

SPONSORSHIP OPPORTUNITIES

Retail Design Awards 2007 • Wednesday, March 7, 2007



Get your company noticed in an industry that is 19,500 strong and influence key players face-to-face during an exciting evening of recognition.

The “Academy Awards” of the retail design industry, NASFM’s awards program offers you the opportunity to reach retail buyers and designers, and store fixture and visual merchandising providers over a ten-month promotion window stretching from September through June.

The presentation and reception are attended by 500 industry professionals. In addition, sponsors at various levels receive over 2,000,000 direct mail, 1,500 electronic, and 342,700 trade publication impressions, and references in the awards program, the DDI “Book of Winners,” and NASFM’s online awards coverage (over 28,000 page views in 2005-2006 season!).

Winning projects from previous years are frequently viewed on-line—our current sponsor logos appear on these pages as well. With the recent addition of RDA icon designations to NASFM’s Fixture Finder search, and direct links to winning projects from company profile pages, sponsors receive even more visibility.

Four levels of sponsorship allow you to choose your level of commitment...or call NASFM to create a customized package.

For details, contact
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Visit www.nasfm.org for more details on the awards program.

SPONSORSHIP DEADLINES

FIRST RIGHT OF REFUSAL EXPIRES
August 15, 2006

FOR ENTRY PROMOTION AND GLOBALSHOP BROCHURE INCLUSION
August 17, 2006

FOR PRESENTATION/ONSITE PROMOTION
December 13, 2006

MATERIALS FOR PROGRAM ADS
January 10, 2007

PATRON INCLUSION IN PRINTED PROGRAM
January 31, 2007

AVAILABLE SPONSORSHIPS

Diamond Sponsor \$5,000

Get 10 months worth of coverage and multiple impressions of your LOGO, plus stage signage, a reserved table, and the opportunity to mail to attendees!

Company logo included in awards sponsor bar in:

- GlobalShop attendance brochure
- All appropriate entry promotions
- All appropriate presentation promotions
- Trade advertisements that include event logo
- Event sponsorship web page (with direct link)
- Onsite event logo signage
- Onsite signage
- Onsite audiovisual presentation
- Printed program
- Stage signage
- Half-page advertisement in program
- Verbal recognition during the awards presentation
- 5 complimentary tickets to the awards reception and presentation
- A table reserved in your company name for your special guests
- Sponsor identification for company staff
- First right of refusal for Retail Design Awards 2008
- Sponsorship counts toward NASFM Platinum or Gold Patronage benefits
- Opportunity to mail to attendees both before and after the presentation

Crystal Sponsor \$3,000

10 months worth of coverage and multiple impressions! (Our Most Popular Package)

Company name included in awards sponsor bar in:

- GlobalShop attendance brochure
- All appropriate entry promotions
- All appropriate presentation promotions
- Trade advertisements that include event logo
- Event sponsorship web page (with direct link)
- Onsite event logo signage
- Onsite signage
- Onsite audiovisual presentation
- Printed program
- Half-page advertisement in program
- Verbal recognition during the awards presentation
- 5 complimentary tickets to the awards reception and presentation
- Sponsor identification for company staff
- First right of refusal for Retail Design Awards 2008
- Sponsorship counts toward NASFM Platinum or Gold Patronage benefits

Ice Sponsor \$1,000

Our advertising package! Get involved for a fraction of the cost!

- Half-page advertisement in program
- 2 complimentary tickets to the awards reception and presentation
- Sponsor identification for company staff
- Recognition in the onsite audiovisual presentation

Patron Sponsor \$300

Show your support to the winners! It won't hurt a bit.

- Designation as a “Patron of Design”
- Company name included in the printed program
- Sponsor identification for company staff