



## RE Connect SF 08 Promotional Opportunities

| Opportunity                                      | Location/Area  | Details/Info   | Price*                  |
|--|--|--|-------------------------|
| <b>General Promotional Opportunities</b>         |  |  |                         |
| <b>Ad on Front Page of Printed Program Guide</b> | Prominently positioned on cover of Program Guide given to all attendees  | Ad must be contract, paid and delivered no later than June 13, 2008.   | \$10,000                |
| <b>Advertising in Printed Program Guide</b>      | Quarter, Half, Full Page sized ads in Printed Program Guide distributed to attendees                                 | Ads must be contracted, paid and delivered no later than June 13, 2008. Sponsors may pay to upgrade their ad size.   | \$800, \$1500, \$2500   |
| <b>Badge Holder [SOLD]</b>                       | <i>Company logo on badge holder given to all attendees</i>   | <i>Requires EPS logo and 4 weeks lead time (white logo only)</i>   | <i>\$10,000</i>         |
| <b>Badge Mailing Insert (Only 2 available)</b>   | Included in envelope mailed to each attendee   | Sponsor to supply single sheet insert to include in badge mailing to all pre-registered attendees. 2 available. Materials must be received by June 24, 2008. | \$5,000                 |
| <b>Email Station</b>                             | Company URL loaded into computers used at event Email Station, plus signage  | Requires EPS logo and URL and 4 weeks lead time.   | Call for quote          |
| <b>Event Update Emails</b>                       | Various emails prior to event  | Sponsor logo featured in upper right corner of emails promoting Real Estate Connect. Distribution: 30k+ opt-in recipients.                                   | \$3000 for 5 drops      |
| <b>Exhibit Hall Floor Plan</b>                   | Program guide & event website  | Sponsor's name and booth highlighted with additional text on exhibit hall floorplan in program guide and on event website.                                   | \$5,000                 |
| <b>General Session Chair Drop</b>                | In general session room  | Sponsor to provide 1 single piece item which is placed on each chair in general session room prior to start of presentation. Non-exclusive.                  | \$2500 per session drop |
| <b>Hospitality Suite</b>                         | Premiere meeting room with furnished reception space located at the venue for use during event hours and after hours | Signage with company logo at entry to room. House tables and chairs provided. Available to sponsors only. 2 available.                                       | \$7,500                 |
| <b>Hotel Room Drops</b>                          | Promotional item delivered to each attendee's room   | 1 Item delivered 1 time to attendees staying in Palace Hotel.  | Call for quote          |
| <b>Lanyards [SOLD]</b>                           | <i>Company logo on lanyard given to all attendees</i>  | <i>Requires EPS logo and 4 weeks lead time.</i>  | <i>\$10,000</i>         |
| <b>Logo on Attendee Tote Bag</b>                 | On one (1) side of the event tote bag distributed to all attendees   | Requires EPS logo and 4 weeks lead time. 2 sides available.  | \$10,000                |

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| <b>Meeting Room</b>  | Company meeting room located at venue for duration of event | Signage at entry to room, house tables and chairs provided. Available to sponsors only. Limited number available.   | \$5,000  |
| <b>New Product Showcase on Website</b>                     | On Conference Website - before and after Connect            | Link from conference site to showcase with company logo, contact info and 50 word product description.  | \$500  |
| <b>Pre-Conference Workshops</b>                            | Various Sessions  | Key event activity option at Platinum level. Logo presence in meeting rooms, verbal thank you from moderator, logo on website and printed program, ability to leave collateral on tables. | \$5000 for standard package. Call for other opportunities. |
| <b>Press/Speaker Room Sponsor</b>                          | Press/Speaker Room  | Key event activity option at Gold or Platinum level. Logo on entry signage (22"x28") sign inside the room, ability to leave collateral on all tables.                                     | \$5,000  |
| <b>Registration Area</b>                                   | Registration  | Key event activity option at Platinum level. Company logo on signage and counters in registration area. Ability to leave collateral on table near registration counters.                  | \$7,500  |
| <b>Sponsored Intensives</b>                                | Various Sessions  | Available at Platinum Level only. Sponsor must cover costs associated with special room sets. Limited Quantity Available.   | call for info  |
| <b>Innovation Tracks</b>                                   | Various Sessions  | Only Available to Platinum and Gold Level sponsors. Can be added as a second key event activity for an additional \$5k.   | call for info  |
| <b>Video Playing During General Session and on InmanTV</b> | General Session Breaks & on Inman.com                       | While general sessions are changing, a 2-minute video will play on the projection screen and the video will be posted in the InmanTV section of Inman.com.                                | \$3,500  |

## Parties or Catering Opportunities

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| <b>Welcome Reception MORTGAGE CATEGORY SOLD, OTHER CATEGORIES AVAILABLE</b> | Reception service with appetizers and cocktails on the exhibit floor                   | Includes: company promotion in Program Guide and on website, signage throughout event with company logo, and option for promotional element. | \$10,000       |
| <b>Coffee Sponsor</b>   | Per day in 1 area (on exhibit floor or during a session) free coffee for all attendees | Sponsorship includes: branded coffee cups, signage and company logo.   | call for quote |
| <b>Energy Bar</b>   | One afternoon, onsite  | Includes mid-afternoon snack w/ kiosk, snack and kiosk branded w/ sponsor logo.  | call for quote |
| <b>Box Lunch for one of the Pre-Conference Workshops</b>                    | Limited availability due to room availability at the Palace                            | Box Lunch for attendees, signage for sponsor.  | call for quote |
| <b>Party Promo</b>  | Email before event and in program guide  | Throw your own party and Inman will promote it in an email to attendees once prior to the event and in the printed Program Guide.            | \$3,500        |

## Giveaways

|                                     |  |  |                         |
|-------------------------------------|--|--|-------------------------|
| <b>Bottled water w/company logo</b> | Distribute in attendee bag or chair drop | Requires EPS logo and 4 weeks lead time. | \$7100 for 1500 bottles |
| <b>Business Card Holder</b>         | Distribute in attendee bag               | Requires EPS logo and 4 weeks lead time. | call for quote          |

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| <b>Calendars</b>                                    | Distribute in attendee bag             | Sponsor to provide artwork - Requires EPS logo and 4 weeks lead time.     | \$4500 +       |
| <b>Luggage Tags</b>                                 | Distribute in attendee bag             | Sponsor to provide artwork - Requires EPS logo and 4 weeks lead time.     | \$5000 +       |
| <b>Magnetic Memo Pads<br/>(can be house shaped)</b> | Distribute in attendee bag             | Sponsor to provide artwork - Requires EPS logo and 4 weeks lead time.     | \$5,300        |
| <b>Memo Book</b>                                    | Distribute in attendee bag             | Requires EPS logo and 4 weeks lead time.                                  | \$6500 +       |
| <b>Mouse Pads</b>                                   | Distribute in attendee bag             | Sponsor to provide artwork - Requires EPS logo and 4 weeks lead time.     | \$4,500        |
| <b>Pens for Tote Bag</b>                            | Distribute in attendee bag             | Company logo on each pen. Requires EPS logo and 4 weeks lead time.        | \$4,500        |
| <b>Portfolio with notepad/calculator</b>            | Distribute in attendee bag             | Requires EPS logo and 4 weeks lead time.                                  | \$12,000       |
| <b>Post It note Pads - square or house shaped</b>   | Distribute in attendee bag             | Sponsor to provide artwork - Requires EPS logo and 5 weeks lead time.     | \$4750 +       |
| <b>Tote Bag Insert</b>                              | Inside tote bag given to all attendees | Sponsor can insert either a flyer or promotional item - quantity limited. | \$2,500        |
| <b><i>T-Shirt with company branding [SOLD]</i></b>  | <i>For Bloggers Connect only</i>       | <i>Sponsor to provide t-shirts - artwork must be approved first.</i>      | <i>\$1,500</i> |

**\*Costs are based on all items being contracted by June 13, 2008. Additional fees will be incurred after that date.**

**\*\*Rates are net.**

**For more information on any of these packages, please contact:**

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