

CPN Conference Sponsorships

Match your marketing efforts with the information needs of your target audience as a CPN Conference sponsor.

All package benefits will meet your marketing objectives.

- * Gain better brand recognition
- * Build preference for your products & services
- * Raise the profile of your company regionally and nationally by aligning your brand with CPN's top quality events.

NEW FOR 2008:

TotalReach™
Expand your market

- In Print
- Face-to-Face
- Online – website and newsletters included

“Excellent program.” — Director, Stan Johnson Company

CPN CONFERENCE SPONSORSHIPS



“I found this Summit to be very good and gave affirmation to my work. You stayed on schedule and were very organized. Good Job!” — *President, Parkway Group, Ltd.*

PLATINUM SPONSORSHIP:

Limited to **one** company at a \$16,500 investment

Sponsor Benefits Include All from Gold Sponsorship PLUS:

- Exclusive sponsor
- Exclusive logo placement on front cover of the conference event program
- Full-page, four color advertisement on back cover of the event program
- Prominent logo branding as 'lead' sponsor on all pre-event marketing materials including conference advertising and regional direct mail campaigns – in both print and online
- Prominent logo branding as a 'lead' sponsor on conference guide, agenda and venue signage
- Reserved table for VIP Sponsor Guests and/or company employees with signage
- Company logo (b/w) on attendee badges
- One 8'x10' exhibit display space or equivalent for corporate materials in registration area
- Opportunity to distribute branded gifts to conference attendees (sponsor supplies premiums)
- Eight complimentary registrations for company employees and/or VIP Clients
- Promotion code usage to invite clients on behalf of your company at a 20% discount

CPNOnline

- **Leaderboard** (728x90) or **1st Medium Rectangle** (300x250) ROS for one month
- **Homepage Midline Banner** (468x60) in rotation for one month

Daily Newsletter

- **2nd Medium Rectangle** (300x250) for one week (five newsletters total)

GOLD SPONSORSHIP:

\$9,750 investment

Sponsor Benefits Include:

- Full page Corporate Profile and advertisement in the event program and on website
- Prominent logo branding on all pre-event marketing materials including conference advertising and regional direct mail campaigns – in both print and online
- Prominent logo branding on all at-conference materials including conference guide, agenda and venue signage
- Tabletop display for corporate materials in the exhibit area
- Five complimentary registrations for company employees and/or VIP Clients
- Promotion code usage to invite clients on behalf of your company at a 15% discount
- Post-event attendee list for direct mail purposes – one-time use only
- Recognition in post-event coverage appearing in *CPN*
- Frequency discounts on additional *CPN* Conference sponsorships
- Logo recognition in post-event thank you advertisement appearing in *CPN*

CPNOnline

- **Leaderboard** (728x90) or **1st Medium Rectangle** (300x250) ROS for one month
- **Homepage Midline Banner** (468x60) in rotation for one month

CPN CONFERENCE SPONSORSHIPS



SILVER SPONSORSHIP:

\$7,150 investment

- Half-page Corporate Profile and advertisement in the event program and on website
- Logo inclusion on all pre-event marketing materials including conference advertising and regional direct mail campaigns – in both print and online
- Logo inclusion on all at-conference materials including conference guide, agenda and venue signage
- Three complimentary registrations for company employees and/or VIP Clients
- Promotion code usage to invite clients on behalf of your company at a 10% discount
- Post-event attendee list for direct mail purposes – one-time use only
- Recognition in post-event coverage appearing in *CPN*
- Frequency discounts on additional *CPN* Conference sponsorships
- Logo recognition in post-event thank you advertisement appearing in *CPN*

CPNOnline

- Leaderboard (728x90) or 1st Medium Rectangle (300x250) ROS for one month

BRONZE SPONSORSHIP:

\$4,500 investment

- Half-page Corporate Profile in the event program and on website
- Logo inclusion on all pre-event marketing materials including conference advertising and regional direct mail campaigns – in both print and online
- Logo inclusion on all at-conference materials including conference guide, agenda and venue signage
- Two complimentary registrations for company employees or VIP Clients
- Recognition in post-event coverage appearing in *CPN*

CPNOnline

- 2nd Medium Rectangle (300x250) ROS for one month

“...everyone in attendance left with the feeling they had a pulse of what is happening in the net leased equity and financing market. Great job by you and your staff.”

— Executive Vice President, United Trust Fund

CPN CONFERENCE SPONSORSHIPS

“Excellent program...covered all the bases...super well known and respected speakers.”

— Broker, Glenn Commercial Real Estate

OPENING BREAKFAST HOSPITALITY SPONSORSHIP*

Limited to one company at a \$4,500 sponsorship fee.

- Logo inclusion on all pre-event marketing materials including conference advertising and regional direct mail campaigns – in both print and online
 - Signage at the event
 - One complimentary registration for company employee or VIP Client
 - Recognition in post-event coverage appearing in *CPN*
- * Lunch is available at certain events. Price: \$6,000

REFRESHMENT BREAK-HOSPITALITY SPONSORSHIP

Limited to one company at a \$3,000 sponsorship fee.

- Logo inclusion on all pre-event marketing materials including conference advertising and regional direct mail campaigns – in both print and online
- Signage at the event
- One complimentary registration for company employee or VIP Client
- Recognition in post-event coverage appearing in *CPN*

EXHIBITOR SPONSORSHIP: \$3,000

- Tabletop or small booth for display
- One complimentary registration

ON-SITE AGENDA ADVERTISING: \$2,500

- Full Page Advertisement
- Full Page Corporate Profile
- Two complimentary registrations

LANYARD SPONSORSHIP: \$2,500

- Rights fee plus production costs
- Distribution of materials on tables
- One complimentary registration

ON-SITE AGENDA ADVERTISING: \$1,500

- Half Page Advertisement
- Half Page Corporate Profile
- One complimentary registrations

2008 CPN Conference Schedule

Philadelphia Property Opportunities – January 31
Atlanta Property Opportunities – April 23
New York Investment Series – June 19
Houston Property Opportunities – June 25
San Francisco Property Opportunities – June 26
South Florida Property Opportunities – August 15
Dallas/FW Property Opportunities – August 26
Net Lease Summit – September
Washington DC Property Opportunities – September
New York Investment Series – October 28

✦ Contact us for additional details and speak with our specialized representative.

Art Ellis

President

Ellis Marketing, Inc.

4921 Gaskin Walk

Marietta, GA 30068

P: 770-642-9554

F: 770-642-9552

ellismarketing@bellsouth.net



Contract and logo must be received 8 weeks prior to all events to be included on printed materials.

CPN
CONFERENCES

nielsen

The Nielsen Company (US) Inc.