

PLUG-IN 2011 SPONSORSHIP PACKAGES

For further details on sponsorships, contact Pam Turner,
 Plug-In 2011 Conference Manager, pturner@firstoptionevents.com.



LEVEL	NAME	DESCRIPTION	SPONSORSHIP BENEFITS
Platinum - \$25,000	Welcome Reception in the Exhibit Hall (Mon, July 18) SOLD	The Welcome Reception will serve as the official “kick-off” for the Plug-In 2011 Conference, as attendees and media convene in the Exhibit Hall to wine, dine, network, and catch a first glimpse at the impressive array of displays. The most impressive of which will be yours, thanks to the added signage noting your sponsorship, strategic placement of buffet tables, tent cards branded with your logo, ice sculptures and more.	<ul style="list-style-type: none"> · Four (4) complimentary conference registrations · Recognition on Plug-In 2011 website (all pages) · Recognition in Plug-In 2011 email blasts · Recognition in Plug-In 2011 on-site print materials · Acknowledgement banner in Exhibit Hall · Branded tent cards to be placed on exhibit hall tables during the reception · Ice sculptures with your logo · Option to place company literature on all tables
Platinum - \$25,000	Gala Event Venue TBD (Wed, July 20) SOLD	The Gala Event is <i>the</i> social activity of the conference. It provides attendees, guests and media one last opportunity to network and to conduct business in a captivating and entertaining venue. As the host of the evening, your company executive will welcome all attendees to this special event which will close out the week’s activities.	<ul style="list-style-type: none"> · Four (4) complimentary conference registrations · Recognition on Plug-In 2011 website (all pages) · Recognition in Plug-In 2011 email blasts · Recognition in Plug-In 2011 on-site print materials · Branded tent cards to be placed on buffet tables · Ice sculptures with your logo · Invitation to the event, from your company, distributed to all attendees
Platinum - \$25,000	Public Night (Tues, July 19) SOLD	In San Jose in 2010, over 1,300 people visited the Exhibit Hall for 2 hours and had the additional opportunity to listen and participate in a lively discussion with a distinguished panel of industry gurus. Promotional materials for this event are distributed to a broad audience through more than 100 media outlets, websites and environmental, transportation and community organizations. Your company is promoted in all of these materials as the sponsor of this important consumer event.	<ul style="list-style-type: none"> · Four (4) complimentary conference registrations · Recognition on Plug-In 2011 website (all pages) · Recognition in Plug-In 2011 email blasts · Recognition in Plug-In 2011 on-site print materials · Acknowledgement banner in Exhibit Hall · Company promotion in all advertising materials · Company acknowledgement during opening remarks

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Gold - \$10,000	Lunch in the Exhibit Hall (Tues, July 19 or Wed, July 20) SOLD	After a long morning of breakout sessions, attendees will flock to the Exhibit Hall to refuel and re-energize. You will be front and center with strategic placement of buffet stations and branded tent cards on tables.	<ul style="list-style-type: none"> · Two (2) complimentary conference registrations · Recognition on Plug-In 2011 website (all pages) · Recognition in Plug-In 2011 email blasts · Recognition in Plug-In 2011 on-site print materials · Acknowledgement banner in Exhibit Hall · Branded tent cards to be placed on exhibit hall tables during the sponsored lunch · Option to place company literature on all tables
Gold - \$10,000	Name Badge Lanyard SOLD	Attendees, exhibitors and media will be wearing their nametags for all conference activities, which means they are a walking advertisement for your company. Your company name and logo will be prominently featured on the lanyards.	<ul style="list-style-type: none"> · Two (2) complimentary conference registrations · Recognition on Plug-In 2011 website (all pages) · Recognition in Plug-In 2011 email blasts · Recognition in Plug-In 2011 on-site print materials · Company name and/or logo on all conference name badge lanyards
Gold - \$10,000	Media Room SOLD	A quiet alcove for members of the media to write and edit articles, interview key stakeholders, and submit stories to their publications. All-day refreshments and Internet access will be provided by your sponsorship which will be denoted by signage inside and outside the room. Last year, more than 90 members of the media attended this conference.	<ul style="list-style-type: none"> · Two (2) complimentary conference registrations · Recognition on Plug-In 2011 website (all pages) · Recognition in Plug-In 2011 email blasts · Recognition in Plug-In 2011 on-site print materials · Company recognition on signage in Media Room
Gold - \$10,000	Hotel Room Key SOLD	You'll make the first impression on attendees, exhibitors and media as they check into their hotel and are given a room key that features your company name and logo. These keys are available for all conference-registered guests staying at the Raleigh Marriott City Center.	<ul style="list-style-type: none"> · Two (2) complimentary conference registrations · Recognition on Plug-In 2011 website (all pages) · Recognition in Plug-In 2011 email blasts · Recognition in Plug-In 2011 on-site print materials · Company logo or artwork on hotel room keys

