

2010 Application for Sponsorships & Advertising

WorldatWork Total Rewards
2010 Conference & Exhibition
May 16- 19, 2010 | Dallas/Ft. Worth, TX

Please Print

Company _____	Date _____	
Address _____		
City _____	State Prov _____	ZIP Code _____
Contact _____	Title _____	
Phone _____	Fax _____	
E-Mail _____	Web site _____	
Product Category _____	Product/Services to be Exhibited _____	

Sponsorship

Event or Item Sponsored _____

Sponsorship Level: Platinum Gold Silver Bronze

(Upon receipt of this application, a complete contract will be forwarded to you for signature.)

Sponsorship Total \$ _____

Additional Visibility (All prices in U.S. dollars.)

Program Guide Advertising

Covers:

- | | | |
|---|---------|-----------------------------------|
| <input type="checkbox"/> Inside Front Cover | \$2,795 | SOLD: Purchasing Power |
| <input type="checkbox"/> Inside Back Cover | \$2,695 | |
| <input type="checkbox"/> Back Cover | \$3,395 | SOLD: Liberty Mutual Group |

Tabs:

- | | | |
|--|---------|--------------------------------|
| <input type="checkbox"/> General Info Front | \$2,395 | |
| <input type="checkbox"/> Map Pages | \$2,500 | SOLD: Ceridian |
| <input type="checkbox"/> General Info Back | \$2,395 | SOLD: Sibson Consulting |
| <input type="checkbox"/> Special Events Front | \$1,995 | |
| <input type="checkbox"/> Special Events Back | \$2,395 | SOLD: Quest Diagnostics |
| <input type="checkbox"/> Program & Maps Front | \$1,795 | SOLD: Workspace |
| <input type="checkbox"/> Program & Maps Back | \$2,395 | |
| <input type="checkbox"/> Sunday Back | \$1,795 | |
| <input type="checkbox"/> Monday Back | \$1,795 | SOLD: Culpepper Surveys |
| <input type="checkbox"/> Tuesday Back | \$1,795 | |
| <input type="checkbox"/> Wednesday Back | \$1,795 | |
| <input type="checkbox"/> Recognition Back | \$1,795 | |
| <input type="checkbox"/> Exhibitor Directory Front | \$1,795 | |
| <input type="checkbox"/> Exhibitor Directory Back | \$1,795 | SOLD: Diamond H |

Virtual Exhibit Booth

- Display \$300

Highlights from the Hall

- Kiosk Display \$1,500

Advertising Total \$ _____

Grand Total \$ _____

Payment Information

All applications for sponsorship must be accompanied with a 25% deposit of the total cost of the sponsorship. All deposits are non-refundable. Payment in full is due March 1, 2010.

- Full payment enclosed
- 25% deposit enclosed
- Please invoice me
- Check payable to **WorldatWork** enclosed for: \$ _____
- Credit Card:
- Visa MasterCard American Express Discover

I authorize WorldatWork to charge \$ _____ to the credit card below.

Card Number _____

Expiration Date _____

Billing ZIP Code on Credit Card _____

Name on Credit Card _____

Cardholder's Signature _____

Cancellation Policy

Cancellations received after March 1, 2010 will result in WorldatWork retaining the deposit. Cancellations and requests for refunds must be in writing.

Agreement

Sponsor/Advertiser agrees to comply with all applicable federal, state and local laws; and with WorldatWork's Terms and Conditions.

Name of Authorized Representative *(Print)*

Signature *(Required)*

Send application and payment to:

WorldatWork | Attn: Audrey Johnson, Visibility Manager

P.O. Box 29312 | Phoenix, AZ 85038-9312

Phone: 480-304-6846 | Fax: 480-483-8352 | E-mail: Audrey.Johnson@worldatwork.org

Please see reverse side for submission of logos and *Program Guide* advertisement specifications.



Specifications for Submission of Logos & Program Guide Advertisements

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Logos

Conference sponsors must submit their company logo for use with on-site signage, as well as a slide presentation showing your company logo to conference attendees.

It is important that WorldatWork receives your logo as an Adobe Illustrator, CMYK, eps, and as a PDF file. To be included in the conference promotional brochure, your logo must be received no later than Nov. 16, 2009.

E-mail logos to Becky.Ficker@worldatwork.org

Program Guide Advertisements

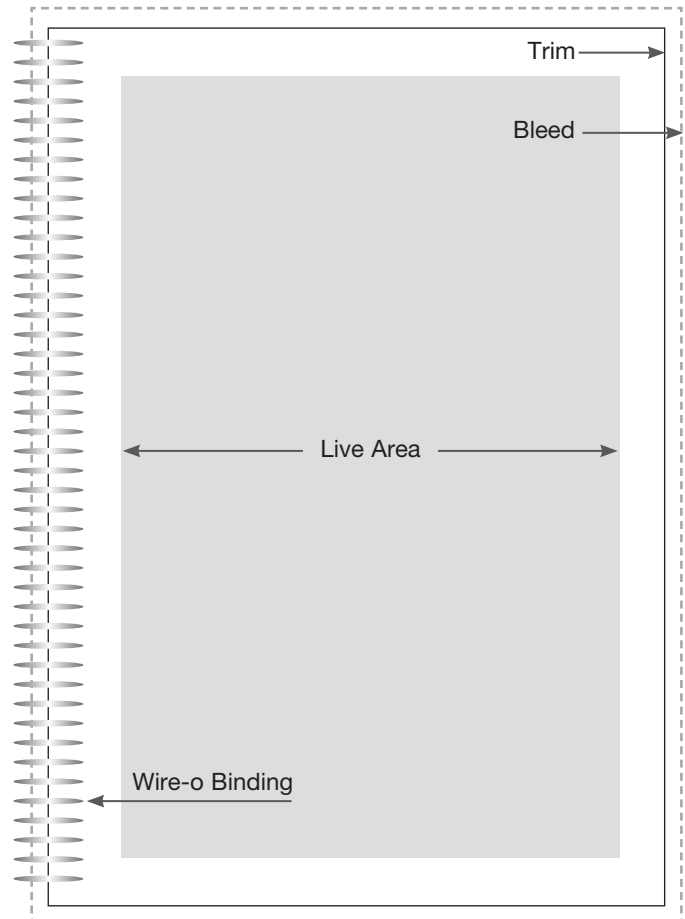
- Trim size is 5.5" x 8.5"
- The live area is 5" x 8"
- For ads with bleeds, add 1/8" on all sides beyond trim.
- This booklet is wire-o bound. Please be aware of your ad placement (i.e., left of right page) within the program guide to avoid text or logos being cut off by the binding.
- Do not place critical items within 1/2" of wire-o binding side.
- Ads must be submitted in the exact size they appear. Color proofs are required with files.
- Include name and phone number of contact person.

Ad File Format and Deadline

- Send print-ready, high resolution CMYK PDFs with bleeds, trim marks and embedded fonts. All fonts and images must be included. Change fonts to outline (artwork) in Adobe Illustrator files to avoid missing font issues. No PMS colors.
- Color proofs are required with files.
- Advertisement materials are due February 15, 2010.

Send CD and color hardcopy to:

WorldatWork | Attn: Becky Ficker, Creative Services
14040 N. Northsight Blvd. | Scottsdale, AZ 85260
Phone: 480-304-6753 | Fax: 480-483-8352 | E-mail: Becky.Ficker@worldatwork.org



Reminder

Do not place critical items within 1/2" of wire-o binding. Is your ad on a right- or left-hand page?

Questions

Please contact Becky Ficker in Creative Services at 480-304-6753 with questions regarding mechanical specifications.