

# Sponsor Partnership Agreement

**MAIL OR FAX TO:**

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 Sr. Sales Manager  
 Craft & Hobby Association  
 319 E. 54th Street  
 Elmwood Park, NJ 07407 Tel: 201.835.1203 • Toll Free: 1-800-822-0494 • Fax: 201.835.1253

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact: \_\_\_\_\_ E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

*Please check desired partnership opportunity*

- Platinum .....\$15,000
- Gold .....\$6,500
- Silver .....\$3,000
- Other \_\_\_\_\_

*Call to discuss your partnership idea*

TOTAL: \$ \_\_\_\_\_

Please sign below to authorize (only signature assures reservation):

Payment Options: <input type="checkbox"/> American Express <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> American Express <input type="checkbox"/> Discover Account Number: _____ Expiration Date: _____ CVV# _____ Card Holder Name: _____ Signature: _____ Billing Address (if different from above): _____ _____ City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____
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**CANCELLATION OF SPONSORSHIP:** Should the Exhibitor be unable to fulfill and use the sponsorship contracted for, CHA must be immediately notified in writing. The Association will retain 100% of the Sponsorship cost at which point the following charges will be assessed: CHA retains 50% of the total Sponsorship cost if Exhibitor submits cancellation notice by October 31, 2008. In the case of cancellations received after October 31, 2008, the Exhibitor agrees that all payment is retained by CHA and that the Sponsor is legally obligated to remit any unpaid balance for such Sponsorship. In addition any unpaid balance(s) to official CHA Show service contractors for services rendered to Sponsors may be grounds for: 1) loss of priority points; 2) cancellation of any sponsorship by show management; 3) forfeiture of deposits; 4) and/or removal of exhibit from tradeshow floor.

Company \_\_\_\_\_ Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_  
(Agreed)

## Interested in becoming a CHA Sponsor Partner?

Please visit [www.chashow.org](http://www.chashow.org) for complete  
 2009 Winter Show Sponsor Partnership Program  
 details or call

**Anthony Licata at 201-835-1203**



## Sponsor Partnership Program



**CHA**  
 Craft & Hobby Association  
 319 E 54th Street  
 Elmwood Park, NJ 07407

Address

The Craft & Hobby Association (CHA) sits at the heart of the \$31 billion crafting industry. As the leading voice for the industry, CHA is ultimately defined by the success of our members.

### WHY become a sponsor?

- Create awareness and visibility for your product lines
- Educate and demonstrate your products/services
- Drive sales and expand distribution opportunities
- Strengthen the perception as a major player in the industry
- Reach thousands of new prospects
- Access to targeted attendees at special events

### Trade Show Week Research Shows:

- 42% of exhibitors are doing more pre-show promotion
- 10% of exhibitors' annual tradeshow budget is spent on pre-show promotion

CHA is bringing this same bottom-line focus to our newly established integrated Sponsor Partnership Program. We are excited to invite you to become one of our inaugural members.

Reach new heights in the craft and hobby industry

## Silver Package - \$3,000

Total value - \$6,000  
10 available

- Shared page in Show Directory advertising your company logo
- Shared public meter board - text
- Shared Show event Sponsor signage
- Online floorplan designation as Silver Sponsor
- Pre-show pre-registration mailing labels
- Press room Sponsor acknowledgement

## Gold Package - \$6,500

Total value - \$12,000  
5 available

- Shared public meter board - your logo
- Shared Show event Sponsor signage
- Online floorplan designation as Gold Sponsor
- Registration email Sponsor link
- Company inclusion in CHA website product video
- Pre-show, pre-registration mailing labels
- Half page, four-color Show Directory advertising
- International Reception sponsor acknowledgement

## Platinum Package - \$15,000

Total value - \$47,000  
5 available

- Shared public meter board - your logo and booth number
- Shared Show event Sponsor Signage and verbal recognition at event
- Shared Show bag with your logo and booth number
- Cyber Café shared screensaver with your logo and booth number
- Shared corporate Message in Show Directory
- Large shared lobby banner with your logo and booth number
- Online floorplan designation as Platinum Sponsor
- Online floorplan product preview link
- Registration email sponsor link
- Company inclusion in CHA website product video
- Four month CHA Email Newsletter banner
- Website Sponsor link
- Pre and post-show registration mailing labels
- One page, four-color Show directory advertising
- One page advertisement in CHA *Portfolio* magazine
- Keynote Recognition - your logo on screen
- Your logo on the cover of the Show Directory
- Your logo on the cover of the Show Preview Guide
- Free Innovations display
- Treasure hunt game inclusion
- Printed Floorplan sponsor call out
- Floor Decal at booth "Stop - Show Sponsor"
- Verbal Recognition at Show opening ceremony by CHA CEO
- One piece inclusion in Show bag
- Sponsorship acknowledgment plaque