



## Sponsorship Commitment / Request for Invoice

We're in! Please consider us committed sponsors for the Apartment Internet Marketing conference to be held April 29 - May 1, 2009 at the Denver Marriott City Center. Our organization will gladly sponsor:

- Reserved Business Lounge Area (14 available) \$15,000
- First Night Reception -- \$15,000 (2 sponsorships available)
- Second Night Reception -- \$15,000 (2 sponsorship available)
- Keynote Speaker Sponsors -- \$15,000 (2 sponsorships available)
- Room Key and Lanyard Sponsorship -- \$15,000 (1 sponsorship available)
- Attendee Portfolio -- \$15,000 (1 sponsorships available)
- Hospitality - Refreshment Breaks (2 sponsorships available)
- Hospitality - Breakfasts -- \$15,000 (2 sponsorships available)
- Hospitality - Lunches -- \$15,000 (2 sponsorships available)
- Video Sponsors - -\$15,000 (2 sponsorships available)
- Onsite AV Sponsor -- \$15,000 (1 available)
- Onsite Internet Access Sponsor -- \$15,000 (2 available)

We agree to the terms and conditions attached. Please send us an invoice. Our business and production contact info is listed on the next page for your convenience.

Signature

Title

Printed Name

Company

Date



## Sponsor Contact Info

### **Business contact for billing and payments**

Name, title, address, phone, email

### **Production contact for artwork, sponsor information, and detail stuff**

Name, title, address, phone, email

### **Anyone else you want us to keep in the loop**

Name, title, address, phone, email

## Sponsorship Terms and Conditions

1. This conference is about having fun, and making business learning fun and compelling. We as sponsors agree to send no more than three fun people to represent us and participate with our peers and customers. We understand that if we send more, they'll be left hanging and will not be able to participate in any way.
2. Sponsors acknowledge and accept that this conference is being promoted on a best-efforts basis using our available resources. We can not guarantee attendance or specific attendees. But most attendees will be pretty cool.
3. Sponsors agree that conference organizers have the sole discretion to present and allocate signage and paraphernalia and in general to set the look and feel of the conference. Because there is no trade show, there is no advantage to hagglng over sites for the business lounge/office sponsorship opportunities.
4. Sponsors understand and are okay with the fact that the purpose of sponsorship at AIM is to get all of the industry's key players in one place so you can do business with them, and not to quibble about the placement details of logos on conference paraphernalia. Active participation is key.
5. The money: sponsors understand and agree that their funds must be collected no later than 60 days in advance of the conference or their sponsorship will be canceled. We will bill you upon receipt of your commitment. If you're a last minute sponsor, we'll need it in 14 days.
6. Sponsorship is a little like the Mafia. Once you're in, you're in. There's no canceling once you've paid. But there are long-term benefits of association...
7. The conference will go on. If weather, Acts of God or civil unrest force a change in timing or venue, we will reschedule at our discretion.
8. Sponsors probably won't be asked to participate in the editorial speaking portion of the program. Attendees don't like hearing sponsors talk, and they let us know that in our 2008 evaluations. However, if asked, we will ask that you or your company representative address technical issues and not promote your company or product.
9. Sponsors and we agree not to sue each other over any dispute we can't solve the old-fashioned way - with a phone call and some industry gossip spreading. We'll use expedited arbitration in San Francisco, Oakland or Denver if we run up against anything that comes to an intractable impasse.
10. We at AIM really appreciate your support of AIM. Thank you very much.