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Shaw Conference Centre, Edmonton  
November 23-25, 2010



**GameOn!**  
**STRONGER. UNITED.**  
**AUMA CONVENTION  
& AMSC TRADE SHOW**

# AUMA 2010 Annual Convention

November 23-25  
Shaw Conference Centre  
Edmonton

## Sponsorship Opportunities



# Sponsorship Matrix

10'X10' booth space

One night's accommodation for one representative at a Convention hotel

Complimentary Convention registration(s)

Evening event seating for company representative(s) and their guest(s)

Invitation to attend the President's Dinner

Complimentary one year Affiliate Membership

Authorized use of "Partnering with the AUMA" in company advertising during Convention year

Inclusion of promotional materials in delegate kits\*

Logo and link in the Convention Sponsor section of the AUMA web site

Corporate name and logo on signage, promotional materials and event marketing

Prominent identification and recognition throughout event

	Bronze	Silver	Gold	Platinum	Diamond
10'X10' booth space			1	1	2
One night's accommodation for one representative at a Convention hotel			◆	◆	◆
Complimentary Convention registration(s)			1	2	2
Evening event seating for company representative(s) and their guest(s)			1	2	2
Invitation to attend the President's Dinner			1	2	2
Complimentary one year Affiliate Membership			◆	◆	◆
Authorized use of "Partnering with the AUMA" in company advertising during Convention year	◆	◆	◆	◆	◆
Inclusion of promotional materials in delegate kits*	1	1	2	2	2
Logo and link in the Convention Sponsor section of the AUMA web site	◆	◆	◆	◆	◆
Corporate name and logo on signage, promotional materials and event marketing	◆	◆	◆	◆	◆
Prominent identification and recognition throughout event	◆	◆	◆	◆	◆

\*See Page 3 for more details

# Sponsorship Levels

## Diamond

Trade Show Lunch	\$45,000
Friday Government Lunch	\$42,500
Gala Entertainment	\$37,500
Tradeshow Dessert Reception	\$32,500

## Platinum

Opening Ceremonies/keynote	\$27,500
Full breakfast (2 available)	\$27,500
Audio-Visual Support	\$22,500

## Gold

Pre-Convention Sessions Breakfast & Lunch	\$14,000
Printing Services	\$12,000
General Sponsorship	\$12,000

## Silver

Convention Folder Cover Advertising	\$7,500
Pocket Guide Cover Advertising	\$7,500
General Sponsorship	\$7,500

## Bronze

Partner's Lounge Refreshments	\$4,000
Coffee Break	\$2,500
Education Sessions	\$2,500
General Sponsorship	\$2,000

# Sponsor Privileges

As a small step toward achieving our theme, we are committed to minimizing the environmental footprint of our Convention.

In addition to such initiatives as minimizing the use of paper and encouraging walking between venues, we are dedicating a portion of each sponsorship toward the planting of trees and shrubs in Alberta.

We will now accept only **2** distinct items for the delegate kits. We encourage sponsors to participate by providing only sustainable items for delegate bags. Here are a few examples:

Hand Sanitizer	Notepad	Luggage Tags (delegates will use it to identify their delegate bag & water bottle!
First Aid Kit	Lip Balm	USB Memory Sticks or CD with your company literature
Chocolates	Mints	Stainless Steel Water Bottle/Coffee Cup
Pens	MP3 Player	Car accessory

**Get creative!**

**Delegate bag insert specifications:**

1. Must not be larger than 21.59 cm x 27.94 cm (8 1/2" x 11")
2. Must not weigh more than 1.36Kg (3lb)

**To discuss your corporate partnership please contact:**

**Anita Kelm, AUMA Marketing Manager (780) 409-7495 [akelm@auma.ca](mailto:akelm@auma.ca)**

The information you provide will be used in Convention materials. Please ensure it is accurate.



# Offer of Sponsorship

Organization \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Postal Code \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

We would like to sponsor the AUMA Convention as a:

- Diamond Sponsor
- Silver Sponsor
- Platinum Sponsor
- Bronze Sponsor
- Gold Sponsor

We will exhibit in the AMSC Tradeshow\*  Yes  No # of booth spaces \_\_\_\_\_

We agree to contribute \$\_\_\_\_\_ in cash and/or contra

Cash Value \$ \_\_\_\_\_ <sup>1</sup> Contra Value \$ \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

*I understand that we will receive all benefits as outlined for this level of sponsorship.*

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\* Trade show booth privileges are outlined on Page 2.

<sup>1</sup> If contra is part of your sponsorship, please provide a brief description, including amounts if applicable.

**Please complete and send to:**  
**Anita Kelm, AUMA Marketing Manager (780) 409-7495 akelm@auma.ca**  
**300-8616 51 Ave Edmonton, AB T6E 6E6**