



SPONSORSHIP OPPORTUNITIES

September 21-24, 2009 — Chicago, Illinois

To participate in one or more of the promotional opportunities available at the 2009 International Casual Furniture & Accessories Market, please complete this form and return it to our office as soon as possible. **All promotional opportunities are available on a first-come, first-served basis.**

Events/Parties

- Opening Night Party – Promotional Fee: \$5,250 for Supporting Sponsorship (Unlimited sponsors)

Furniture Displays

- North Lobby/Escalator Furniture Display - Promotional Fee: \$1,500 (Limited to 1 sponsor)
- Kinzie/Wells Entrance Furniture Display – Promotional Fee: \$1,300 (Limited to 1 sponsor)
- North Lobby Furniture/Umbrella Display Across from Registration - Promotional Fee: \$1,300 (Limited to 1 sponsor)
- Orleans Elevator Furniture Display – Promotional Fee: \$1,300 (Limited to 1 sponsor)
- East Pass-Through Furniture Display – Promotional Fee: \$1,300 (Limited to 1 sponsor)
- Press Room Furniture Display – Promotional Fee: \$850 (Limited to 1 sponsor)

Umbrella Displays

- Kinzie/Wells Entrance Outdoor Umbrella Display - Promotional Fee: \$750 (Limited to 1 sponsor)

Online/Email Advertising

- Web Site Advertisement – Promotional Fee: \$1,500 per ad (Limited to 3 sponsors)
- E-blast Advertisement – Promotional Fee: \$1,000 per e-blast (Limited to one sponsor per e-blast)

Television Advertising

- South Lobby TV – Promotional Fee: \$3,000 (Limited to 1 sponsor)

Promotional Giveaways

- Market Bags – Promotional Fee: \$1,000 (Limited to 3 sponsors, each sponsor provides 1,000 bags)
- First Floor Lobby Giveaway– Promotional Fee: \$1000/day (Limited to 2 sponsors per day)
- Bottled Water with Company Logo – Promotional Fee: Call for quantity and pricing (Limited to 1 sponsor)

Signage

- Kinzie/Wells Entrance Banners – Promotional Fee: \$1,800 (Limited to 1 sponsor)
- Banner in New Stairwell Connecting 15th and 16th Floors – Promotional Fee: \$1,200 (Limited to 1 sponsor)
- Photo Enlargement Signs – Promotional Fee: \$675 per photo (Unlimited sponsors)
- Lobby/Corridor Banners – Promotional Fee: \$650 per banner (Unlimited sponsors)
- Pedway Banners – Promotional Fee: \$500 per banner (Limited to 9 sponsors)
- Pedway Lightbox Ads – Promotional Fee: \$350 per ad (Limited to 8 ads)
- Floor Decals – Promotional Fee: \$300 each (Limited to 2 sponsors per temporary floor and 1 sponsor per permanent floor)

Please print or type the following information:

Sponsorship(s) Requested: _____

Company Name: _____

Company Contact : _____

Address: _____

City/State/Zip/Country: _____

Telephone: _____ Fax: _____

Signature: _____

Method of Payment: Please the appropriate box. Amount Payable \$ _____

Visa American Express MasterCard Check Enclosed Send Invoice

Card Holder Name: _____

Card Number: _____ Expiration Date: _____

Signature: _____

FAX FORM TO: Casual Furniture Industry / Fax No. 312-379-6053