

**SPONSORSHIP OPPORTUNITIES  
FOR PEBA'S 27<sup>TH</sup> ANNUAL FORUM**

Wednesday, April 22, 2009 at  
Philadelphia Marriott  
12<sup>th</sup> and Market Streets  
Philadelphia, PA 19107

TYPE OF SPONSORSHIP	PRICE	HOW MANY?	SPONSOR RECOGNITION AND PERMITTED ADVERTISING
Keynote	\$10,000	1	<ul style="list-style-type: none"> <li>• Introduce keynote speaker</li> <li>• Opportunity to give 3-5 minute promotional speech before introducing keynote</li> <li>• Your Company's name and logo on first slide of keynote presentation</li> <li>• Banner and/or signage on and around podium during keynote address</li> <li>• Reserved Premium Booth in Exhibit Hall <b>NEW</b></li> <li>• Place one Company brochure at each seat at keynote address</li> <li>• Include 1 handout in conference bag</li> <li>• Four (4) complimentary tickets to the Forum <b>NEW</b></li> <li>• Reserved table at luncheon</li> <li>• Full-page acknowledgement on the back cover of the Day-of-Program Brochure</li> <li>• Acknowledgement and your Company's website link on the PEBA website</li> <li>• Event Leads- PEBA will ask attendees in survey if participants want you to follow up with them <b>NEW</b></li> </ul>
Pre-Conference Brochure	\$8,000	1	<ul style="list-style-type: none"> <li>• Save the Date Postcard Sent to over 1,600 PEBA supporters, with your company's advertisement on front of postcard <b>NEW</b></li> <li>• Your Company's name and logo prominently displayed on "Save the Date" e-mail reminder</li> <li>• Reserved Premium Booth in Exhibit Hall <b>NEW</b></li> <li>• Quarter-Page <b>exclusive</b> ad in the Pre-Conference Brochure</li> <li>• Full-page ad on the inside cover of the Day-of-Program Brochure</li> <li>• Three (3) complimentary tickets to the Forum <b>NEW</b></li> <li>• Reserved table at luncheon</li> <li>• Opportunity to include 1 handout in conference bag</li> <li>• Acknowledgement and your Company's website link on the PEBA website</li> </ul>
Luncheon	\$7,000	1	<ul style="list-style-type: none"> <li>• Acknowledgement during lunch</li> <li>• Banner and/or signage near lunch tables (as permitted by hotel)</li> <li>• Opportunity to distribute promotional item at each lunch setting (or on chair)</li> <li>• Reserved Booth in Exhibit Hall <b>NEW</b></li> <li>• Reserved table at luncheon</li> <li>• Three (3) complimentary tickets to the Forum <b>NEW</b></li> <li>• Full-page acknowledgement in the Day-of-Program Brochure</li> </ul>

			<ul style="list-style-type: none"> <li>Acknowledgement and your Company's website link on the PEBA website</li> </ul>
<b>Bag/Tote</b>	<b>\$6,500</b>	<b>1</b>	<ul style="list-style-type: none"> <li>Your Company's name and logo on each participant bag</li> <li>Reserved Booth in Exhibit Hall</li> <li>Opportunity to include 1 handout in conference bag *</li> <li>Three (3) complimentary tickets to the Forum</li> <li>Half-page acknowledgement in the Day-of-Program Brochure</li> <li>Acknowledgement and your Company's website link on the PEBA website</li> </ul>

\* Any handouts, promotional items, or other giveaways must be approved by PEBA prior to the day of the Forum\*

TYPE OF SPONSORSHIP	PRICE	HOW MANY?	SPONSOR RECOGNITION AND PERMITTED ADVERTISING
<b>Water Stations</b>	<b>\$5,000</b>	<b>1</b>	<ul style="list-style-type: none"> <li>Provide customized bottles of water to be given to attendees with your Company's name and logo</li> <li>Half-page acknowledgement in the Day-of-Program Brochure</li> <li>Banner and/or signage near buffet (as permitted by hotel)</li> <li>Reserved Booth in Exhibit Hall</li> <li>Opportunity to include 1 handout in conference bag</li> <li>Acknowledgement and your Company's website link on the PEBA website</li> <li>Three (3) Complimentary Tickets to the Forum <b>New</b></li> </ul>
<b>Breakfast</b>	<b>\$4,000</b>	<b>1</b>	<ul style="list-style-type: none"> <li>Banner and/or signage near buffet (as permitted by hotel)</li> <li>Table tents on buffet tables</li> <li>Two (2) Complimentary Tickets to the Forum <b>New</b></li> <li>Opportunity to include 1 handout in conference bag</li> <li>Half-page acknowledgement in the Day-of-Program Brochure</li> <li>Acknowledgement and your Company's website link on the PEBA website</li> </ul>
<b>Luncheon Table Centerpieces</b>	<b>\$2,500</b>	<b>1</b>	<ul style="list-style-type: none"> <li>Table-top centerpieces for each table (approx 30 tables)</li> <li>Opportunity to customize centerpieces with your Company's name and logo</li> <li>Half-page acknowledgement in the Day-of-Program Brochure</li> <li>Two (2) Complimentary Passes to Forum <b>New</b></li> <li>Acknowledgement and your Company's website link on the PEBA website</li> </ul>
<b>Name Badge and Lanyard</b>	<b>\$2,500</b>	<b>1</b>	<ul style="list-style-type: none"> <li>Your Company's name and logo on each lanyard</li> <li>Half-page acknowledgement in the Day-of-Program Brochure</li> <li>Two (2) Complimentary Passes to Forum <b>New</b></li> <li>Acknowledgement and your Company's website link on the PEBA website</li> </ul>
<b>Coffee Stations</b> <b>New</b>	<b>\$2,500</b>	<b>1</b>	<ul style="list-style-type: none"> <li>Banner and/or signage near Coffee Stations</li> <li>Opportunity to customize disposable coffee cups with your company's logo</li> <li>Two (2) Complimentary Passes</li> <li>Acknowledgement and your Company's website link on the PEBA website</li> </ul>

