

TO: IMSA Sustaining Members

FROM: Marilyn Lawrence, Executive Director

DATE: November 16, 2009

SUBJECT: Sponsorship Program 2010

Enclosed you will find many opportunities to make your company well known at the 115th Annual IMSA Conference and 33rd Annual IMSA School. The Conference will be held June 22 – 29, 2010 at the InterContinental Dallas in Dallas, Texas.

The International Office is giving your company the opportunity to sponsor a portion of the cost of the events at the Annual Conference. Your company's name will be prominently displayed at the event in which you wish to sponsor. As a sponsor, you will have the opportunity to distribute brochures and various literature at the event in which you sponsor. New this year: IMSA highlighters for students. Each IMSA study guide will include a notice of your sponsorship. Also new this year: the sponsor sign in the registration area will include your booth number. These are great marketing opportunities.

Please keep in mind that this offer is only for Exhibiting companies.

If you wish to participate, please return the attached form to IMSA Headquarters by April 1, 2010. Thank you for your continued support in your role as Sustaining Members of the International Municipal Signal Association.

REFRESHMENT BREAKS: Everyone is anxious for those refreshment breaks after a long hard day in meetings or Certification classes. They will be thankful for your sponsorship at their Refreshment break. Your company's message will be prominently displayed. This is also the perfect opportunity for members of your staff to meet and greet attendees.

STUDENT LUNCHESES: Lunchtime is a popular time of the day. Most students can't wait until lunchtime. This is another perfect opportunity for your staff to network with attendees. Submit your company brochures and we will place them on the seats of all lunch goers. Signs will also be provided for the room. Remember...these are student lunch breaks; catch them as they advance in their career. Sponsor receives two free lunch tickets.

ANNUAL BREAKFAST SESSION: Your company's message will be prominently displayed throughout this heavily attended event. You and your staff are welcome to act as greeters for this event. Your company's brochures will be placed on the seat of everyone in attendance of the breakfast. Sponsor receives two free breakfast tickets.

THEME NIGHT: This will be one of the most attended events. This is your company's chance to grab the attention of a wide variety of attendees. Your company's message will be prominently displayed throughout the event. Sponsor receives two free theme night tickets.

BANQUET & RECEPTION: The Banquet and Reception is another heavily attended event. Your staff is welcome to greet attendees as they arrive at the Reception. Send the attendees home with one last message from your company. Sponsor receives two free Banquet and Reception tickets.

HIGHLIGHTERS: Highlighters have been in high demand by students for the past few years. This year we are giving you the opportunity to provide them to the students. Signage will be prominently displayed to all students showing your sponsorship.

Sponsorship Participation

A Special Opportunity for Exhibitors Only

Yes, I would like to sponsor the following:

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Tuesday AM Refreshment Break | \$500 |
| <input type="checkbox"/> Tuesday Student Lunch | \$700 |
| <input type="checkbox"/> Tuesday PM Refreshment Break | \$500 |
| <input type="checkbox"/> Wednesday AM Refreshment Break | \$500 |
| <input type="checkbox"/> Wednesday Student Lunch | \$700 |
| <input type="checkbox"/> Wednesday PM Refreshment Break | \$500 |
| <input type="checkbox"/> Thursday AM Refreshment Break | \$750 |
| <input type="checkbox"/> Thursday Student Lunch | \$1,000 |
| <input type="checkbox"/> Thursday PM Refreshment Break | \$750 |
| <input type="checkbox"/> Friday AM Refreshment Break | \$750 |
| <input type="checkbox"/> Friday Student Lunch | \$1,000 |
| <input type="checkbox"/> Friday PM Refreshment Break | \$750 |
| <input type="checkbox"/> Saturday AM Refreshment Break | \$750 |
| <input type="checkbox"/> Saturday Student Lunch | \$1,000 |
| <input type="checkbox"/> Saturday PM Refreshment Break | \$750 |
| <input type="checkbox"/> Sunday AM Refreshment Break | \$750 |
| <input type="checkbox"/> Sunday Student Lunch | \$1,000 |
| <input type="checkbox"/> Sunday PM Refreshment Break | \$750 |
| <input type="checkbox"/> Sunday Exhibit Opening | \$3,500 –Power & Tel |
| <input type="checkbox"/> Monday Annual Breakfast Session | \$4,500 – IMSA Educational Foundation |
| <input type="checkbox"/> Monday AM Refreshment Break | \$850 – Eberle Design, Inc. (EDI) |
| <input type="checkbox"/> Monday Student Lunch | \$2,000 |
| <input type="checkbox"/> Monday PM Refreshment Break | \$850 – Sensys Networks |
| <input type="checkbox"/> Monday Theme Night | \$5,000 |
| <input type="checkbox"/> Tuesday AM Refreshment Break | \$850 |
| <input type="checkbox"/> Tuesday Student Lunch | \$2000 |
| <input type="checkbox"/> Tuesday Night Banquet & Reception | \$5,000 |
| <input type="checkbox"/> Highlighters | \$600 |

Over Please

YOUR SPONSORSHIP WILL BE LISTED IN THE *IMSA JOURNAL*, THE 2010 ANNUAL CONFERENCE PROGRAM AND ON THE IMSA WEB SITE. (PLEASE SUBMIT YOUR LOGO ELECTRONICALLY TO MCE@IMSASAFETY.ORG FOR PLACEMENT ON THE WEB) A SIGN WITH THE SPONSORING COMPANY WILL BE SET UP AT THE FUNCTION YOU CHOOSE TO SPONSOR. YOU ARE WELCOME TO PROVIDE ANY INFORMATION OR BROCHURES TO BE DISTRIBUTED AT THE FUNCTION YOU CHOOSE TO SPONSOR. IF YOU WISH TO PARTICIPATE, PLEASE RETURN THIS FORM TO IMSA HEADQUARTERS BY APRIL 1, 2010.

Name: _____

Company: _____

Phone Number: _____

Email Address: _____

PLEASE STATE HOW YOU WOULD LIKE YOUR SIGN TO READ:

