

CENTER FOR DUE DILIGENCE

P.O. Box 8 • Western Springs, Illinois 60558
(630) 662-0284 • Fax (630) 662-0286

E-mail: CFDD@TheCFDD.com

Web: <http://www.TheCFDD.com>

CFDD 2010 ADVISOR CONFERENCE SPONSORSHIPS

October 6-8, 2010 (Wednesday-Friday)
Fairmont Chicago-Millennium Park
200 N. Columbus Dr.
Chicago, IL 60601

**DISTINGUISHED BY VALUE, UNBIASED CONTENT, ADVISOR ATTENDANCE,
CE CREDITS & PACKAGED ADVERTISING**

All CFDD Sponsorships Include The Following

- Five (5) Full Conference Registrations
- Additional Registrations At 50% Discount
- Listing In Conference Handout Material
- Link On CFDD's "Provider Links" Page
- Dynamic Excel Spreadsheet Of Registrants
- Complimentary First Come, First-Served Advertising
- Role In The Conference Agenda
- Wraparound Activity Support & Promotion
- Post-Conference Guide Advertising Discount

The CFDD Does Not Generally Package Exhibition Booths With Sponsorships

**The Kick-Off Party, Grand Prize & Conference CD-ROM Are The Only
Sponsorships Uniquely Packaged With:**

- *Exhibition Booths*
- *Extensive Advertising Exposure*
- *A Major Role In The Agenda*
- *Projection Screen Images Between Sessions*
- *Attendee Phone Numbers*

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KICK-OFF PARTY SPONSORSHIP

50's Themed

Enhanced Networking Through An Entertaining & Fun Forum

Tuesday, 10/05/2010, 7:00 – 9:30 PM

Fairmont's Moulin Rouge

\$25,000

(Includes Major Role In The Agenda, Prominent Marketing, Exhibition Booth With Premier Location, Projection Screen Images Between Sessions & Attendee Phone Numbers)

- **Ongoing Exposure In CFDD Marketing Campaign***
- **Top Leaderboard Banner Ad On CFDD Website/ Newsletter & Top Maxi Banner Ad On Website Recognizing Kickoff Party Sponsorship ***
- **Major Role In Conference Agenda** (At CFDD discretion)
- **First Choice Booth Location**
- **Attendee Phone Numbers**
- **Projection Screen Recognition Between Breakout Sessions**
- **Recognition On Back Cover Of Conference Handout Book**
- **Recognition In CFDD's Introductory Conference Comments**
- **Mention In Conference Program Materials**
- **Unique Networking/Branding Opportunities With The More Than Five Hundred Registrants Expected To Attend The Kick-Off Party**
- **Large Double Sided Entrance, Hanging Or Print Signs Customized With The Sponsor's Name/Logo & Welcome Message**
- **Plasma Screens Flashing Sponsor's Name/Logo/Message Throughout Party**
- **Sponsor's Name/Logo On Napkins, Glasses or Cups**
- **On Stage Introduction At Kick-Off Party**
- **Major Photo Ops**

* *Includes over one million e-mails during the conference marketing period & over 300,000 monthly page visits on the CFDD's website.*

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GRAND PRIZE HIS & HERS TRIP TO GRACELAND SPONSORSHIP

\$25,000

(Includes Major Role In The Agenda, Prominent Marketing, Exhibition Booth With Premier Location, Projection Screen Images Between Sessions & Attendee Phone Numbers)

- **Ongoing Exposure In CFDD Marketing Campaign***
- **Top Leaderboard Banner Ad On CFDD Website/ Newsletter & Top Maxi Banner Ad On Website Recognizing Grand Prize Sponsorship ***
- **Major Role In Conference Agenda** (At CFDD discretion)
- **First Choice Booth Location**
- **Attendee Phone Numbers**
- **Projection Screen Recognition Between Breakout Sessions**
- **Recognition On Back Cover Of Conference Raffle Passport**
- **Recognition In CFDD's Introductory Conference Comments**
- **Mention In Conference Program Materials**
- **Unique Networking/Branding Opportunities Throughout The 2 ½ Day Conference**
- **Signage Recognition**
- **Highly Visible Grand Prize Station Display At Kick-Off Party & Throughout 2 ½ Day Event**
- **On Stage Introduction At Grand Prize Drawing**
- **Grand Prize Winner Selected & Announced On Stage by Sponsor At Conference Conclusion** *(Friday, 10/08/10 at 11:00 a.m.)*
- **Major Photo Ops**

