



SPONSOR GUIDE

March 22-25, 2018

SPONSOR CHECKLIST

Due Date

<input type="checkbox"/> Logo	ASAP
<input type="checkbox"/> Banner Artwork	February 16
<input type="checkbox"/> Program Ad Artwork	February 16
<input type="checkbox"/> Directory Listing Link (page 6)	February 23
<input type="checkbox"/> Sponsor Room Link (Page 4)	February 23
<input type="checkbox"/> Sponsor Badge Registration	February 23
<input type="checkbox"/> Sponsor Collateral Shipping (Page 5) 600 pieces	March 7
<input type="checkbox"/> Sponsor Station Setup Requirements Electrical & A/V Requirements Food & Beverage Orders	March 7

SPONSOR ARTWORK

Logo CMYK, vector format, file type (EPS or AI **only**), convert fonts to outlines (vector), 300 dpi or better

Program Ad CMYK, file type (JPEG, PDF, EPS or AI), embed/rasterize all fonts or convert to outlines (vector), 300 dpi or better

- **Premier** Two Full Page Spread – 7” x 7” (each page), plus .125 bleed on each side. [Get Specs.](#)
- **Premium** One Full Page – 7” x 7”, plus .125 bleed on each side. [Get Specs.](#)
- **Prime** ½ Page – Vertical, 2.5” x 7”, plus .125 bleed on each side. [Get Specs.](#)

Due – Friday, February 16

Banner CMYK, file type (JPEG, PDF, EPS or AI), embed all fonts or convert to outlines (vector), no less than 150 dpi at full size.

- **Standing Banner** Vertical, 31.5” x 78”, plus 1” bleed on each side. [Get Specs.](#)
- **Participating (Gay Lounge)** Horizontal or Vertical Hanging Banner, 60” x 36”, plus 1” bleed on each side. [Get Specs.](#)

Due – Friday, February 16

ARTWORK SUBMISSION:

All artwork files should be delivered in a .zip. Please name your files with the company/sponsor name and a brief project description (ex. companyname-StandingBanner.eps or companyname-RegistrationBanners.zip).

Email to: artwork@thephoenixforum.com

Ftp at: URL: <http://images.thephoenixforum.com/>

Username: phxforum

Password: ehpcdbfar

For larger files, up to 2GB send via <https://wettransfer.com/> to artwork@thephoenixforum.com or Dropbox Is available upon request.

SPONSOR BADGES

Sponsors receive an allotment of complimentary show badges. The number of badges per sponsor is determined by level, as follows:

- Premier 15
- Premium 15
- Prime 7
- Participating 5

To use your badges: Each sponsor will be assigned a sponsor code which will be emailed to them by **February 23, 2018**. If you did not receive the email or have misplaced your code, please contact sponsors@thephoenixforum.com. You may distribute this code to your employees, clients or whomever you please. (Note: Attendees must be 18+ years of age). The code will automatically expire once all of your assigned badges have been used.

SPONSOR ROOMS

This year an allotment of rooms is included as a part of your sponsorship package for the show dates 3/22-3/25. The number of rooms allocated to your company is determined by your sponsorship level as follows:

- Premier 4 rooms
- Premium 3 rooms
- Prime 2 room
- Participating 1 room

What is included: Room & Tax of \$325 per night + (14.07% local hotel tax + \$17.95/night hospitality fee) will be covered for the nights of 3/22, 3/23 & 3/24. Any dates beyond these show dates will be responsibility of the registered guest. In addition, individual guests will also be responsible for any incidental charges to their room. A credit card or cash deposit will be required at check-in to cover these additional expenses.

IMPORTANT: In order to use your sponsor rooms, you must complete the Sponsor Room Form no later than **Wednesday, February 21, 2018**. Confirmation numbers will not be issued without this form. **Rooms that are not assigned by this date may be released to the hotel waiting list. No room cancelations after this date, February 21, 2018.**

Submit room requests to sponsors@thephoenixforum.com.

FREE SPONSOR OPPORTUNITIES – *Open to all level sponsors*

Don't miss out on these FREE opportunities to get your name in front of all Phoenix Forum attendees!!

➔ SPONSOR STATION AT NETWORKING HAPPY HOUR

Sponsor "Meet Market" – Networking Happy Hour

Friday, March 23, 2018

4:00 PM – 6:00 PM

This Happy Hour has been designed as a structured networking event that will provide sponsors with the opportunity to gain some valuable one-on-one face time with Forum attendees in order to promote their companies and business programs.

