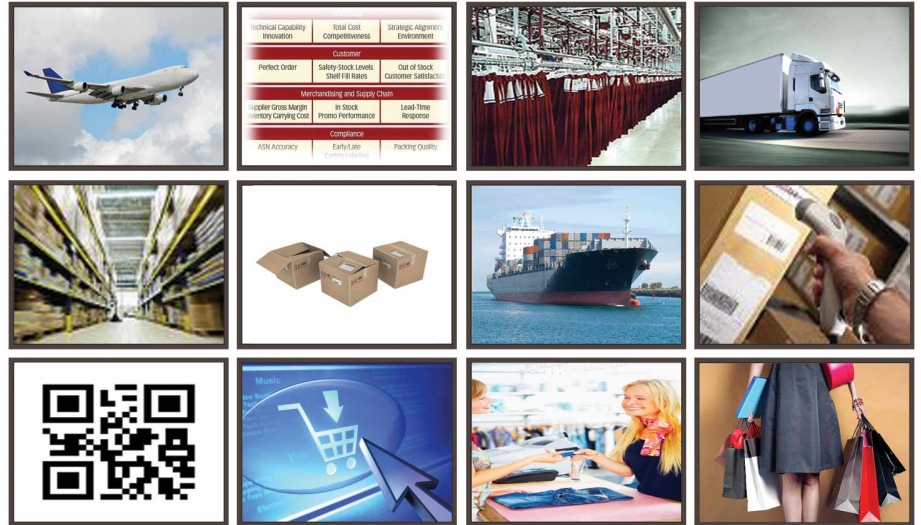


# SPONSORSHIP KIT 2011



Leading membership-based organization dedicated to developing and facilitating collaborative relationships between retailers and suppliers.

## Event Sponsorship

VCF Conferences are world-class events with an international reputation as the premier location to meet with executive-level representatives of manufacturers, retailers and service providers alike.

Sponsorship Features include:



**Access to High-level Decision Makers:** Your product will be exposed to more than 400 decision makers at our events.



**Featured Presentations:** Platinum sponsors will have the opportunity to showcase their solutions through a presentation to the General Session audience. Gold and Silver sponsors are offered similar opportunities with attendees during exclusive breakout sessions.



**Exclusive Use of Lists:** Sponsorship entitles you to an advance copy of the attendee list to prepare for networking events with existing clients or targeted prospects. Attendee lists are provided two weeks prior to the start of each event and include attendee name, title and company name.



**Materials in Conference Guide:** Sponsors may elect to include marketing collateral in the official conference guide, distributed at registration. Marketing collateral may be in the form of selected promotional literature, i.e. company brochure, single page flyer or white paper. The use of the Conference Guide is designed to entice attendees to learn more about your specific service or product offering.



**Intimate Settings to do Business:** In addition to the Exhibit Hall, VCF Conferences are designed to provide a wide range of networking opportunities - including our Evening Receptions, a foursome on the golf course, or a private meeting room exclusive to your company.

## Current and Past Partners



*The Right Retail Partner*



**DYNAMIC**  
WORLDWIDE LOGISTICS  
A Division of Dynamic International



## Sponsor Benefits

## Metal Sponsorship Opportunities

### Platinum

### Gold

### Silver

#### Recognition as Industry Leaders

|  |          |         |         |
|--|----------|---------|---------|
| Recognition at each event                          | ✓        | ✓       | ✓       |
| Sponsor case study on the VCF website <sup>1</sup> | 2 Papers | 1 Paper | 1 Paper |

#### Event Branding

|                                  |   |   |   |
|----------------------------------|---|---|---|
| Sponsorship of evening reception | ✓ |   |   |
| Sponsorship of lunch             |   | ✓ | ✓ |
| Sponsorship of breakfast         | ✓ | ✓ |   |

#### Promotion Opportunities

|   |          |          |          |
|---|----------|----------|----------|
| Exhibit booth space at our national event                       | ✓        | ✓        | ✓        |
| Annual event passes <sup>2</sup>                                | 6 Passes | 4 Passes | 2 Passes |
| Promotional/marketing material in conference guide <sup>3</sup> | ✓        | ✓        | ✓        |
| Company logo and profile in the event program                   | ✓        | ✓        | ✓        |
| Signage displayed throughout event and sponsored event          | ✓        | ✓        | ✓        |