SOLD

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CUSTOMIZED EDUCATIONAL & CD SPONSORSHIP

\$25,000

(Includes Major Role In The Agenda, Prominent Marketing, Exhibition Booth With Premier Location, Projection Screen Images Between Sessions & Attendee Phone Numbers)

- **Ongoing Exposure In CFDD Marketing Campaign***
- **Upper Maxi Banner Ad On CFDD Website & Rectangular Banner Ad In Newsletter ***
- **Major Role In Conference Agenda** (At CFDD discretion)
- **First Choice Booth Location**
- **Attendee Phone Numbers**
- **Projection Screen Recognition Between Breakout Sessions**
- **Recognition In CFDD's Introductory Conference Comments**
- **Mention In Conference Program Materials**
- **Takeaway Branding Opportunities**

- **CD-ROM Customized With Sponsor's Information**
 - Custom printed color insert with sponsor's name/logo on front & back of package
 - Disc imprint
 - Sponsor graphic on splash page in the CD menu with link to sponsor
 - Case insert (Optional & supplied by sponsor)

- **CD-ROM Includes The Audio & Presentation Materials For The Entire Conference & Is Mailed To All Registrants Without Additional Cost**
- **Sponsor May Distribute Additional Copies Of The CD-ROM At Cost**

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50's HIS & HERS ATTIRE & CONTEST AWARDS SPONSORSHIP

Tuesday, 10/05/2010, 7:00 – 9:30 PM

Kick-Off Party

\$15,000

- **Best “50’s Attire” & “Contest” Winners Selected & Announced On Stage by Sponsor During Kick-Off Party**
- **Highly Visible Awards Station Display At Kick-Off Party**
- **Giveaways /Materials Table At Photo Station** (Supplied by sponsor)
- **Signage Recognition**
- **50’s Attire Awards Include Satin Jackets, Varsity Sweaters & Bowling Shirts**
(1st, 2nd & 3rd Place)
- **Hula Hoop, Twist & Fonz Look-a-Like Contest Awards**
- **Role In Conference Agenda** (At CFDD discretion)
- **Recognition In CFDD Introductory Conference Comments**
- **Mention In Conference Program Materials**
- **Photo-Ops**

All pre-registered attendees qualify for the “50’s Attire” and Contest Awards on Tuesday, 10/05/2010. Attendance at the Kickoff party during the attire awards is required to win.

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PHOTOGRAPHY SPONSORSHIP

\$12,500

(Includes Dedicated Onsite Photographer, High Quality Printed Images, Keepsake Folder & Recognition)

- **Dedicated Onsite Professional Photographer & Assistant**
- **High Quality (6"L x 4"W) Digital Images Available Immediately**
- **All Photos Branded With Sponsor's Logo**
- **Complimentary Keepsake Photo Holder**
- **Role In Conference Agenda** (At CFDD discretion)
- **Signage Recognition & Sponsor Backdrop Display At Photo Station For 2 1/2 Days**
(Backdrop supplied by sponsor)
- **Photo Station/Backdrop With 50's Props & Apparel**
- **Giveaways /Materials Table At Photo Station** (Supplied by sponsor)
- **Photos Uploaded/Archived On CFDD's Website For Viewing & Downloading**
- **CFDD's Website Photo Page Includes Sponsor Banner Ad Recognition & Link**
- **Recognition In CFDD's Introductory Conference Comments**
- **Mention In Conference Program Materials**

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EXECUTIVE BUSINESS ATTACHE SPONSORSHIP