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Gold - \$10,000	Conference Proceedings Website SOLD	All presentations from the conference Breakout and Plenary sessions will be posted to the Conference Proceedings Website, directly following the close of the conference. This website will be hosted by your organization, allowing each attendee to view important company information.	<ul style="list-style-type: none"> · Two (2) complimentary conference registrations · Recognition on Plug-In 2011 website (all pages) · Recognition in Plug-In 2011 email blasts · Recognition in Plug-In 2011 on-site print materials
Gold - \$10,000	Wi-Fi SOLD	Your sponsorship will allow attendees to stay connected throughout the conference. And, when attendees connect, they will be taken directly to your homepage as a reminder of your sponsorship.	<ul style="list-style-type: none"> · Two (2) complimentary conference registrations · Recognition on Plug-In 2011 website (all pages) · Recognition in Plug-In 2011 email blasts · Recognition in Plug-In 2011 on-site print materials · A direct link to your homepage each time that an attendee connects to the wireless network
Gold - \$10,000	Attendee Tote Bags (Available to Two Organizations) SOLD	Nothing is more useful when walking through the Plug-In Exposition than a bag in which to carry your materials and conference handouts. Each attendee will receive an environmentally friendly tote bag with your logo prominently displayed when they check-in at the registration desk.	<ul style="list-style-type: none"> · Two (2) complimentary conference registrations · Recognition on Plug-In 2011 website (all pages) · Recognition in Plug-In 2011 email blasts · Recognition in Plug-In 2011 on-site print materials · Company logo on front of bag · One (1) company insert within bag
Gold - \$10,000	Memory Stick of Conference Proceedings SOLD	All presentations from the conference Breakout and Plenary sessions will be downloaded to a memory stick and sent to attendees once the event has concluded. This service has been requested by our attendees and will only be made possible with your sponsorship.	<ul style="list-style-type: none"> · Two (2) complimentary conference registrations · Recognition on Plug-In 2011 website (all pages) · Recognition in Plug-In 2011 email blasts · Recognition in Plug-In 2011 on-site print materials · Company logo imprinted on memory stick

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LEVEL	NAME	DESCRIPTION	SPONSORSHIP BENEFITS
Gold - \$10,000	Pocket Agenda SOLD	As a convenient way to review the agenda-at-a-glance and session locations, attendees will value the Plug-In Pocket Agenda that can be easily folded and slipped into their name badge holder. Your company name and logo will be prominently placed on the cover of this piece.	<ul style="list-style-type: none"> · Two (2) complimentary conference registrations · Recognition on Plug-In 2011 website (all pages) · Recognition in Plug-In 2011 email blasts · Recognition in Plug-In 2011 on-site print materials · Company recognition on front cover of Pocket Agenda
Gold - \$10,000	Tire Pressure Gauge SOLD	This useful gift will be distributed to all attendees as part of their onsite registration package and will be branded with your company logo.	<ul style="list-style-type: none"> · Two (2) complimentary conference registrations · Recognition on Plug-In 2011 website (all pages) · Recognition in Plug-In 2011 email blasts · Recognition in Plug-In 2011 on-site print materials · Company logo on tire pressure gauge
Gold - \$10,000	Pre-Event Communications Software SOLD	The JOT software application facilitates communication between attendees and exhibitors before, during and after the Plug-In Conference. Some of the applications available include appointment scheduling between attendees, customizing meeting times, appointments reporting tools and the exhibitor community (which allows exhibitors to post company profiles, materials and other related information).	<ul style="list-style-type: none"> · Two (2) complimentary conference registrations · Recognition on Plug-In 2011 website (all pages) · Recognition in Plug-In 2011 email blasts · Recognition in Plug-In 2011 on-site print materials · Sponsor recognition on JOT software tool · Sponsor recognition in the introductory email to all attendees and exhibitors
Gold - \$10,000	Personalized Water Bottle SOLD	It's summer in Raleigh and attendees work up a thirst as they attend sessions and network with industry colleagues. This colorful water bottle, with your company logo on it, will be placed within a visible, side mesh pocket of the tote bag that everyone will be given when they check-in at the registration desk. Attendees will love having this option because as part of our "going green" program, we only offer water from water coolers.	<ul style="list-style-type: none"> · Two (2) complimentary conference registrations · Recognition on Plug-In 2011 website (all pages) · Recognition in Plug-In 2011 email blasts · Recognition in Plug-In 2011 on-site print materials · Company logo printed on water bottle · One (1) company insert within tote bag

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Bronze - \$5,000	Ice Cream Sundae Break (Tues, July 19) SOLD	One of the most popular afternoon breaks around! Your sponsorship will allow attendees and exhibitors the chance to make their own ice cream sundaes... including all of the toppings.	<ul style="list-style-type: none"> · One (1) complimentary conference registration · Recognition on Plug-In 2011 website (all pages) · Recognition in Plug-In 2011 email blasts · Recognition in Plug-In 2011 on-site print materials · Signage near food and beverage stations
Bronze - \$5,000	Smoothie Morning Break (Wed, July 20) SOLD	Another conference favorite... high-energy fruit smoothies are an excellent way to re-energize for an information-packed afternoon of sessions.	<ul style="list-style-type: none"> · One (1) complimentary conference registration · Recognition on Plug-In 2011 website (all pages) · Recognition in Plug-In 2011 email blasts · Recognition in Plug-In 2011 on-site print materials · Signage near food and beverage stations
Bronze - \$5,000	Water Bottles for Ride-n-Drive (Mon, July 18) SOLD	For the first time, the Plug-In Conference will offer a Ride-n-Drive activity for attendees. And, on a warm summer day, they will appreciate bottles of water sponsored by you as they engage with participating vehicle companies and experience plug-in hybrid and electric technology. This activity will also be open to the Media.	<ul style="list-style-type: none"> · One (1) complimentary conference registration · Recognition on Plug-In 2011 website (all pages) · Recognition in Plug-In 2011 email blasts · Recognition in Plug-In 2011 on-site print materials · Water bottles wrapped with your company graphics
Bronze - \$5,000	Continental Breakfasts (Tues, July 19 or Wed, July 20) SOLD	A long day of sessions is best started with a good breakfast. This sponsored catering function enables attendees to network in a casual environment while enjoying their first meal of the day.	<ul style="list-style-type: none"> · One (1) complimentary conference registration · Recognition on Plug-In 2011 website (all pages) · Recognition in Plug-In 2011 email blasts · Recognition in Plug-In 2011 on-site print materials · Signage near food and beverage stations