



PDS ATLANTA & TRADE EXPO 2010



Planning is already underway for our Professional Development Seminar XXII and Trade Expo 2010 that will be held 1–5 February 2010 at the Westin Peachtree Hotel in Atlanta, Georgia. We have many Sponsorship opportunities available to fit any budget or promotional demand as well as exclusive Sponsorship Incentive Packages that you will enjoy as one of our Seminar Sponsors.

Based upon positive feedback that we received after the success of this past year's PDS XXI San Diego, we have decided to keep all of our existing Sponsorship Opportunities. We have even added a few new items to this year's package to provide more opportunities to become a Sponsor for the event.

Each Sponsorship Opportunity is tailored to fit any budget, so please take the time to look through and decide which item will maximize your company's exposure. All of our items are a great investment for your company and with so many different options to choose from, we know that you won't be disappointed with the results. The Sponsorship Incentive Packages are also a clear advantage in choosing to become one of our Sponsors, so be sure to take notice of what each level has to offer.


If you are interested in any of these fantastic opportunities or have suggestions for additional opportunities please don't hesitate to contact me. We greatly appreciate all of the support that we continue to receive from our Corporate Sponsors and look forward to working with you more in the future. See you in Atlanta!

Sincerely,

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CORPORATE SPONSORSHIP INCENTIVE PACKAGES



All sponsors will receive our **SAPPHIRE LEVEL** package:

- Logo on sign indicating what you have sponsored*
- Listed on PDS website sponsors page
- Listed in PDS XXII Handbook*
- Web banner ad on the PDS XXII portion of the PHMA Web site
- Invitation to the Corporate Reception for our Platinum/Gold members and all sponsors
- Sponsor sign for your booth*



\$5,001 to \$10,000 EMERALD LEVEL:

All of the Sapphire Level package, plus:

- Logo run in Trade Expo
- One extra booth representative
- Logo's displayed on opening screen at one of the following: General Session or Hospitality Night
- Special signage indicating the level of sponsorship*



\$10,001 to \$15,000 RUBY LEVEL:

All of the Sapphire and Emerald Level packages, plus:

- One extra booth representative
- One booth representative can attend Monday and Tuesday classes or sessions
- Take 10% off the cost of one booth if not a corporate member. If you are already a corporate member we will take an additional 10% off (total 20% discount since you are already receiving 10% off as a corporate member)
- Free half page color ad in PDS XXII Handbook*



\$20,000 DIAMOND LEVEL:

All of the Sapphire, Emerald and Ruby Levels, plus:

- One additional booth rep
- A logo slide for all classes (not separately sponsored or Service Days) and a logo slide in the printed class material. This excludes the Privatization Forum.

* ***Incentive provided only if predetermined deadlines are met.***



SPONSORSHIP ITEMS

PDS XXII Keynote Speaker or Featured Speaker =

Each of these opportunities are a cash sponsorship with a \$15,000 minimum and will receive the Diamond Level sponsorship incentives. A key member of your company will have the opportunity to make the introduction of the speaker/speakers. A picture of your representative and the speaker/speakers will be in the PDS XXII edition of *Defense Communities*.

Professional Development Seminar Tote Bags = \$25.00 each (minimum of 1,300)

These bags are given to each attendee at time of registration. The price includes a one-color logo placed on the front of the bag. If a sponsor desires to provide the bag directly rather than purchasing from PHMA, PHMA reserves the right to approve the selection of a bag of equal or greater value and design. Each bag will have the PDS XXII seal and location of the event and PHMA will charge additional shipping and handling fees. This item entitles the sponsor to the Diamond Level Incentive Package.

Sponsored by Balfour Beatty Communities

Lunch bags for the Monday or Tuesday Lunch in Trade Expo = \$6.00 each (minimum of 1,200)

This sponsorship provides an insulated lunch bag with the sponsors' logo on it for each attendee. Lunch distribution stations are placed in several locations on the Trade Expo floor for the convenience of the attendees and for traffic control. If the sponsor chooses to provide the bags rather than purchasing from PHMA, PHMA reserves the right to approve type and size and will charge a shipping and handling fee to cover PHMA expenses. This item entitles the sponsor to the Emerald Level Incentive Package.

