



December 3-6, 2011  
The Boston Park Plaza Hotel  
Boston, Massachusetts

## 2011 EXHIBITOR SPONSORSHIP OPPORTUNITIES

Early Bird Deadline - August 1, 2011. Pricing reflects increase after deadline.

**PLATINUM (5)**  
\$2,500/\$2,750

**SILVER (12)**  
\$1,000/\$1,150

**BRONZE**  
\$500/\$550

	PLATINUM (5)	SILVER (12)	BRONZE
<b>PROMOTION OF EXHIBITOR LOGO</b> on NEAIR Conference webpage; includes abstract and link to company website	YES	YES	YES
<b>EXHIBITOR LOGO BANNER RECOGNITION</b> placed centrally in exhibitor area	YES	YES	YES
<b>PROMOTION OF EXHIBITOR LOGO</b> at Monday Annual Business Meeting Luncheon in PowerPoint slideshow	2	1	1
<b>DESCRIPTION OF EXHIBITOR IN CONFERENCE PROGRAM</b> includes company paragraph description, logo, and contact information	YES	YES	YES
<b>DISTRIBUTION OF PROMOTIONAL MATERIALS</b> (to promote "green" this perk offered only to Bronze; Platinum/Silver materials distributed on exhibitor tables)	NO	NO	YES
<b>PROMOTION OF EXHIBITORS VIA EMAIL</b> from the NEAIR Exhibitor Coordinator to all conference attendees two weeks out from conference	YES	YES	
<b>WAIVED CONFERENCE REGISTRATION FEES</b> includes conference meals, breaks, receptions, and access to all general and breakout sessions. Additional reps cost \$200.	2	1	
<b>EXHIBITOR SHOWCASE SPACE</b> include 6 ft table in 8-10 ft of space, 2 chairs, waste paper basket, powerstrip, internet access in the exhibit hall	YES	YES	
<b>VERBAL RECOGNITION OF SPONSORS</b> at Sunday Opening Reception and Monday Data and Dessert extended coffee break by NEAIR Leadership	YES	YES	
<b>PROMOTION OF COMPANY LOGO</b> at Sunday reception in PowerPoint slideshow	YES	YES	
<b>PRESENTATION SESSION</b> (50 Minutes) Exhibitor encouraged to make this a "presentation" by co-presenting with an institutional researcher showing product use in IR	50 mins		
<b>PERSONALIZED EMAIL TO CONFERENCE ATTENDEES</b> - exhibitor must provide email to NEAIR Admin Coordinator by November 2, 2011	YES		
<b>COMPANY LOGO SLIDE ON NEAIR HOMEPAGE</b> - exhibitor will need to provide slide graphic 830 pixels x 230 pixels to NEAIR Admin Coordinator by November 2, 2011	YES		
<b>PROMOTION OF COMPANY LOGO</b> on high quality four-color digitally printed coffee cups	YES		
<b>LIGHTNING TALK PRESENTATION</b> - a two minute presentation following the plenary speaker	YES		
<b>PROMOTION OF COMPANY LOGO</b> on Signage for Internet Café	YES		