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PDS SAN DIEGO & TRADE EXPO 2012



Planning is already underway for our 2012 Professional Development Seminar and Trade Expo that will be held 30 January – 3 February 2012 at the Town and Country in San Diego, CA. 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.

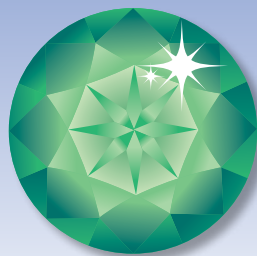
Based upon positive feedback that we received after the success of this past year's PDS XXIII New Orleans, we have decided to keep all of our existing Sponsorship Opportunities. We have even added a few new items to this year's package to provide more opportunities to become a Sponsor for the event.

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 San Diego!

Sincerely,

Shannon Keating
smkeating@earthlink.net
703-771-1888 ext. 21



CORPORATE SPONSORSHIP INCENTIVE PACKAGES

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

- Logo on sign indicating what you have sponsored*
- Listed on PDS Web site sponsors page
- Listed in PDS XXIV Handbook*
- Web banner ad on the PDS XXIV portion of the PHMA Web site
- Invitation to the Corporate Reception for our Platinum/Gold members and all sponsors
- Sponsor sign for your booth*
- Each sponsor level will have photos taken onsite in San Diego to be displayed in the PDS XXIV edition of *Defense Communities*

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

All of the Sapphire Level package, plus:

- Logo run in Trade Expo
- One extra booth representative
- Logo 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 XXIV 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 XXIV 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 edition of *Defense Communities*.

Professional Development Seminar Tote Bags = \$25.00 each (minimum of 1,500)

These bags are given to each attendee at the 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 official PDS 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.

Lunch bags for the Monday or Tuesday Lunch in Trade Expo = \$6.00 each (minimum of 1,400)

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 XXIV 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 entitle the sponsor to the Sapphire Level Incentive Package if the minimum levels are reached.

Sponsored by Moen



SPONSORSHIP ITEMS

Specific Coffee Service

- **Monday Morning Coffee only =**
\$6,000 for Coffee/Decaf coffee/Tea for 1000
- **Monday Mid-Morning Coffee Break in Expo =**
\$6,000 for Coffee/Decaf coffee/Tea for 1000
- **Tuesday Morning Coffee only =**
\$6,000 for Coffee/Decaf coffee/Tea for 1000
- **Tuesday Mid-Morning Coffee Break in Expo =**
\$6,000 for Coffee/Decaf coffee/Tea for 1000
- **Wednesday Morning Coffee only =**
\$6,000 for Coffee/Decaf coffee/Tea for 1000
- **Thursday Morning Coffee only = \$6,000**

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, 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 sponsor's 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. The minimum quantity required of the provided material is 1,500. 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 Inova LLC, Integra, Kenyon Custom, PlayMart and Screen Machine

Event Signs = \$6,000

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 Incentive Package.

Sponsored by Lincoln Military Housing

Name Badge Lanyards = \$5.00 each

(A minimum of 1,500 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 Incentive Package.

Sponsored by Lincoln Military Housing

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 sponsor's 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 Incentive Package.

Sponsored by Picerne Military Housing

SPONSORSHIP ITEMS

Hospitality Night Event Decorations and Entertainment= \$6,000

Decorate this event in style and have your logo prominently displayed during the event and on all associated banner style signage. Decorations would be in keeping with the event's 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 Incentive Package.

PDS XXIV Closing Event Decorations and Entertainment = \$5,000

Decorate this event in style and have your logo prominently displayed during the event and on all associated banner style signage. Decorations would be in keeping with the event's 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 Incentive Package.

PDS XXIV Session Sponsorship =

■ **\$1,000 per class for Monday/Tuesday sessions**

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 the projected slides for that session. This item entitles the sponsor to the Sapphire Level Incentive Package. This item excludes the Privatization Forum.

One Tuesday Session Sponsored by Yardmaster

Bottled Water = \$3.25 per 16 oz. Bottle (minimum of 1,500 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.

Sponsored by ista, North America

The FLASH = \$300 per day

Placing 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 starting on Saturday 28 January 2012 and will be daily until 3 February 2012. Your ad or company logo will be featured prominently, making it hard to miss. Each sponsor of this item will be entitled to the Sapphire Level Incentive Package.

Monday FLASH Sponsored by BarTracks

Tuesday FLASH Sponsored by Trinity Furniture

Sunday and Wednesday FLASH 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 six months from the event date. Logos and banners will be in an electronic format and can include links to your Web site. This item entitles the sponsor to the Sapphire Level Incentive package.

One Edition Sponsored by Paramount Sleep

One Edition Sponsored by PlayMart

One Edition Sponsored by Yardmaster

PDS XXIV Room Key Cards = \$8,000

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 one side of every room key card used by PDS XXIV attendees during the week of PDS. This item entitles the sponsor to the Emerald Level Incentive package.

SPONSORSHIP ITEMS

“Do Not Disturb” Signs = \$4,000

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 placed in each guest’s hotel room during the week of PDS XXIV. The sponsor of this item will be entitled to the Sapphire Level Incentive package.

Cyber Café = \$2,500

Sponsorship of this item will get your company’s logo displayed on the internet kiosk that is provided for all attendees to use during PDS XXIV. The Cyber Café will be in a central location, right next to the seminar Registration site. This exclusive sponsorship entitles the sponsor to the Sapphire Level Incentive package.

General Session Goodie Bags

This sponsorship item will get a small paper bag with a one color imprint of your company’s logo placed on 800 seats in either the Monday or Tuesday morning General Session. We will provide the paper bag and send you a sample, so you can determine which items (small flyer, promotional items, etc.) you would like to fill the bags with. The maximum number of items you can have in each bag is five, collectively valued at no more than \$20. Once you have sent us all of the items you would like for the bags, PHMA will fill them and handle distribution throughout the General Session. This item is exclusive for one morning General Session. If you are interested in this item please contact me, so we can discuss pricing and an appropriate Sponsorship Incentive Package.

NEW ITEM!

Glass Door Clings = \$500 per door

Sponsors of this new item will have their company logo or a small ad printed onto a large cling that is visible when walking through one side of one of the glass doors leading into the Convention Center. All attendees use these doors multiple times a day since they are the only entrance doors to PDS Registration, the Trade Expo, our evening receptions and many other events, which will maximize your company’s exposure. There are 12 doors available to be sponsored. Each sponsor of this item will be entitled to the Sapphire Level Incentive Package.

Sponsored by ista, North America and Yardmaster

NEW ITEM!

Personalized Attendee Welcome Item

The Sponsor of this item will have the opportunity to have a personalized item placed in every attendee hotel room to welcome them to San Diego and the seminar. The items will be pre-placed into the rooms and waiting for our attendees upon check-in. The personalized item can be anything from a bottle of water with your company logo to a goodie bag filled with small promotional items. If your company would like to provide the items rather than purchasing from PHMA, PHMA reserves the right to approve the selection of the items and will be happy to ensure that they are placed in the attendee guest rooms for a small fee. If you are interested in this item please contact me, so we can discuss pricing and an appropriate Sponsorship Incentive Package.