\$12,500

(Includes High Quality Attaché)

- **High Quality Attaché**
- **Embroidered With Sponsor's Name/Logo**
- **Role In Conference Agenda** (At CFDD discretion)
- **Registration Desk Handout**
- **Recognition In CFDD Introductory Conference Comments**
- **Mention In Conference Program Materials**

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PAD FOLIO SPONSORSHIP

\$12,500

(Includes High Quality Pad Folio)

- **High Quality Pad Folio**
- **Customized (Debossed) With Sponsor's Name/Logo**
- **Role In Conference Agenda** (At CFDD discretion)
- **Registration Desk Handout**
- **Recognition In CFDD Introductory Conference Comments**
- **Mention In Conference Program Materials**

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BREAKFAST SPONSORSHIP

\$12,500 Per Breakfast Per Day

(Available 10/06, 10/07 & 10/08/10)

- **Breakfast Station Signage**
- **Table Top Signage**
- **Sponsor's Name/Logo On Napkins, Glasses Or Cups**
- **Seating Table Giveaways** (Supplied by sponsor)
- **Up To Five (5) Minutes Of Speaking Time During Breakfast**
- **Role In Conference Agenda** (At CFDD discretion)
- **Recognition In CFDD Introductory Conference Comments**
- **Mention In Conference Program Materials**

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LUNCH SPONSORSHIP

\$12,500 Per Lunch Per Day

(Available 10/06 & 10/07/10)

- **Lunch Station Signage**
- **Table Top Signage**
- **Sponsor's Name/Logo On Napkins, Glasses Or Cups**
- **Seating Table Giveaways** (Supplied by sponsor)
- **Up To Five (5) Minutes Of Speaking Time During Lunch**
- **Role In Conference Agenda** (At CFDD discretion)
- **Recognition In CFDD Introductory Conference Comments**
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LIGHT SNACK STATION SPONSORSHIP*

\$12,500 Per Station Per Day

(Available 10/06 & 10/07/10)

- **Light Snack Station Signage**
- **Table Top Signage**
- **Sponsor's Name/Logo On Napkins, Glasses Or Cups**
- **Station Table Giveaways** (Supplied by sponsor)
- **Role In Conference Agenda** (At CFDD discretion)
- **Recognition In CFDD Introductory Conference Comments**
- **Mention In Conference Program Materials**

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COFFEE STATION SPONSORSHIP*

\$12,500 Per Station Per Day

(Available 10/06, 10/07 & 10/08/10)

- **Coffee Station Signage**
- **Table Top Signage**
- **Sponsor's Name/Logo On Napkins, Glasses Or Cups**
- **Station Table Giveaways** (Supplied by sponsor)
- **Role In Conference Agenda** (At CFDD discretion)
- **Recognition In CFDD Introductory Conference Comments**
- **Mention In Conference Program Materials**

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BEVERAGE STATION SPONSORSHIP*

\$12,500 Per Station Per Day

(Available 10/06 & 10/07/10)

- **Beverage Station Signage**
- **Table Top Signage**
- **Sponsor's Name/Logo On Napkins, Glasses Or Cups**
- **Station Table Giveaways** (Supplied by sponsor)
- **Role In Conference Agenda** (At CFDD discretion)
- **Recognition In CFDD Introductory Conference Comments**
- **Mention In Conference Program Materials**

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COCKTAIL STATION SPONSORSHIP*

\$12,500 Per Station Per Day

(Available 10/06 & 10/07/10)

- **Beverage Station Signage**
- **Table Top Signage**
- **Sponsor's Name/Logo On Napkins, Glasses Or Cups**
- **Station Table Giveaways** (Supplied by sponsor)
- **Role In Conference Agenda** (At CFDD discretion)
- **Recognition In CFDD Introductory Conference Comments**
- **Mention In Conference Program Materials**

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WELCOME GIFT SPONSORSHIPS

\$12,500

*(Includes T-Shirts, Retro Sunglasses, Switchblade Pocket Combs, Chiffon Scarves
Or Other Items)**

