

BE the Change 2012

MARCH 29-31, 2012
Orlando, Florida
Hyatt Regency Orlando Airport

SPONSOR PACKAGES

Are you looking for a proven way to increase your sales?

Ready for a fast track to exposure?

Looking for qualified leads?

ELITE SPONSOR (\$50,000) *✦

*\$40,000 IF:

- ✓ Minimum of 24 Confirmed attendees
- ✓ 2 solo mailings to your list with interview for BTCE ticket sales

This is an exclusive sponsorship opportunity, there can be just one Elite Sponsor partner.

- ★ Reserve by **January 5** and your company's name and logo will receive priority placement on all printed materials, email, and online promotional material for the Be the Change Event. (\$2,500 value)
- ★ Receive an endorsement from the stage with priority mention where you are featured as our 'Special Guest Speaker,' with recommendations by Be the Change Event speakers. This includes an introduction in the General Session. (\$2,500 Value)
- ★ Ensure your message extends beyond the Be the Change Event by featuring your company promotion in (and on!) our Conference Inclusion Bag. Attendees will receive a conference bag that will have visibility long beyond the event. Your company also receives a full-page advertisement on the outside of our Be the Change Event Binder (every attendee receives these upon check-in, carries it throughout the conference, and takes it home!). Note: Promotion and ad to be supplied by Sponsor. (\$5,000 Value)
- ★ Highlight your unique services with an exclusive 50-minute speaking spot from the event main stage to introduce your services / sales package to the Be the Change Event audience. Keep 100% of your sales with no commission to event holder. (\$60,000)
 - Note: Sales Package must be approved by Suzanne Evans Coaching, LLC
- ★ Promote your services during 3 days of exhibit hours of exclusive marketing and networking in our event entrance area. You receive a table in our highly trafficked pre-function area, where you can meet with our buyer audience – with no competing events to distract from the exhibit activities. (\$5,000 value)
- ★ Receive twenty (24) complimentary guest registrations for advance distribution. (\$20,000 Value)

TOTAL VALUE = \$95,000**

Guest Speaker (\$17,500) *✚

*\$14,700 IF:

- ✓ Minimum of 16 Confirmed attendees
- ✓ 1 solo mailings to your list with interview for BTCE ticket sales

This sponsor opportunity is reserved for up to ~~12~~ 1 sponsor partners.

- ★ Reserve by **January 5** and *your company's name & logo will appear on online promotional material for the Be the Change Event.* (\$1,500 Value)
- ★ Your company also receives a *black and white advertisement on the inside of our Be the Change Event Binder* (every attendee receives these upon check-in, carries it throughout the conference, and takes it home!). *Note: Promotion and ad to be supplied by Sponsor.* (\$1,500 Value)
- ★ Highlight your unique services with an *exclusive 50-minute speaking spot* in a breakout session to introduce your services to the Be the Change Event audience. (No direct sales) (\$30,000 value)
- ★ Promote your services during 3 days of exhibit hours of exclusive marketing and networking in our dedicated Exhibit area. *You receive a premium placement table where you can meet with our buyer audience*– with no competing events to distract from dedicated exhibit activities. (\$5,000 value)
- ★ *Receive sixteen (16) complimentary guest registrations for advance distribution.* (\$13,000 value)

TOTAL VALUE = \$51,000**
ONLY ONE SPOT LEFT!!

Resource Panel (\$9,000) *✚

*\$8,000 IF:

- ✓ Minimum of 8 Confirmed attendees
- ✓ 1 solo mailings to your list with interview for BTCE ticket sales

This sponsor opportunity is reserved for up to ~~8~~ 4 sponsor partners.

- ★ Participate in an exclusive “Panel” opportunity and share your message with qualified attendees. (\$12,000 Value)
- ★ Promote your services during 3 days of exhibit hours of exclusive marketing and networking in our dedicated Exhibit area. *You receive a designated table where you can meet with our buyer audience* – with no competing events to distract from dedicated exhibitor activities. (\$5,000 value)
- ★ Your company also receives a *black and white advertisement inside our Be the Change Event Binder* (every attendee receives these upon check-in, carries it throughout the conference, and takes it home!). *Note: Promotion and ad to be supplied by Sponsor.* (\$1,500 Value)
- ★ *Receive eight (8) complimentary guest registrations for advance distribution.* (\$7,000 Value)

TOTAL VALUE = \$25,500**
ONLY FOUR SPOTS LEFT!!

RESOURCE Partner (\$4,700) *‡

*\$3,000 IF:

- ✓ Minimum of 8 Confirmed attendees
- ✓ 1 solo mailings to your list with interview for BTCE ticket sales

This sponsor opportunity is reserved for up to 20 3 sponsor partners.