#### Publicity and Marketing

|   |            |          |               |
|---|------------|----------|---------------|
| Tab advertisement in the conference journal             | ✓          | ✓        |               |
| Advertisement in the conference journal                 | Full Page  | 1/2 Page | 1/2 page      |
| Rotating advertisement in four issues of the VCF Report | Top Banner | Sidebar  | Bottom Banner |
| Sponsor directory listing                               | ✓          | ✓        | ✓             |
| Company logo and profile on VCF website                 | ✓          | ✓        | ✓             |

#### Membership Benefits

|  |   |   |   |
|--|---|---|---|
| VCF membership   | ✓ | ✓ | ✓ |
| Member pricing to all events                             | ✓ | ✓ | ✓ |
| Inclusion in the TPBuyers Guide                          | ✓ | ✓ | ✓ |
| Discount to any additional VCF advertising opportunities | ✓ | ✓ | ✓ |

Note: Metal sponsorships are non-exclusive.

1. Article and White Paper topic/content must be approved by VCF .

2. Conference passes are for clients/prospects of the sponsor.

3. All promotional items to be included in the conference guide shall be provided at the sponsor's cost. Limit one promotional item per sponsor.

## Extend Your Brand and Exposure through these Additional Opportunities!

### Webinars

These promotional efforts lead to a powerful branding campaign, producing recognition for your company as a leader in your field:

- **Email Promotional Campaign:** Customized text and HTML emails are delivered to VCF's distribution list.
- **Newsletter Advertising:** Your webinar will be included in VCF's monthly newsletter, the VCF Report, including banner advertising and event information, delivered to tens-of-thousands of recipients.
- **Web Advertising:** VCFWW, the leading retailer-supplier collaboration web site, promotes upcoming Events, including event landing pages and follow-up delivery of presentations.
- **Comprehensive Follow-up:** VCF Staff will follow up with attendees to grant access to your presentation, provide an event survey, and deliver to you the registered attendee contact information.

### Research & Studies

We will assist you in researching the attitudes, concerns, needs and priorities held by a group of interest:

- By jointly crafting a survey, VCF can help you study the profile of a group as a whole, creating a descriptive research objective, then performing a cause-and-effect analysis to understand the source as an explanatory research objective.
- The findings can then support fact-based organizational decisions or continuous improvement projects toward the goal of achieving an organizational mission.
- VCF will work with you to deliver your message to a targeted audience, both promoting its availability, as well as making it accessible through multiple touch-points of communication.

### Conference Sponsorship

Position your solution as the leader in your industry and impress your top prospects:

- Exhibition Space
- Social Event Sponsorship
- Private Meeting Rooms

### Promotional Items

Sponsor the following:

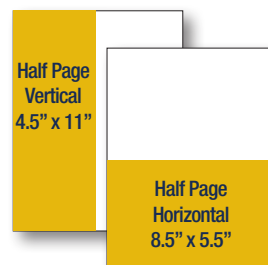
- Water Bottles and Water Stations
- Lanyards for Name Badges
- Cyber Cafe
- Hotel Key Cards, and *more...*

### Advertising

#### Conference Journal

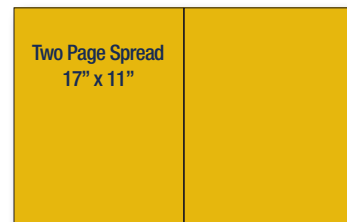
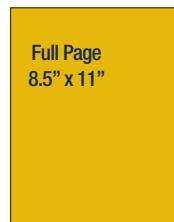
##### Ad Size

- Full Page
- Half Page
- Quarter Page



##### Premium Placement

- Divider Tabs
- Inside Front Cover
- Inside Back Cover



### E-Publications

- VCF Report
- Weekly Ratings Alert
- Compliance Clearinghouse Alert
- TP Buyer's Guide



## Exhibitor Space

| Opportunity  | Price   |
|--|---------|
| <b>Exhibit Space</b><br>10' x 8' space, tabletop or "pop-up" | \$6,000 |

## Meals and Breaks

| Opportunity                                     | Price                        |
|---|------------------------------|
| <b>Breakfast Buffets</b>                        | Pricing determined by venue. |
| <b>Break Bundles</b><br>Morning/Afternoon break |                              |
| <b>Lunch Buffet</b>                             | Call for details.            |
| <b>Evening Cocktail Reception</b>               |                              |
| <b>Dinner Buffet</b>                            |                              |
| <b>Continuous Coffee Station</b>                |                              |
| <b>Cyber Lounge</b>                             |                              |