- **Welcome Gifts Customized With Sponsor's Name/Logo**
- **Role In Conference Agenda** (At CFDD discretion)
- **Recognition In CFDD's Introductory Conference Comments**
- **Mention In Conference Program Materials**

**Individual welcome gifts are separate sponsorships. Other gifts may be substituted at CFDD discretion.*

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HOTEL ROOM KEY CARD SPONSORSHIP

\$12,500

(Includes High Quality Key Cards)

- **High Quality Key Card**
- **Customized With Sponsor's Name/Logo/Booth Number**
- **Role In Conference Agenda** (At CFDD discretion)
- **Recognition In CFDD Introductory Conference Comments**
- **Mention In Conference Program Materials**

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BADGE HOLDER/LANYARD SPONSORSHIP

\$12,500

(Includes High Quality Holder & Lanyard)

- **High Quality Holder & Lanyard**
- **Customized With Sponsor's Name/Logo**
- **Role In Conference Agenda** (At CFDD discretion)
- **Recognition In CFDD Introductory Conference Comments**
- **Mention In Conference Program Materials**

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CYBER CAFÉ SPONSORSHIP*

\$12,500 for 2 ½ Days

(Available 10/06, 10/7 & 10/08/10)

- **Screen Saver Customized With Sponsor's Name, Logo, Message Or URL**
- **Mousepads Customized With Sponsor's Name/Logo**
- **Cyber Café Station Signage**
- **Giveaways/Materials Table** (Supplied by sponsor)
- **Role In Conference Agenda** (At CFDD discretion)
- **Recognition In CFDD Introductory Conference Comments**
- **Mention In Conference Program Materials**

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SHOE SHINE STATION SPONSORSHIP*

\$12,500 for 2 ½ Days

(Available 10/06, 10/07 & 10/08/10)

- **Shoe Shine Station Signage**
- **Shoe Shiner May Wear Sponsor Shirt With Name/Logo**
- **Giveaways/Materials Table** (Supplied by sponsor)
- **Role In Conference Agenda** (At CFDD discretion)
- **Recognition In CFDD Introductory Conference Comments**
- **Mention In Conference Program Materials**

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RELAXATION STATION SPONSORSHIP*

\$12,500 Per Station Per Day

(Available 10/06 & 10/07/10)

- **Relaxation Station Signage**
- **Therapist May Wear Sponsor's Shirt With Name/Logo**
- **Giveaways/Materials Table** (Supplied by sponsor)
- **Role In Conference Agenda** (At CFDD discretion)
- **Recognition In CFDD Introductory Conference Comments**
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RAFFLE SPONSORSHIP

Requires Donation of a \$100-\$250 Prize*

Participation Limited to Exhibitors

(Winners Announced On Friday, 10/08/10 at 11:00 a.m.)

- **Voluntary Participation**
- **No Cost Beyond Prize Donation**
- **Exposure In CFDD Marketing Campaign**
- **Mention In Conference Program Materials**
- **Online Listing Of Raffle Sponsors & Prizes**
- **Organized, Managed & Promoted By CFDD**
- **Post Conference Photos Of Sponsors & Prize Winners Displayed On CFDD Website**
- **Increases Booth Traffic**
- **Precludes Early Departure**
- **All Pre-Registered Attendees Qualify For Raffle Prizes**
- **Eligibility Requires A Passport Stamped By All Participating Exhibitors.** The Passport Must Be Turned In To The Passport Box In The General Session Drawing Room At The Conclusion Of The Conference (Stamp & passport provided by CFDD)
- **Winners Must Be In Attendance For The Drawing On 10/08/10**
- **Winners Selected & Announced Onstage Prior To Grand Prize Trip To Graceland Drawing**
- **Limit Of One Raffle Prize Per Person**
- **Raffle Prize Winners Qualify For Grand Prize Drawing**

**To facilitate the storage, drawing and shipping of raffle prizes, sponsors are encouraged to donate small prizes and gift certificates. Sponsors may also ship prizes directly to the winner.*