



Sponsorship Opportunities



By sponsoring DEER 2003, you build visibility and place your organization in front of experts in the field of diesel engines. This year, DEER offers 6 levels of sponsorship. We've added a new sponsorship opportunity for small businesses and a well-deserved designation for our valued Ride & Drive contributors:

Sponsorship	Platinum	Gold	Silver	Bronze	**Crystal - Small Business	***Steel - In-Kind Ride & Drive
How much is the contribution?	\$15,000 (after July 1, 2003- \$17,500)	\$10,000 (after July 1, 2003- \$12,000)	\$5,000 (after July 1, 2003-\$6,500)	\$3,000 (after July 1, 2003-\$4,000)	\$1,000 (after July 1, 2003-\$1,500)	Varies
How many DEER 2003 passes does my company receive?	4	3	2	1	--	Number of passes is based on appraisal of in-kind contribution
Does my company receive a recognition plaque?	YES!	YES!	YES!	YES!	YES!	YES!
Do I get a host recognition sign?	YES!	YES!	YES!	YES!	YES!	---
Will my company be listed on the Conference Program?	YES!	YES!	YES!	YES!	YES!	YES!
Will my company website be linked to the DEER website?	YES!	YES!	YES!	YES!	YES!	YES!
*Is a table top exhibit space included?	YES!	YES!	YES!	---	--	---

SPONSORSHIP FAQs

*** Tell me about exhibiting at DEER 2003.**

The Newport Marriott has an open area that's adjacent to the ballroom. It's a choice location for exhibiting your company's research accomplishments. Exhibits assembly takes place on Sunday, August 24, in the mid-afternoon before the reception.

Exhibits remain open throughout the duration of the conference.

Set up and tear down are the responsibility of the exhibitor.

Exhibits and materials can be shipped to the conference location. A printable label for your shipment will be forwarded by email in early August.

Past exhibitors have brought bi-fold, table-top exhibits, laptops for power point presentations, and hands-on examples of their R&D.

24/7 security, exclusively for our exhibits, is not available. Please plan accordingly.

Display space is limited to one 6' x 30" draped table.

The exhibitor is responsible for providing any backdrop or other structure to support displayed items.

Exhibitors are most welcome to bring company giveaways such as mugs and pens.

**** How is a small business defined for the DEER 2003 Crystal sponsorship?**

Only small businesses as described in Section 3 (a) of the Small Business Act [15 U.S.C. 632(a) are considered for this level of sponsorship.

Our intent is to offer a sponsorship opportunity for smaller companies who wish to add their support for DEER 2003.

***** How do you appraise the Steel, Ride & Drive in-kind contribution?**

With the Ride & Drive sponsor, we will calculate the cost to the company for providing the vehicles to the Ride & Drive. From that appraisal, Oak Ridge Associated Universities (ORAU) will identify the comparable level of sponsorship benefits, had the contribution been monetary.

What does my sponsorship do for the conference?

Your corporate sponsorship off-sets conference costs for attendees. On a first-come first-served basis your sponsorship helps support:

1. Platinum: Conference reception or 1 dinner
2. Gold: 1 lunch
3. Silver: 1 breakfast
4. Bronze: Meeting room rental, conference T-shirts, tumblers, conference A/V and materials
5. Crystal: Supplement 1 mid-morning or afternoon refreshment break
6. Steel: Based on comparable monetary sponsorship, as above.

Each sponsor is recognized during the sponsored event with a "thank you" sign or poster that's displayed in a prominent location at the event. The company logo is color copied on the sign.

Each sponsor receives an engraved plaque as a thank you for sponsorship. Style and type of plaque will vary depending on sponsorship level.

What graphics formats do you require for the company logo?

Please submit an electronic copy of your logo by July 1, 2003 to DEER@orau.gov.

Send your logo in the following formats:

1. A high resolution file, at least 300 dpi, in its native format in a black and white and color format
2. A high resolution image file: .gif, .tiff, .jpg. Forward 1 black and white and 1 color format

If your company requires a logo use agreement, please forward that to us as well for signature.

Logos are enlarged for use on posters, therefore high resolution is a must.

It is the responsibility of the exhibitor to obtain approval of their organization to use the company logo and name on DEER 2003 conference materials.

How will I be kept informed about DEER 2003?

You will receive periodic emails to keep you up-to-date on the conference, media presence, Ride & Drive participation, and other important information. The emails will be sent more frequently as we approach the conference dates.

What are the sponsorship deadlines and dates to remember?

Before close of business July 1, 2003: Organization logo, full payment and signed contract must be received

After close of business July 1, 2003: The investment increases as listed for each level of sponsorship

Okay! How do I sign up?

Fill out completely and send in the Sponsorship Agreement form. This form describes your commitments to DEER 2003.

We're looking forward to a great conference!

For sponsorship questions, please contact:

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DEER@orau.gov

"Corporate sponsorship is the process whereby a corporation provides money, goods or services to you or your client for use in your meeting or event, with the sponsor's receiving acknowledgement for doing so."

-- MPI WEB, James G. Seely, J.D., January 1999