Drink Tickets = \$8.00 per ticket (Minimum 100 per sponsor) NOT EXCLUSIVE

Drink tickets are good for either the Monday evening Happy Hour in the Trade Expo, Hospitality Night, or the PDS XXII Closing Event. Each drink ticket is good for one mixed drink, a glass of wine, a beer or a soft drink. Tickets are good for call brands from the bars located in the events. Tickets will have the sponsors' logo on them and will be distributed at the sponsors' discretion. Unused tickets will not be refunded due to minimum bar guarantees required for the discounted prices. This opportunity is open to multiple sponsors. Sponsorship of this item will also entitle the sponsor to the Sapphire Level Sponsor Incentive Package if the minimum levels are reached.

Sponsored by Moen and Military By Owner and and Picerne Military Housing



SPONSORSHIP ITEMS

Specific Coffee Service

- **Monday Morning Coffee only =**
\$5,000 for coffee/Decaf coffee/Tea for 1000
- **Monday Mid-Morning Coffee Break in Expo =**
\$5,000 for coffee/Decaf coffee/Tea for 1000
- **Tuesday Morning Coffee only =**
\$5,000 for coffee/Decaf coffee/Tea for 1000
Sponsored by ista, North America
- **Tuesday Mid-Morning Coffee Break in Expo =**
\$5,000 for coffee/Decaf coffee/Tea for 1000
- **Wednesday Morning Coffee only =**
\$5,000 for coffee/Decaf coffee/Tea for 1000
- **Thursday Morning Coffee only = \$5,000**

Each day there is the opportunity for a specific sponsor to provide the morning coffee or a mid-morning coffee break. Morning coffee service will be provided in a location convenient to all attendees. Mid-morning coffee breaks on Monday and Tuesday will be stationed on the Trade Expo floor near the sponsors' location. For an additional fee of \$4.00 per attendee (amount equal to the amount of coffee) the coffee will be served in a traveler's mug with your logo on it that the attendee will get to keep. For an additional \$500.00, the coffee can be served in a Styrofoam cup with your logo on it. Signage will be provided indicating the sponsor. A single day sponsorship will entitle the sponsor to the Emerald Level Incentive Package.

Table Decorations for the PHMA All Services Awards Luncheon = \$3,500

This opportunity provides the table centerpieces for each table at our annual All Services Luncheon. Each centerpiece recognizes the sponsor and signage is provided with the sponsors' logo. A minimum of 100 centerpieces are required. This item can be exchanged for two booth spaces. This item entitles the sponsor to the Sapphire level Incentive Package.

Your material placed in Attendee Tote Bags = \$500 LIMITED TO FIVE SPONSORS

This is an opportunity to get a single page flyer, small brochure package or even a CD directly to each attendee by placing the item in each attendee bag. Each sponsor would provide the material to be placed in the bags. In the past several companies have used this opportunity to advertise the item they will be raffling. This information draws large numbers of the attendees to your booth. Catalogs are limited to 10 pages. This item entitles the sponsor to the Sapphire level Incentive Package.

Sponsored by Capitol Supply, ista, North America, Kenyon Custom, LP Building Products and Mayer Fabrics

Event Signs = \$5,500

This opportunity places your company logo on over 150 event signs that are not directly related to a specific sponsorship. This would be all directional signs, information signs and all PHMA hosted events. This item entitles the sponsor to the Emerald Level Sponsor Package.

Sponsored by Lincoln Military Housing

Name Badge Lanyards = \$5.00 each (A minimum of 1,300 purchased from us.)

These must be purchased from PHMA to ensure the lanyard matches the badge holder. The lanyard will have the sponsor's one-color logo on it and signage indicating sponsorship will be located at registration. This item entitles the sponsor to the Emerald Level Sponsor Package.

