



# BUILD RELATIONSHIPS WITH SPONSORSHIP OPPORTUNITIES

IMDA is offering a unique opportunity to build relationships while marketing your company to a highly targeted audience of the nation's finest specialty sales and marketing organizations. Sponsorships are a personal, non-intrusive way of conveying your message. Additionally, your participation will help support activities vital to the overall success of IMDA's conference, which ultimately contributes to the success of the entire industry.

## ***Your sponsorship entitles you to:***

- Recognition in the Final Program and in opening remarks.
- Signage recognition at the sponsored event.
- Recognition on the IMDA website.
- Sponsorships of \$1,000 or more receive five (5) minutes in front of the entire group to promote your company.

<b>KEYNOTE SPEAKER: KRAIG KRAMERS</b>	<b>PRICE:</b>	<b>\$1,500 PER DAY</b>
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- *Thursday, June 24 (8:30 am – Noon)*  
“CEO Tools for Every Manager’s Success”

Mr. Kramers is President and CEO of Corporate Partners, Inc. and was recently named Speaker of the Year out of nearly 2,000 speakers by TEC Worldwide. In this presentation, he will identify the success traits of executives, picking seven key characteristics to illustrate successful applications in many different kinds of companies.

- *Friday, June 25 (8:00 am – Noon)*  
“Buy Low, Take Lot\$ Out, and Sell High”

Mr. Kramers will lead attendees through a hands-on discussion on the how-tos of buying and selling businesses. In addition, attendees will learn how to make better deals and position companies for maximum value realizations. This is the quintessential talk on the successful buying, building and selling of businesses.

<b>RECEPTION AND AWARDS BANQUET</b>	<b>PRICE:</b>	<b>\$1,200</b>
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- *Friday, June 25 (7:30 pm – 10:30 pm)*

This evening of camaraderie recognizes this year's recipient of IMDA's highest honor, the Ernie Douglass Award.

<b>MANUFACTURERS FORUM</b>	<b>PRICE:</b>	<b>\$1,000</b>
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- *Thursday, June 24 (5:00 pm – 7:00 pm)*

This is an opportunity for manufacturers of innovative products to meet and demonstrate their products to, and discuss business opportunities with, the country's leading independent specialty sales and marketing organizations.

<b>WELCOME RECEPTION</b>	<b>PRICE:</b>	<b>\$1,000</b>
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- *Wednesday, June 23 (7:00 pm – 9:00 pm)*

This social event kicks off the conference and provides an opportunity for old friends to come together and new friends to meet.

**GROUP LUNCH****PRICE: \$800**

- *Thursday, June 24*

**CONTINENTAL BREAKFAST****PRICE: \$700 EACH**

- *Thursday, June 24*
- *Friday, June 25*
- *Saturday, June 26*

**SESSION SPEAKER: MITCHELL KRAMER****PRICE: \$500**

- *Thursday, June 24 (1:30 pm – 3:00 pm)*

“The Most Important Deal You’ll Ever Make and How to Close It”

Mr. Kramer, IMDA’s General Counsel (of Kramer and Kramer, LLP) and a recognized authority on manufacturer-distributor contracts and relationships, will facilitate this lively, interactive and informative session.

**MORNING REFRESHMENT BREAKS****PRICE: \$500 EACH**

- *Thursday, June 24*
- *Friday, June 25*
- *Saturday, June 26*

**GOLF TOURNAMENT****PRICE: \$350 PER HOLE**

- *Friday, June 25 (12:45 pm – 6:00 pm)*

The Rookery at Marco will be the venue for the annual IMDA Golf Tournament. Sponsor a hole or two on the newly renovated course and your company name and logo will be on display acknowledging your support.

## GENERAL INFORMATION

**CUSTOM SPONSORSHIP OPPORTUNITIES**

Our interest is getting your name in front of specialty sales and marketing companies. IMDA is happy to work with you to find innovative sponsorship and marketing solutions that work for you. Call us to discuss your suggestions.

**DEADLINE**

Sponsorship orders, along with payment, must be received by May 31, 2004 in order to be recognized in the Final Program. Sponsorships cannot be confirmed without payment in full.

**RESERVE YOUR SPONSORSHIP NOW**

*The earlier you become a sponsor, the more frequently your company name will be seen!*

**REFUNDS/CANCELLATIONS**

- No refunds will be issued after acceptance of the Sponsorship Reservation Form and payment.
- If IMDA should be prevented from holding the 2004 Annual Conference by reason of any cause beyond its control (such as, but not limited to: damage to building; riots; labor disputes; acts of government; acts of God), then IMDA has the right to cancel the 2004 Annual Conference with no further liability to the sponsor other than a refund of the sponsorship amount less proportionate share of sponsorship expenses.

**QUESTIONS?**

Please contact Carole Kulinski at 866.IMDA.YES (866.463.2937) or [ckulinski@asihq.com](mailto:ckulinski@asihq.com).



# SPONSORSHIP RESERVATION FORM

PLEASE RETURN YOUR COMPLETED FORM WITH PAYMENT TO:

IMDA • 414 Plaza Drive, Suite 209, Westmont, IL 60559-1265  
Phone: 866.IMDA.YES (866.463.2937) • Fax: 630.655.0391

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|---|---------|---|-------|
| <input type="checkbox"/> Thursday Keynote Speaker       | \$1,500 | <input type="checkbox"/> Friday Continental Breakfast   | \$700 |
| <input type="checkbox"/> Friday Keynote Speaker         | \$1,500 | <input type="checkbox"/> Saturday Continental Breakfast | \$700 |
| <input type="checkbox"/> Reception and Awards Banquet   | \$1,200 | <input type="checkbox"/> Thursday Session Speaker       | \$500 |
| <input type="checkbox"/> Manufacturers Forum            | \$1,000 | <input type="checkbox"/> Thursday AM Break              | \$500 |
| <input type="checkbox"/> Welcome Reception              | \$1,000 | <input type="checkbox"/> Friday AM Break                | \$500 |
| <input type="checkbox"/> Thursday Group Lunch           | \$800   | <input type="checkbox"/> Saturday AM Break              | \$500 |
| <input type="checkbox"/> Thursday Continental Breakfast | \$700   | <input type="checkbox"/> Golf Tournament (per hole)     | \$350 |

# of holes \_\_\_\_\_

**TOTAL DUE \$** \_\_\_\_\_

Company \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_

Signature \_\_\_\_\_

*Indicates acceptance of the details outlined in the sponsorship information.*

**Please note that all sponsors are responsible for providing their logo in electronic format to IMDA.**

**Payment Information** *(All payments must be in US funds.)*

Enclosed is my  Check (payable to IMDA)  Visa  MasterCard  American Express

Account # \_\_\_\_\_ Expiration \_\_\_\_\_

Signature \_\_\_\_\_

*Indicates authorization to charge card.*

**FOR OFFICE USE ONLY**

Date \_\_\_\_\_ Amount Paid \_\_\_\_\_ Check/Batch# \_\_\_\_\_ By \_\_\_\_\_