## Promotional Sponsorship Items

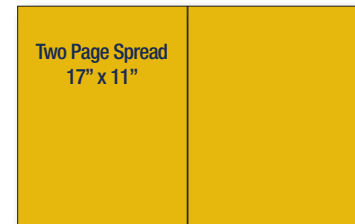
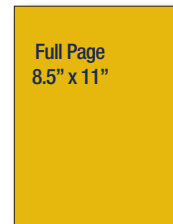
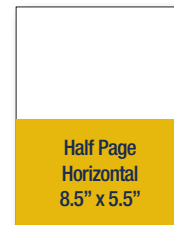
| Opportunity  | Price    |
|--|----------|
| <b>Hotel Room Drop</b><br>Sponsorship plus cost of item              | \$8,000  |
| <b>Passport Sponsor<sup>1</sup></b><br>Sponsor to provide prize      | \$3,500  |
| <b>Tote Bags</b>   | \$8,000  |
| <b>Evaluations</b><br>Per day, black and white copies for attendees  | \$5,000  |
| <b>Key Cards<sup>2</sup></b>   | \$5,000  |
| <b>Water Bottles<sup>2</sup></b>                                     | \$5,000  |
| <b>Daily Tweet Sponsor</b>   | \$8,000  |
| <b>Lanyards<sup>2</sup></b>  | \$5,000  |
| <b>Daily Digest</b><br>Per day, black and white copies for attendees | \$10,000 |

## Golf Related (when available)

| Opportunity                              | Price    |
|--|----------|
| <b>Golf Outing Exclusive Sponsorship</b> | \$10,000 |
| <b>Golf Outing Non-Exclusive</b>         | \$5,000  |
| <b>Golf Balls</b>                        | \$2,000  |
| <b>Longest Drive Prize</b>               | \$2,000  |
| <b>Closest to the Pin Prize</b>          | \$2,000  |

## Conference Journal Advertising

| Opportunity                                    | Price   |
|--|---------|
| <b>Half Page</b><br>8.5" x 5.5" or 4.25" x 11" | \$500   |
| <b>Full Page</b> 8.5" x 11"                    | \$1,000 |
| <b>Divider Tabs Front</b> 8.5 x 11.25"         | \$2,500 |
| <b>Divider Tabs Back</b> 8.5 x 11.25"          | \$2,000 |
| <b>Inside Front Cover</b> 8.5" x 11"           | \$2,500 |
| <b>Inside Back Cover</b> 8.5" x 11"            | \$2,500 |
| <b>Two Page Spread</b> 17" x 11"               | \$3,500 |
| <b>Outside Back Cover</b> 8.5" x 11"           | \$3,500 |



## Mechanical Requirements

### Acceptable file formats:

- TIFF, JPEG, PDF
- Collected/packaged files from InDesign (including all fonts and images)
- Native vector (Illustrator) file (.ai, .eps)

All files must include .25" bleed  
Resolution: 300 dpi  
All pricing is based on black and white advertising

## Additional Opportunities

| Opportunity                                       | Price              |
|---|--------------------|
| <b>White papers</b>                               | call for pricing   |
| <b>Webinars</b><br>3 or more series-event pricing | \$2,300<br>\$2,000 |

### For material submission and questions, contact:

Sheri Kurdakul

skurdakul@vcfww.com | 646-442-3701

1. Prize value must exceed \$300 and will be awarded in General Session by Sponsor(s).
2. When sponsors provide selected item, \$1,000 credit applies

## Company & Contact Information

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_ Company URL: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Fax: \_\_\_\_\_

## Sponsorship Desired (15% VCF Member discount is not applicable to Metal Sponsorships\*)

Please mark sponsorship items you are interested in. You will be contacted to discuss availability.

- Platinum\* (\$50,000)    
  Gold\* (\$35,000)    
  Silver\* (\$25,000)    
  Exhibitor (\$6,000)

### Individual Event Sponsorship

- | Apr.                     | June                     | Sept.                    | Nov.                     |                                       |
|--------------------------|--------------------------|--------------------------|--------------------------|---------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Dinner buffet                         |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Evening reception                     |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Lunch buffet                          |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Breakfast                             |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Break bundle                          |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Exhibitor                             |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Promotional items (see pricing sheet) |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Other: _____                          |