Sponsored by The Home Depot

Massage Therapy Center = \$4,500

Sponsorship includes three massage therapists providing an upper body massage to attendees and exhibitors. The massage center will be open the same times as the Trade Expo. Signage will be provided with the sponsors' logo and booth number at the entrance of the Trade Expo. The massage center can be located close to the sponsors' booth within the Trade Expo. The sponsor will control the issuing of the tickets that are required to receive an upper body massage. This item entitles the sponsor to the Emerald Level Sponsor Package.

Sponsored by Picerne Military Housing

SPONSORSHIP ITEMS

Hospitality Night Event Decorations and Entertainment= \$5,000

Decorate this event in style and have your logo predominately displayed during the event and on all associated banner style signage. Decorations would be in keeping with the event chosen theme and would include items such as stage decorations, buffet decorations, entrance decorations and table decorations. Sponsorship would include a DJ for the evening's entertainment. The sponsor will also be recognized in the comments given by the PHMA President during the event and will have exclusive reserved seating in a location of your choice for up to 10. This item entitles the sponsor to the Emerald Level Sponsor Package.

PDS XXII Closing Event Decorations and Entertainment = \$6,000

Decorate this event in style and have your logo proximately displayed during the event and on all associated banner style signage. Decorations would be in keeping with the event chosen theme and would include items such as stage decorations, buffet decorations, entrance decorations and table decorations. The sponsor will also be recognized in the comments given by the PHMA President during the event and includes exclusive reserved seating in a location of your choice for up to 10. Sponsorship would include a DJ for the evening's entertainment. This item entitles the sponsor to the Emerald Level Sponsor Package.

PDS XXII Class Sponsorship =

- **\$1,000 per class for Monday/Tuesday classes**
- **\$500 per class for Wednesday classes**

The sponsor of this item will have the opportunity to introduce the instructor at the beginning of the session and will include your logo on each page of the printed material and the projected slides for that session. This item entitles the sponsor to the Sapphire Level Incentive Package. This item excludes the Privatization Forum.

Bottled Water = \$4.75 per 16 oz. Bottle (minimum of 1,400 per day)

Bottles of water with your logo will be provided to attendees either in your booth or at locations close to your booth. This sponsorship includes tubes of ice and signage directing the attendees to your booth. This item entitles the sponsor to the Sapphire Level Incentive Package.

One day sponsored by ista, North America

The FLASH = \$300 per day

Place an ad in our daily FLASH will give you exclusive sponsorship of the FLASH for that day. The FLASH goes to every attendee and all attending exhibitors. The FLASH starts going out on Saturday 30 January 2010 and will be daily until 5 February 2010. Ads will be limited to a quarter page and will be coordinated with our FLASH publisher. Each sponsor of this item will be entitled to the Sapphire Level Incentive Package.

Sunday and Tuesday sponsored by ista, North America

Monday sponsored by BarTracks

Wednesday sponsored by Yardmaster

Pre Seminar Newsletter = \$250 per edition

Placing your logo or banner in our pre seminar newsletter will give you exclusive sponsorship of the newsletter for that day. The newsletter goes to every registered attendee and all attending exhibitors on a monthly basis until 60 days from the event where it will go out every two weeks. The newsletter starts going out to potential attendees 6 months from the event date. Logos and banners will be in an electronic format and can include links to your website. This item entitles the sponsor to the Sapphire Level Incentive package.

Two editions sponsored by ista, North America

PDS XXII Room Key Cards* **NEW ITEM!**

This item entitles your company to an exclusive sponsorship of all hotel room key cards. Your logo or a small ad will be printed onto every room key card used by PDS XXII attendees during the week of PDS.

Sponsored by KLN Furniture – A Three Mountain Company

"Do Not Disturb" Signs* **NEW ITEM!**

This item provides your company the exclusive opportunity to place your logo on every "Do Not Disturb" sign in the hotel. There will be a sign in each guest's hotel room during the week of PDS XXII.

Sponsored by Basile Baumann Prost Cole & Associates Inc.