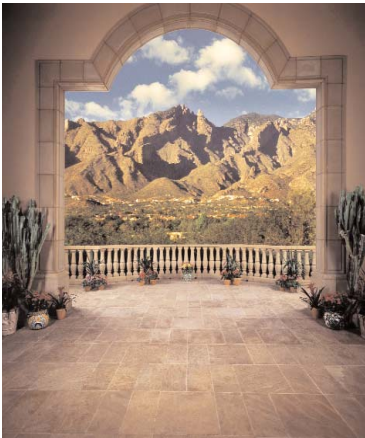


NEHA's 2008 Annual Conference & Exhibition

Tucson, Arizona June 22-25, 2008



Sponsorship Opportunities

Do a grand promotion or a targeted one. Make a splash with a champagne toast or target one section of the audience by sponsoring a session coffee break. Take a look at all of the sponsorship options. And keep in mind that we can create a customized promotion together to reach your goal. **Get your name in front of the people who need you!**

All sponsorships include a Sustaining Membership (value \$425) that provides discounts on AEC booths, JEH advertising, three subscriptions to JEH, and more! Please see the last page for the additional benefits and visibility of an AEC & Exhibition sponsorship.

Menu of Opportunities (or let us customize a sponsorship just for you!)

Presidents Banquet \$50,000*

You will make a quality statement when you attach your name to this elegant event that is included with each full-conference registration. Each table centerpiece will be tastefully branded with your organization's name, and your organization name will be featured on the raised platform for the evening's honored guests (including two from your organization). An official from your organization will welcome the group to the evening's event.

Networking Luncheon \$25,000*

This is the only luncheon of the conference! We'll collaborate on an interesting centerpiece to get your message to everyone in attendance (and the luncheon is included with all full-conference registrations), and you may provide a small flier to be placed on each chair if you wish.

Exhibition Grand Opening & Party \$15,000*

Sponsor this festive opening night event (included with all full-conference registrations) and see your organization's name on decorations throughout the exhibition. Of course, napkins with your logo will be on the buffet line, too.

Dessert and Star-Gazing Under the Beautiful Tucson Sky \$15,000

What a treat to be associated with this event! On Tuesday evening, dessert will be served under the stars at the Westin and the Hilton. Attendees can enjoy a delicious treat while gazing at the stars under the beautiful Tucson sky. It's an opportunity to relax, rejuvenate and escape sky while networking with peers. Attendees will enjoy this welcome break that you will be credited with bringing to them. Now THAT'S good PR! See your organization's name on decorations throughout the event areas.

AV Sponsorship \$10,000 (Up to four sponsorships available)

AV is everywhere at a conference with 175+ sessions. See your name everywhere as well when you support the essence of a conference—the education.

Conference Bags \$8,000—**SOLD to NSF**

Attendees need something to carry around all the great information they're going to get at the conference, and your organization's name can be featured on a piece they'll see many times each day. The conference bags are a great way to be acquainted with the conference, and this year the bags will be made from natural and biodegradable materials to help make this a "green" conference.

2008 AEC Date Gift for Presidents Banquet \$7,500+

Provide the favors, with your organization's logo and the date of next year's AEC & Exhibition, for this gala event. Your name will be in front of attendees on their gift for the rest of the year!

Exhibition Ribbon Cutting & Champagne Toast (only available if there is no overall event sponsor) \$7,500

Officials from your organization will join NEHA's officers and executive director (a strong visual association) to open the exhibition with a ribbon-cutting ceremony and champagne toast. Create excitement with a new event that you can make yours!

Cyber Cafe \$7,500*

Centrally located and constantly busy, the Cyber Cafe is a popular amenity for conference-goers, allowing them to access their e-mail and get online. Your organization name will be on the screens, mousepads and signage over the table, plus you may distribute your literature at the Cafe.

Ice Breaker Party \$7,500+*

Saturday night's event welcoming attendees to the AEC & Exhibition is a great opportunity to make them aware of your organization from the moment they arrive at the conference. There will be sponsorship signage at the event, and customized napkins will keep your organization's name in front of people.

Free Drinks at the Exhibition Grand Opening & Party Approx. \$7,000 (varies with number of drinks)— **SOLD to Garrison Enterprises**

Drive people to your booth when they hear an announcement every half-hour during the grand opening with the name and booth number of the organization providing a coupon for a free drink. You will draw a crowd and make a positive, memorable impression with this very popular sponsorship among attendees.