We hope that you will take advantage of this FREE opportunity, but if you decide to opt out, please email us at sponsors@thephoenixforum.com. As always, if you have any questions, please call 1+480-422-2037.

Here's how it will work:

- Every sponsor will be given assigned their own table space (at no additional cost) at which giveaways, literature, specialty drinks or food items (any food & drink must be purchased through the hotel) can be distributed. Individual sponsor signage will be provided for each station (logo only).
- Each station will include table signage and Internet connectivity.
- The sponsor meet & greet will be scheduled to encourage full participation by Forum attendees. A Full bar will also be provided to create a fun, network-friendly atmosphere.

Setup/Teardown

Stations will be available for setup starting at **2:30 PM on Friday 3/23**. Each station will include a skirted table and table top signage. Check in at the TPF office for your assigned location! Every effort will be made to meet special requests for location; however tables will be assigned based on the Sponsorship level.

Please notify TPF staff if you have any special power or networking needs by **Wednesday, March 7, 2018** so that we will have ample time to accommodate your requests.

Individual sponsors will be responsible for boxing, labeling and shipping any remaining items in their station at tear down. Any boxes or items that are left in the stations will be disposed of at the end of the event.

Exclusive sponsorship Opportunity -- Bar sponsorship \$7,500

Host the official bars at this Happy Hour. Drive people to your sponsor station by handing out wristbands for use exclusively at your hosted bars, which will be the only bars open in the event location. Signage will be provided on each of the two bars and as the official bar sponsor for the event, your station will be placed in a premium location right next to the bar.

Free Sponsorship Opportunities (cont.)

➔ SPONSOR MEET AND GREET

Every sponsor has the option to hand out collateral at the Phoenix Forum Sponsor Meet and Greet. Bags will be distributed to all attendees at the Sponsor Meet and Greet event on Friday, March 24th. Be sure to bring some great swag to get all attendees to your table.

If you want to ship your collateral, please ship 600 items to the following address listed in the Shipping tab to arrive no later than **Wednesday, March 7, 2018**

➔ SPONSOR DIRECTORY LISTING

Don't miss out on your **FREE** Listing in the Phoenix Forum 2018 Sponsor Directory. This Sponsor Directory Listing will be included both on the Phoenix Forum website and in the 2018 Show Program Guide.

Together with the Sponsor Meet & Greet, the Directory Listings are meant to provide additional exposure for sponsors. In addition, it should serve to promote more proactive networking and lead generation during the Forum by providing a resource that will allow attendees to familiarize themselves with your products and services and encourage them to seek you out at the Sponsor Meet & Greet Happy Hour.

How can I be included?

Listings will be alphabetical and will include your company logo, website URL, company description and contact information. Please go to the "Directory Listing Link" and submit your information.

Make sure your Company is listed -- the deadline to submit your listing is **Friday, February 23, 2018**

[Directory Listing Form](#)

➔ SPONSOR MEETING LISTING

There is so much happening at The Phoenix Forum; you will want to pre-set your meetings with potential or current clients. Please fill out this form and we will list your information on The Phoenix Forum website to capture every opportunity for your visibility.

[Meeting Page Form](#)

➔ Shipping

All Shipping related correspondence will be coordinated through our TPF 2018 Ticketing Queue

When Shipping Packages intended for TPF 2018, please keep the following in mind:

Before shipping packages, please email our TPF Ticketing Queue (shipping@thephoenixforum.com) to inform us that your packages will be arriving

Please provide details about packages you're intending to ship:

- a. Number of boxes
- b. Tracking Numbers
- c. *List of authorized pick-up persons
- d. **Special Instructions (Meet and Greet, Hold for Sponsor, etc.)

***NOTE – Packages will only be distributed to the contact person(s) listed on your “List of Authorized Pick-up Persons”**

****NOTE - If items are being dropped shipped, please provide or be prepared to provide as much information as possible**

You will receive a TPF 2018 Ticket Number. Please write your personalized ticket number on each box being shipped.
It is preferred that all packages ship to:

TPF 2018 – Sponsor Package
2353 W. University Dr.
Tempe, AZ 85281

For packages being shipped to the Tempe Mission Palms Hotel***, please use the following address:

Tempe Mission Palms Hotel
60 East 5th Street
Tempe, Arizona 85281
TPF 2018- Guest name
(ATTENTION: Jan Wood)

*****NOTE – Packages being shipped to the Tempe Mission Palms Hotel will be held at the front desk for delivery by the hotel, and may be charged a drayage fee.**

TPF will not have access to these packages.