



# EXPO 2007

Automation Conference,  
Exhibition, and Training  
2-4 October  
Reliant Center, Houston, TX

## ISA EXPO 2007 Promotional Opportunities

**All sponsors will receive the following benefits, in addition to benefits unique to each opportunity:**

- Prominent signage in and around the service or activity.
- Complimentary ISA EXPO 2007 post-event attendee mailing list.
- Acknowledgement on the ISA EXPO 2007 Web site, [www.isa.org/isaexpo2007](http://www.isa.org/isaexpo2007).
- Acknowledgement in the promotional sponsor recognition page appearing in the on-site Official Program.
- Company logo or name appearing in all pre-event and on-site promotional material mentioning the service or activity.
- Acknowledgement on the Promotional Sponsors recognition banner displayed in the Reliant Center.
- First Right of Refusal for the same sponsorship at ISA EXPO 2008.

*See inside  
for a list of  
opportunities!*

Standards

Certification

Education & Training

Publishing

**Conferences & Exhibits**

*Setting the Standard for Automation™*

# ISA EXPO 2007 On-Site Opportunities

## Wireless Network

Position yourself as a premium ISA EXPO sponsor and provide a valuable benefit to all attendees when you host wireless service at ISA EXPO 2007. The wireless network extends throughout the Reliant Center, including the exhibit halls, meeting rooms and public space. Attendees will view your custom splash page every time they log on to the wireless network.

Additionally, your company will enjoy premium recognition in on-site print pieces, including a full page ad announcing the wireless network and sponsor in the On-Site Program, and announcement of the network and sponsor in each issue of ISA Today. Sponsor acknowledgement will also be made on signage placed at the entrance to the exhibit halls and throughout the Reliant Center.

**Price:** \$35,000 (exclusive); \$20,000 (joint)

## Official Exhibit Floor Plan

Be the exclusive sponsor of the official ISA EXPO 2007 Floor Plan and make your exhibit a can't-miss destination for all attendees! The floor plan will be distributed with the Official Program to all who attend the event. The sponsor's logo and booth location will be highlighted on the map of the exhibit floor, your company name will be highlighted in the alphabetical exhibitor list included in the map, and you will receive two full page ads included in the floor plan brochure.

**Price:** \$15,500

## Attendee Registration Sponsor

Position your company as a leading sponsor of ISA EXPO 2007 by becoming the official sponsor of on-site Attendee Registration. This opportunity offers the greatest exposure among the ISA EXPO 2007 audience. As the official sponsor of Attendee Registration, your company will be prominently recognized through the following:

- Prominent signage in and around the Attendee Registration area.
- Corporate logo and message on terminal screens at self-registration terminals.
- Option to provide mouse pads with your corporate logo at self-registration terminals.
- Banner ad on the registration section of [www.isa.org/isaexpo2007](http://www.isa.org/isaexpo2007)
- Corporate logo, message, and booth number will appear on email confirmations to all pre-registrants.
- Complimentary insert in pre-registration badge mailing.

**Price:** \$12,000

## Restaurant Chair Covers

You have the right to cover the chairs in the restaurant area with your corporate identity and message. These chair caps will cover all attendee restaurant seating. Screen printed with your logo, they are sure to make a big splash and capture attendee interest.

**Price:** \$3,500. Production not included

## Restaurant Table Tents

Placed on all tables in the attendee restaurant area, these table tents will communicate your message to thousands of attendees. The table tents are double-sided and are available to up to two companies. Or, if reserved exclusively, the sponsoring company retains the rights to both sides. 8 1/2 x 11 with message on both sides.

**Price:** \$3,500. Production not included.

## Attendee Bags

Always popular with attendees, these bags are distributed at registration and all entrances to the exhibit hall. Include your company logo, booth number and/or message on the outside of the bag, and a company brochure or handout on the inside of the bag.

**Price:** \$6,000. Production not included.

## Badge Cords

Display your company logo exclusively on badge cords distributed at registration to ISA EXPO 2007 attendees. Badge cords will also be distributed at the entrances to the exhibit hall. Attendees will wear these handy badge cords during the event, showcasing your logo.

**Price:** \$5,000. Production not included.

## Conference Attendee Badgeholders

As the sponsor of the ISA EXPO 2007 Conference attendee badgeholder, your company's logo and Web site will be emblazoned across these upgraded badgeholders distributed to all conference attendees. Useful badgeholder design assures continued use by attendees long after ISA EXPO 2007. Included with this sponsorship is a banner ad on the technical conference page of the official ISA EXPO 2007 Web site at [www.isa.org/isaexpo2007](http://www.isa.org/isaexpo2007).

**Price:** \$3,500. Production included.

**Reserve Your Sponsorship Today!** Contact **Carol** at (919) 990-9206 or [cschafer@isa.org](mailto:cschafer@isa.org); or **Chris** at (919) 990-9230 or [cjohnson@isa.org](mailto:cjohnson@isa.org) to secure your sponsorship.

## E-mail Stations

Get connected with ISA EXPO 2007 buyers by sponsoring the E-mail Stations located in the lobby of Reliant Center. Attendees flock to the complimentary e-mail stations, guaranteeing the sponsor significant exposure to the ISA EXPO audience. Six terminals will be displayed in specially designed kiosks. In addition to the standard benefits package listed previously, the sponsor(s) will receive the following recognition benefits:

- Corporate logo or message on kiosks at each station.
- Company message on screen savers on all terminals including a link to the sponsor's home page or sponsor's designated ISA EXPO 2007 web page.
- The option to provide mouse pads with your corporate message for use at all terminals.

**Price:** \$4,500 exclusive

## Banners & Graphic Panels

Communicate your message and direct attendees to your booth with banners and free standing graphic panels located in prominent areas of Reliant Center. Many locations and sizes to choose from. Contact your ISA sales representative for more information.