Relaxation Station at the Exhibition \$5,500

Be one of the most popular exhibitors in the hall when you help people get the kinks out with this seated shoulder and neck massage. Three trained masseuses will provide welcome relief to grateful people. The massage chairs and three foot massage machines will be provided as well. Definitely an attention-getter!

Coffee & Donuts in the Exhibition Monday Morning \$5,000

Help people wake up and begin the second day of the conference. Napkins with your organization's name, and signage directing attendees to your booth in the hall, will be placed with the coffee and donuts.

Keynote Address \$5,000

A podium sign with your organization's name and logo will be visible to all attendees as we kick off the conference Sunday morning. You may also place one piece of your organization's literature on each chair in the hall putting focus on your organization when expectation and interest are high.

Lanyards \$4,500—SOLD to PHFE

Visibility extraordinaire! Each day when conference-goers hang their name badge around their neck they will be reminded of your organization, and all day long, every one of the 1,500 people they interact with will be adorned with your organization's name. Many lanyards end up hanging from a bulletin board back at the office, too!

Exhibition Grand Opening & Party Food Station (only available if there is no overall event sponsor) \$4,000

Select which of the chosen menu items you would like to sponsor. Napkins with your organization's name, and signage directing attendees to your booth in the hall, will be placed at your station.

Conference Educational Sessions CD \$3,750—SOLD to Steton

This valuable reference CD, with the powerpoint presentations and additional reference material from all of the sessions for which the material is submitted, will be placed in each attendee's conference bag for use back in the office for months to come. Your organization's logo will be seen by them every time they use it! The CD is also sold on the Web site following the conference where your logo will be seen on the label that is pictured.

Poster Session \$3,000

The Poster Session is a very popular interactive learning event that draws great attention. Signs with your organization name and booth number will be placed at the top of each bank of 4' x 8' poster boards. The session will be held in the exhibition Monday morning.

Hotel Keycards \$3,000—SOLD to MindLeaders

Every hotel guest in the block will use this memento to access their room throughout their stay. Additionally, the keycards can be turned into luggage tags following the conference, so your organization's name can follow attendees on all of their travels! This a very unique way for your organization to be remembered.

Individual Session Coffee Break \$500 - \$5,000/session (Depending on size of session & menu)

With over 160 conference sessions, there is plenty of opportunity to target your message to a specific audience. A sign listing you as the session sponsor will be placed with the break, and you may provide the appropriate number of copies of one piece of your organization's information to be placed on the break table. There will also be a thank you announcement made by the session moderator acknowledging your sponsorship.

*Sponsorship includes naming rights. The event will be referred to as "ABC Organization Event" the Program Guide if a contract is received by April 30, 2008.

Contact Jill Cruickshank at 303-756-9090, ext. 342 to discuss a sponsorship today!

Sponsorship Benefits & Visibility

Tier I	Tier II	Tier III	Tier IV	Tier V
\$20,000+	\$10,000 - \$19,999	\$5,000 - \$9,999	\$2,500 - \$4,999	\$500 - \$2,499

NEHA Sustaining Membership (Value \$425)	x	x	x	x	x
E-Guide Ad (Approx. value \$200)	x	x	x	x	
1/8-page conference Program Guide ad (Approx. value \$175)			x		
1/4-page conference Program Guide ad (Approx. value \$250)	x	x			
Sponsor signage in exhibit booth	x	x	x	x	x
Citation in the conference Program Guide (by level of sponsorship)	x	x	x	x	x
Citation in the AEC section of the NEHA Web site	x	x	x	x	x
Citation in the post-conference issue of <i>JEH</i> (by level of sponsorship)	x	x	x	x	x
Recognition at the opening keynote address	x	x	x	x	x
NEHA Appreciation Award	x	x	x	x	x
Two (2) full conference registrations (Approx. value \$920)			x		
Four (4) full conference registrations (Approx. value \$1840)	x	x			
Eight (8) additional tickets to the Presidents Banquet (Approx. value \$400)	x	x			
Opportunity to address conference attendees	x				
Two (2) fine guest rooms at the conference (Approx. value \$3,000)	x				