

2008 COMBINED SPONSORSHIP MATRIX

	Official SEA Sponsor \$500,000	Annual Gold \$250,000	Awards Conference \$150,000	SEA Annual Golf Tournament \$50,000	Awards Conference \$50,000	Quarterly Supplier Conference \$50,000	Quarterly Supplier Conference \$25,000
Role	Educational Partner	Educational Partner	Title Sponsor (event includes awards banquet, member conference)	Golf Sponsor	Co-Sponsor (event includes awards banquet, member conference)	Title Sponsor	Co-Sponsor
Number of Sponsors	One per Year	Three per Year	One title per Conference	One title per Conference	No limit Non-compete with title	One title per Conference	No limit Non-compete with title
Official Sponsor Status	Use of "Official SEA Sponsor" banner with SEA Member logos in own advertising	n/a	n/a	n/a	n/a	n/a	n/a
Board	Annual Board Planning Session Dinner with the Board	Annual Board Planning Session	n/a	n/a	n/a	n/a	n/a
Website	Logo and link on partners tab	Logo and link on partners tab	Title on event website page	Logo and link on partners tab	Co-sponsor on event webpage	Title on event website page	Co-sponsor on event webpage
Mailing List	Twice per year using approved content thru mailing house	One per year approved content thru mailing house	One time content-approved event email list	n/a	n/a	One time content-approved event email list	n/a
Education Sessions	Sessions scheduled at every supplier conference	Sessions scheduled at two supplier conferences	n/a	n/a	n/a	n/a	n/a
Conference Materials	Full-page ad in conference brochures	1/3 page ad in conference brochures	Title position on all event materials	Logo on all event materials	Co-sponsor on all event materials	Title position on all event materials	Co-sponsor on all event materials
Event Hospitality Suite	Included	Included	Included	n/a	n/a	Included	n/a
Newsletter	Featured article Logo senior position all newsletters	Subordinate logo on all issues	Appears in event issues	Acknowledgment and logo	Appears in event issues	Appears in event issues	Appears in event issues
Exhibition	Premiere space at each conference SEA EXPO to showcase equipment once per year	Space at supplier conference twice per year SEA EXPO to showcase products once per year	Table for display	n/a	Table for display	Table for display	Table for display
Podium Time	5-minute conference welcome statement	2 minutes to introduce scheduled educational workshops	5-minute welcome at reception	Lunchtime welcome and host of golf awards	n/a	5-minute welcome at reception	n/a
National Webcast	Two minute intro spot and visible logo	Visible logo	n/a	n/a	n/a	n/a	n/a
Industry Forum	SEA will promote - FORUM is sponsor-paid	SEA will promote - FORUM is sponsor-paid	n/a	n/a	n/a	n/a	n/a
Event Promotional	Popup displays supplied by sponsor will be placed Promotional giveaways are encouraged	Popup displays supplied by sponsor will be placed Promotional giveaways are encouraged	Popup displays supplied by sponsor will be placed Promotional giveaways are encouraged	Popup displays supplied by sponsor will be placed Promotional giveaways are encouraged	Popup displays supplied by sponsor will be placed Promotional giveaways are encouraged	Popup displays supplied by sponsor will be placed Promotional giveaways are encouraged	Popup displays supplied by sponsor will be placed Promotional giveaways are encouraged

Supplier Excellence Alliance

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