



Retail Marketplace 2010

December 15, 2009

Dear Friends and Colleagues,

Retail Marketplace 2010 will be held June 28-30, 2010 at the Marriott Boston Copley Place Hotel. Co-hosted by MPA and the PBAA, this annual meeting is open to all channel partners within the retail supply chain for publications including publishers, consumer marketers, retailers, national distributors, wholesalers and industry service providers. These attendees are eager to leverage their newsstand brands, improve retail efficiency, increase revenue and profitability, and keep abreast of the latest innovations.

Retail Marketplace 2010 is the only newsstand-focused conference of 2010. The gathering will provide an unparalleled opportunity to connect with over 300 attendees.

There are three levels of sponsorship: Platinum, Gold, and Silver. Please refer to the attached rate card to identify a sponsorship opportunity that matches your level of commitment to the newsstand industry in 2010. We look forward to your participation at Retail Marketplace 2010 as a sponsor and attendee.

Many thanks in advance for your support.

Sincerely,

**Ken Godshall
Executive Vice President, Consumer Marketing
MPA**

**Lisa Scott
Executive Director
PBAA**

Act now, and save... early bird sponsorship rates expire Feb. 15, 2010.

PBAA and MPA members – save an additional 10% off sponsorship rates.



Retail Marketplace 2010 Sponsorship Opportunities

Platinum Level: \$8,000 (Early Bird Rate); (After February 15th rate is \$9,000)
(choose one opportunity for each sponsorship)

- **Welcome Reception**
- **Tote Bags** (exclusive)
- **Hotel Key Cards** (exclusive)

--Includes one complimentary conference registration (including 2 nights hotel).
--Includes complimentary one-page four-color ad in the convention magazine.
--Includes opportunity to place company materials in the convention totebag.
--Platinum sponsors are invited to submit an article in the convention magazine.
--All platinum sponsors will have access pre-conference to the registration lists for networking purposes.

Gold Level: \$5,000 (Early Bird Rate); (After February 15th rate is \$6,000)
(choose one opportunity for each sponsorship)

- **WiFi** (exclusive)
- **Tuesday Lunch**
- **One-on-One Snacks**

--Includes complimentary one-page four-color ad in the convention magazine.
--Includes opportunity to place company materials in the convention totebag.
--Gold sponsors are invited to submit an article in the convention magazine.

Silver Level: \$1,500 (Early Bird Rate); (After February 15th rate is \$1,700)
(choose one opportunity for each sponsorship)

- **Fly-away Lunch**
- **Table Maps** (exclusive)
- **Photography** (exclusive)
- **Ice Cream Social**
- **Breakfast**
- **Magazine Ads** (premium positions available for an additional charge)

All sponsors will be acknowledged in pre-conference marketing and registration materials and at Retail Marketplace 2010, including signage at the specific sponsorship opportunity locations (where applicable).

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Retail Marketplace 2010 Sponsorship Agreement

Sponsorship Category Level: _____

Specific Sponsorship Opportunity:

Check below if applicable:

Early bird rate (this form returned before February 15, 2010)

PBAA member **MPA member**
(members entitled to an additional 10% discount)

Sponsorship Investment: _____

This will serve as a formalized legal agreement for my Retail Marketplace 2010 sponsorship. I have read and agree to the terms of the sponsorship, and understand that payment is due in full upon receipt of the invoice.

Company _____

Your name/title _____

Date: _____

Approved for PBAA / MPA Retail Conference 2010:

Name/Date _____

Please email (icancio@pbaa.net), fax 212.563.4098, or mail your completed form to Retail Conference 2010 c/o PBAA, 481 Eighth Avenue, Suite 826, New York NY 10001. A fully executed copy will be returned to you.