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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* | | | | | |
| Logo and link in the Convention Sponsor section of the AUMA web site | 1 | 1 | 2 | 2 | 2 |
| 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

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 \$ _____ ¹ 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.

¹ 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