- ★ Promote your services during 3 days of exhibit hours of exclusive sales, marketing and networking in a dedicated Exhibit area. *You receive a designated table where you can meet with our buyer audience* – with no competing events to distract from dedicated exhibitor activities. (\$5,000 value)
- ★ Your company also receives a *black and white advertisement inside our Be the Change Event Binder* (every attendee receives these upon check-in, carries it throughout the conference, and takes it home!). *Note: Promotion and ad to be supplied by Sponsor.* (\$1,500 Value)
- ★ *Receive eight (8) complimentary guest registrations for advance distribution.* (\$7,000 Value)

TOTAL VALUE = \$13,500**
ONLY THREE SPOTS LEFT!!



SPONSOR MENU: RESOURCE UPGRADES & ENHANCEMENTS

	<u>Price</u>	<u>Quantity</u>	<u>Total</u>
<p><u>10K Resource Guide</u> Limited space is available in our Resource Guide, which is our recommended guide for those looking for experts like Copywriters, Coaches, Virtual Assistants, Bodyworkers, Health and Wellness Experts (and more!). Given to each attendee, destined to have a life beyond the event!</p>	\$1000	_____	_____
<p><u>Branded Water Bottles</u> Offer a branded bottle of water in each registration bag—every attendee receives one at registration. (Limited to one sponsor.)</p>	\$2000	SOLD OUT	_____
<p><u>Hotel Room Mirror Clings</u> Remind attendees to stop by your booth by creating a personal message every attendee staying at the hotel won't be able to miss. (Limited to two sponsors.)</p>	\$2500	_____	_____
<p><u>Customized Lanyards</u> Website and contact info on every lanyard—every attendee receives one at registration. (Limited to one sponsor. Lanyards included.)</p>	\$2700	SOLD OUT	_____

Event Binder Ad

Logo/Message/Ad on the back of every binder—every attendee receives one at registration. (Limited to one sponsor.)

\$2700

~~SOLD OUT~~

Event Registration Bags**

Logo/Message/Ad on the back of every registration bag—every attendee receives one at registration. (Limited to one sponsor.)

\$3,500

~~SOLD OUT~~

Branded Notepads & Pens**

Branded Notepads and pens at every table in the main ballroom. (Spaces Limited.)

\$5000

~~SOLD OUT~~

Room Drop**

Opportunity to provide a piece of literature under the door of all attendee hotel rooms. (Limited to two sponsors.)

\$5000

Guest Room Key Cards**

Exclusive right to have the hotel distribute branded artwork keycards to all attendees upon check-in at the hotel. (Limited to one sponsor.)

\$5,500

~~SOLD OUT~~

General Session Seat Drop**

Your ad/business information &/or branded gift placed on every chair in the general session in the main ballroom with related acknowledgement from stage. Get in front of every attendee with your product/free gift. (Spaces limited).

\$7000

Refreshment Station Sponsor**

Sponsor product showcased and prominently presented throughout the refreshment break at each break station. Name/Logo featured on refreshment signage, branded cups and napkins. Opportunity to distribute literature or gift. (Spaces Limited. Signage, cups and napkins included).

\$7500

Room Turndown Service**

Hotel guest room turndown service with branded chocolate/goodie/gift & literature left on the pillow. (Limited to two sponsors. Sponsor responsible for gift).

\$7500

**** Includes a Resource Partner table in the Exhibit area and Four Complimentary Guest Registrations for Advance Distribution. ****

Giveaways and literature subject to approval. Sponsor responsible for printed item and shipping unless otherwise indicated.



SPONSOR PAYMENT INFORMATION

***All applications must be accompanied with a \$1000 non-refundable deposit to hold your place. If you are declined, the deposit will be returned to you. ***

Guest Speaker Resource Panel Resource Partner

SPONSOR ENHANCEMENT: _____

If applying for Guest Speaker or Resource Panel, please indicate your preferred topic:

***All applications must be accompanied with a \$1000 non-refundable deposit to hold your place. If you are declined, the deposit will be returned to you. ***

Name: _____ **Date:** _____

Company: _____

Phone: _____ **Fax:** _____

EMAIL: _____

Billing Address: _____

Street or P.O. Box

City

State

Zip

Country

PAYMENT METHOD (circle one): VISA MC AMEX DISCOVER

CARD NUMBER: _____ **EXP. DATE:** _____ **CSV:** _____

Cardholder's Signature: _____

*⚡All Packages/applications are reviewed & accepted on a first come first serve basis. Because we are committed to providing our clients with the best possible resources some sponsors may be notified of their acceptance sooner than others.
We reserve the right to decline a potential sponsorship at our sole discretion.*

***All applications must be accompanied with a \$1000 non-refundable deposit to hold your place. If you are declined, the deposit will be returned to you. ***

FOR QUESTIONS PLEASE CONTACT: Support@helpmorepeople.com

PLEASE FAX BACK TO 866-888-9858