**Banner prices:** \$1,000–\$6,000. Production not included.

### Graphic panel prices:

- 1m wide x 8' high, double sided, four color: \$1,200 (production included)
- 1m wide x 12' high, double sided, four color: \$1,600 (production included)

## Attendee Game: Cruisin' for Solutions

75%  
SOLD

Attendees compete for a new Harley-Davidson and a variety of daily prizes. Always a big hit with attendees, this year's game will be no exception. Limited to 12 companies, exhibitors will sponsor a position on the official game card. Attendees will visit sponsoring exhibitors' booths to obtain a stamp on their game card. Once completed, attendees submit their game card to be entered into the daily prize drawings as well as the grand prize drawing for the Harley-Davidson.

Three premium positions are available and sponsors of these positions will receive additional recognition through enlarged, highlighted logos on the game card, in print and online. Participation in *ISA EXPO Cruisin' for Solutions* will position your booth as a must-see for ISA EXPO 2007 attendees.

**Price:** \$2,750 per position; or \$3,250 for premium position

## Press Room

As the sponsor of the ISA EXPO 2007 Press Room, your company will roll out the red carpet for more than 100 members of the industry press covering ISA EXPO 2007. The Press Room will be equipped with phones, internet connections, deluxe

furnishings, catering, and more. Don't miss this chance to position your company as a premier sponsor of ISA EXPO 2007 to industry media. As the official sponsor of the Press Room, your company will be prominently recognized through the following benefits:

- Recognition on all Press Room signage, including tent cards placed throughout the room.
- Banner ad in the online Press Room at [www.isa.org/isaexpo2007](http://www.isa.org/isaexpo2007).
- Option to provide mouse pads, logo merchandise, and/or imprinted cups and napkins for added exposure.

**Price:** \$3,500

## Exhibit Floor Aisle Signs

50%  
SOLD

Make sure attendees are aware of your company's presence on the show floor by sponsoring one or more of the aisle signs. Aisle signs are hung over the main center aisle and are used by all attendees to navigate the exhibition. Your logo and booth number are featured on the aisle banner, as well as on a cross panel hung at the bottom of the banner. This unique design provides you with exposure from all directions

**Price:** \$1,500 per aisle. Includes production, installation and removal.

## Golf Swing

Attendees will love to take a break and visit your sponsored golf booth, where they can track the effectiveness of their swing. This innovative sponsor idea was a huge hit in 2006. Sponsor the fun!

**Price:** \$3,500

## EXPO Lounge

Sponsor the attendee lounge! Attendees can relax and catch up on some reading (including your literature, that you can stock there)!

**Price:** \$3,500

## Logo Stopper

Spotlight your participation with your company logo above your listing in the Official On-Site Program. Distributed to all attendees, the Official Program is the source attendees use to find the products they want to see and the booths they want to visit. Reinforce your corporate identity and dramatically increase your company's visibility among the hundreds of companies appearing in the Program and exhibiting at ISA EXPO 2007 by including your full color logo.

**Price:** \$295

Turn to  
back for a list  
of pre-event  
opportunities!

# ISA EXPO 2007 Pre-Event Opportunities

## Pre-Registration Badge Mailing Inserts **50% SOLD**

Spread the word about your ISA EXPO 2007 exhibit by inserting your ad in the pre-registration badge mailing sent to more than 5,000 ISA EXPO 2007 pre-registrants. The mailing includes the attendee's badge and general information about the event. Inserts will be 8.5"x3.5" and can be double sided. This opportunity is limited to five companies so respond today to ensure your company's participation.

**Price:** \$2,750

## Attendance Promotion E-mail Sponsor

Sponsor e-mail messages sent to promote ISA EXPO 2007, and sponsor update e-mails sent to ISA EXPO 2007 registrants. Your sponsorship fee includes coverage in three e-mail messages, with a maximum of two sponsors per e-mail. Promotion e-mail distribution is approximately 20,000. Registrant update e-mail distribution is approximately 7,500 people registered to attend ISA EXPO 2007.

**Price:** \$3,000

## ISA EXPO 2007 Banner Ads

The ISA EXPO 2007 Web site is accessed by thousands of attendees and prospective attendees each week. Spotlight your ISA EXPO participation with a banner ad on this active site. Banners are located along the right side of the page and are available on all ISA EXPO 2007 Web pages except the home page. Banner size is 125 pixels x 125 pixels, and is linked to your company Web site.

Consider creating and linking to a special page for ISA EXPO 2007 attendees outlining your planned at-show activities, demonstrations, or special events. Tie in an attendee contest and promote it in your banner ad. The only limitation is your creativity.

**Price:** \$595 Registration page, per month  
\$295 Other pages, as available, per month

## Reserve Your Sponsorship Today!

To secure your sponsorship, contact:

**Carol** at (919) 990-9206 or [cschafer@isa.org](mailto:cschafer@isa.org); or  
**Chris** at (919) 990-9230 or [cjohnson@isa.org](mailto:cjohnson@isa.org)

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**FAX** (919) 549-8288  
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[www.isa.org](http://www.isa.org)



Founded in 1945, ISA ([www.isa.org](http://www.isa.org)) is a leading, global, nonprofit organization that is setting the standard for automation by helping over 30,000 worldwide members and other professionals solve difficult technical problems, while enhancing their leadership and personal career capabilities. Based in Research Triangle Park, North Carolina, ISA develops standards; certifies industry professionals; provides education and training; publishes books and technical articles; and hosts the largest conference and exhibition for automation professionals in the Western Hemisphere. ISA is the founding sponsor of the Automation Federation ([www.automationfederation.org](http://www.automationfederation.org)).