### Conference Journal Advertising

- | Apr.                     | June                     | Sept.                    | Nov.                     |                              |
|--------------------------|--------------------------|--------------------------|--------------------------|------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Outside back cover (\$3,500) |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Divider Tab Front (\$2,500)  |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Divider Tab Back (\$2,000)   |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Two-page spread (\$3,500)    |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Inside front cover (\$2,500) |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Inside back cover (\$2,500)  |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Full page (\$1,000)          |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Half page (\$500)            |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Other: _____                 |

## Payment

Credit Card Payments:  Visa      MC      AmEx

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

Credit Card #: \_\_\_\_\_

Exp. Month/Year: \_\_\_\_\_ Security Code: \_\_\_\_\_

Authorized Amount: \_\_\_\_\_

*Provide billing address if different than the company address above.*

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Postal Code: \_\_\_\_\_

I authorize Trading Partners Collaboration (TPC), dba VCF to use the credit card listed for the authorized amount and agree to pay this amount in accordance to the card issuer's agreement.

Authorized Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

**Check Payments:** Please use this form as your invoice. Make check(s) payable to TPC. TPC, dba VCF, is a limited liability corporation. Our tax ID# is 42-1613901.

Return completed form with payment to:

**VCF**  
 Attn: Sheri Kurdakul  
 51 Cragwood Road, Suite 200  
 South Plainfield, NJ 07080  
 Phone: 646-442-3701 | Fax: 908-755-7451

Exhibitor/Sponsor hereby designates the products listed above as those which shall be displayed or demonstrated and agrees to notify VCF in writing of any changes prior to the event. We (Exhibitor) agree that this application is offer, which is subject to the absolute right of the VCF to accept or reject. Upon acceptance of this application, we (Exhibitor) agree to the conditions, policies and penalties set forth in the Exhibitor Rules & Regulations.

Accepted as binding for Sponsor: \_\_\_\_\_ Date: \_\_\_\_\_

Accept as binding VCF: \_\_\_\_\_ Date: \_\_\_\_\_



## Show Management:

All matters and questions not covered by the Exhibit Space Agreement or these Rules and Regulations are subject to the decision of TPC, its officers, agents or employees acting for it, in the management of the exhibit.

## Eligible Exhibits:

TPC reserves the absolute right, at any time, to determine the eligibility of any company or product for inclusion in the Exhibit. No approved exhibitor may assign or transfer such approval without the written consent of TPC. No subleasing or sharing of space with another business or firm is permitted, unless approved by TPC.

## Limitation of Liability:

The exhibitor agrees to make no claim for any reason whatsoever on its members, agents, employees, lessors or owners of the exhibit premises, for loss, theft, damage or destruction of property; nor for any injury to himself/herself while in the exhibit facilities. Each exhibitor should have separate insurance to protect itself against such liabilities.

## Signage:

All signs must be freestanding. No sign may be strung between posts or hung from walls or the ceiling. Signs must be professionally made. No pennants are to be used unless approved by TPC and no sign may be placed outside the booth area, in doorways, hallways or aisles.

## Damage to Premises:

Exhibitors or their agents may not allow any article to be brought into the exhibition, or any act done on the premises, which would invalidate the insurance or increase the premium of the policies held by the management of the exhibit / convention / hotel facility. They will also not permit anything to be done by their employees, which will damage the premises, property or equipment of other exhibitors. No signs or articles can be affixed, nailed or otherwise attached to walls, doors, etc. in such a manner as to deface or destroy them. Likewise, no attachments can be made to the floors by nails, screws or any other devices that would damage them.

## Exhibit Specifications:

TPC shall supply, at no charge to the exhibitor, the following standard provisions for each exhibitor: 10' x 8' exhibition booth or 6' tabletop space, 6' skirted table, 2 chairs, wastebasket, power cord and vendor identification sign. Please call TPC for details.

## Sound Devices and Performers:

The use of devices for mechanical reproduction of sound or music may be permissible, but must receive advance approval from TPC. Sound of any kind must not be projected outside the confines of the exhibit booth. Exhibits featuring performers or attractions must be large enough to contain the audience within the exhibit. Aisles must be kept clear.

## Rejected Displays:

The exhibitor agrees that the exhibit shall be admitted and remains, from day-to-day, solely in strict compliance with the rules set forth herein. TPC reserves the right to reject or prohibit any exhibit in whole or in part, any exhibitor or its representative, with or without giving cause and TPC shall have no liability to the exhibitor as a result of the cancellation of the exhibit. If cause is not given, liability shall not exceed the return to the exhibitor of the amount of rental unearned at the time of rejection. If an exhibit or exhibitor is rejected for violation of these rules or for any other stated reason, no return of rental shall be made.

