM and the hotel approval. Sponsor is responsible for all applicable hotel fees and labor charges.

Marketing Advantages Include:

- Exclusive event sponsorship of the designated zone
 - Ability to customize the look and feel with your own touches with creative and content
 - Web site and self-publishing program identification as a sponsor
 - Logo and recognition as a sponsor on a 22 x 28 sign adjacent to your event
 - Identification on the I-Magnification screen during the opening General Session
-

Custom Sponsorships:

CTAM welcomes suggestions and ideas for other sponsorship opportunities, which must comply with the CTAM Non-Commercial Policy recently updated by the Board of Directors.

To discuss sponsorships and to reserve your spot, please contact:

Frank Sheridan

CTAM Sponsorship Manager

Frank@ctam.com - Phone 770/518-9963 – Fax 770/518-1292