<b>Pen and Paper All Sessions</b>	<b>\$2,500</b>	<b>1</b>	<ul style="list-style-type: none"> <li>• Provide pads of paper and pens with your Company's name and logo to all session attendees</li> <li>• Opportunity to provide your Company's brochure to all session attendees</li> <li>• Half-page acknowledgement in the Day-of-Program Brochure</li> <li>• Two (2) Complimentary Passes</li> <li>• Acknowledgement and your Company's website link on the PEBA website</li> </ul>
---------------------------------------	----------------	----------	---

\* Any handouts, promotional items, or other giveaways must be approved by PEBA prior to the day of the Forum.

<b>TYPE OF SPONSORSHIP</b>	<b>PRICE</b>	<b>HOW MANY?</b>	<b>SPONSOR RECOGNITION AND PERMITTED ADVERTISING</b>
<b>Advertising Display</b>	<b>\$750</b>	<b>10</b>	<ul style="list-style-type: none"> <li>• Entice attendees to meet with your company's representatives by providing a sign and business cards in high traffic areas</li> </ul>
<b>Conference Bag Insert</b>	<b>\$500</b>	<b>15</b>	<ul style="list-style-type: none"> <li>• Insert your 8.5" x 11" promotional material in the attendee conference bag*</li> </ul>
<b>Day-of-Program Brochure Ad</b>	<b>\$500</b>	<b>No limit</b>	<ul style="list-style-type: none"> <li>• Ad in Day-of-Program Brochure for distribution to all attendees</li> <li>• Ads are limited to the size of a quarter-page and camera-ready copy must be provided</li> <li>• Acknowledgement and your Company's website link on the PEBA website</li> </ul>

**Any handouts, promotional items, or other giveaways must be approved by PEBA prior to the day of the Forum.**

## Registration and Payment

Name
Title
Company
Email
Phone Number

### **SPONSORSHIPS**

\_\_\_\_\_ Keynote - \$10,000  
\_\_\_\_\_ Pre-Conference Brochure - \$8,000  
\_\_\_\_\_ Luncheon - \$7,000  
\_\_\_\_\_ Conference Bag - \$6,500  
\_\_\_\_\_ Water Stations- \$5,000  
\_\_\_\_\_ Breakfast - \$4,000  
\_\_\_\_\_ Keynote Centerpieces - \$2,500

\_\_\_\_\_ Luncheon Centerpieces - \$2,500  
\_\_\_\_\_ Name Badge & Lanyard - \$2,500  
\_\_\_\_\_ Coffee Stations - \$2,500  
\_\_\_\_\_ Pen and Paper - \$2,500  
\_\_\_\_\_ Kiosk Space - \$750  
\_\_\_\_\_ Conference Bag Insert - \$500  
\_\_\_\_\_ Day-of Program Brochure Ad - \$500

**TOTAL AMOUNT DUE:** \$ \_\_\_\_\_

### **PAYMENT**

- Check enclosed.  
 Please charge my credit card.

Card Number: \_\_\_\_\_

- MasterCard

Name on Card: \_\_\_\_\_

- Visa
- American Express

Expiration Date: \_\_\_\_\_

Signature \_\_\_\_\_

**Cancellation Policy**

Cancellations must be received by February 15 to receive a full refund. Cancellations received between February 2 and March 1 will be charged 75%. No refunds will be given after March 1.

Send registration information via email to Joy Wilson at [Wilson@peba.org](mailto:Wilson@peba.org) or mail/fax to:

Joy Wilson  
PEBA  
1528 Walnut Street, Suite 420  
Philadelphia, PA 19102  
Phone (215) 735-9479 Fax (215) 735-9479  
[www.peba.org](http://www.peba.org)