## Insurance:

Exhibitor and exhibitor's contractors shall, at their sole cost and expense, procure and maintain through the term of this License Agreement the following insurance: (a) Commercial General Liability insurance against claims for bodily injury or death, property damage as well as personal and advertising injury occurring in or upon or resulting from the exhibition, with combined single limits of liability of not less than \$1,000,000 per occurrence. This insurance must be in force during the lease dates of the event, with TPC added as an additional insured; and (b) Workers Compensation insurance as required by statutory law. Exhibitor shall obtain and shall furnish upon request a certificate of insurance evidencing the required insurance.

## Exhibitor Representative's Responsibility:

Each exhibitor must name at least one person to be a representative in connection with installation, operation and removal of the exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible.

## Character of Display:

Distribution of samples and printed matter of any kind or any promotional material is restricted to the confines of the booth. Exhibitors may not leave merchandise or printed matter in the registration areas, lounges, meeting rooms or other facilities of the

convention/conference hotels. No noisemakers or items not in keeping with the character and high standards of TPC may be distributed or used by any exhibitor.

## Labor:

It is mutually agreed that it is the duty and responsibility of each exhibitor to receive and install their exhibit before the opening of the exhibition; and to dismantle, pack and ship their exhibit immediately after the close of the exhibition, in accordance with local union regulations. Should an exhibitor not arrange for appropriate labor, TPC will not be responsible for the installation, dismantle or shipment of any exhibitor's display. In addition, should an exhibitor be unable exhibit because labor had not been arranged, the exhibitor fee will neither be refunded nor be applied to any future exhibit opportunity at a TPC event. Additional labor can be made available if TPC is formally alerted to the need 30 days in advance of show date, and arrangements are agreed to by both Exhibitor and TPC in advance of show date. Exhibitor will be responsible for the expense of the labor arranged by TPC, plus a 20% service charge.

## Official Service Contractor/Decorator:

The official service contractor will be designated by TPC as needed and will provide all services required: drayage, furnishings, carpet, accessories, tables, drapery, electrical power, labor to erect and dismantle your exhibit, signs, etc. An exhibitor service kit with order forms, rates and instructions on the services provided will be sent to exhibitors for any outside services required.

## Attendance:

Show Management shall have sole control over attendance policies at all times.

## Exhibit Hours:

All exhibits must be in place ready for opening of show. No part of an exhibit shall be removed during the showing without special permission from TPC. An exhibitor is not allowed to dismantle or pack any part of his or her exhibit until after the official closing of the event. Exhibitor's booths must be staffed at all times during exhibit hours. Exhibitors agree not to host hospitality suites and private parties during scheduled hours of TPC meetings, exhibits or other functions.

## Security:

Neither Show Management, exposition management, nor the owner or lessors of the exhibit premises will assume any responsibility for exhibitor's property. It is suggested that the exhibitor insure its property against loss and theft.

## Fire & Safety Laws:

Federal, state and city laws must be strictly observed.

## Amendment to Rules:

The exhibitor agrees that TPC shall have the right to make such rules and regulations or changes in floor plan arrangements of booth for said exhibition, as it shall deem necessary and to amend same from time to time. TPC shall have the final determination and enforcement of all rules, regulations and conditions.

## Cancellation of Exhibit Space:

Payment in full is due upon exhibitor's receipt of signed and countersigned agreement to exhibit/sponsorship participation, to terms stated within contract. Exhibitor/Sponsorship fees are not refundable.

## Acts of God, Fires, Strikes:

In case the exhibit hall shall be destroyed or damaged, or if the show fails to take place as scheduled or is interrupted and / or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of terrorism or threat of terrorism, act of God, emergency declared by any governmental agency or by TPC, or for any other reason, this contract may be terminated by TPC. In the event of such termination, the exhibitor waives any and all damages and claims for damages, and agrees that the sole liability of TPC shall be to return to each exhibitor its space payment, less its pro-rata share of all costs and expenses incurred and committed by TPC.

## Compliance with Laws:

Exhibitors must comply with all laws, rules, regulations and ordinances. No combustible decoration, such as crepe paper, cardboard or corrugated paper, shall be used at any time. All packing containers, excelsior or wrapping paper, which must be flameproof, are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silken or any other cloth decoration must stand a flameproof test as prescribed by fire ordinance of the city and/or state in which the show is held. All materials and fluids, which are inflammable, are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc. are not permitted. Exhibits cannot block aisles and fire exits.