

SPONSORSHIP FAQs

*** Tell me about exhibiting at DEER 2004.**

- Take advantage of a unique opportunity to reach scientists and engineers who help create your marketplace.
- The Loews Coronado Bay Resort 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 29, 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 2004 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 2004.

***** 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, 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, 2004 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 2004 conference materials.

How will I be kept informed about DEER 2004?

- 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, 2004: Organization logo, full payment and signed contract must be received
- After close of business July 1, 2004: 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 2004.

We're looking forward to a great conference!**For sponsorship questions, please contact:**

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"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