

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 2012 ADVISOR CONFERENCE SPONSORSHIPS

October 22-24, 2012 (Wednesday-Friday)
Swissotel
323 E. Wacker Drive
Chicago, IL 60601
(12/26/11)

**A FULL RANGE OF SPONSORSHIPS DISTINGUISHED BY VALUE,
MARKETING EXPOSURE & GROWTH OPPORTUNITIES**

All CFDD Sponsorships Include:

- Complimentary Website & Newsletter Banner Ads
- No Cost Internet Broadcast Station Interview
- Listing in Conference Handout Material
- Link On CFDD's "Provider Links" Page
- Dynamic Excel Spreadsheet Of Registrants
- Wraparound Activity Support & Promotion

**THE KICK-OFF PARTY, GRAND PRIZES & CONFERENCE CD-ROM
SPONSORSHIPS ARE *UNIQUELY* PACKAGED WITH:**

- ✓ *Exhibition Booth Package & Ten Registrations*
- ✓ *Keynote Session*
- ✓ *Premier Banner Ads Worth Over \$90,000*
- ✓ *Extensive/Ongoing Marketing Exposure*
- ✓ *Recognition On Front Or Back Cover Of Conference Book*
- ✓ *Full Attendee Contact Information, Including
PHONE & EMAIL ADDRESSES*

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KICK-OFF PARTY SPONSORSHIP

NASCAR Themed

Enhanced Networking Through An Entertaining & Fun Forum

Sunday, 10/21/2012, 7:00 – 9:30 PM

\$25,000

- **Exhibition Booth Package & Ten Full Conference Registrations**

- **Major Role In The Agenda, Including Keynote & General Session**

- **Premier Banner Ad Size & Location**

-Top Leaderboard, Vertical Premium & Maxi Banner Ads (Website)
-Top Leaderboard & Rectangle Banner Ads (Newsletter)

- **Extensive/Ongoing Marketing Exposure**

-Up To One Year Of Exposure
One Million Emails (Newsletter)
300,000+ Monthly Page Visits (Website)

- **Recognition On Front Or Back Cover Of Conference Handout Book**

- **Full Attendee Contact Information, Including Phone & Email Addresses**

- **Recognition In CFDD's Introductory Conference Comments**

-
- **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**
 - **Projection Screen Recognition During The Party**
 - **Sponsor's Name/Logo On Napkins, Glasses or Cups**
 - **On Stage Introduction At Kick-Off Party**
 - **Major Photo Ops**

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GRAND PRIZE DAYTONA 500 BOX SEAT PACKAGE & LUXURY ACCOMODATIONS ON THE BEACH \$25,000

- **Exhibition Booth Package & Ten Full Conference Registrations**

- **Major Role In The Agenda, Including Keynote & Breakout Session**

- **Premier Banner Ads**

-Top Leaderboard, Vertical Premium & Maxi Banner Ads (Website)
-Top Leaderboard & Rectangle Banner Ads (Newsletter)

- **Extensive/Ongoing Marketing Exposure**

-Up To One Year Of Exposure
One Million Emails (Newsletter)
300,000+ Monthly Page Visits (Website)

- **Recognition On Front Or Back Cover Of Conference Handout Book**

- **Full Attendee Contact Information, Including Phone & Email Addresses**

- **Recognition In CFDD's Introductory Conference Comments**

-
- **Unique Networking/Branding Opportunities Throughout The 2 ½ Day Conference**
 - **Signage Recognition**
 - **Highly Visible Grand Prize Station Display**
 - **Plasma Screens Flashing Sponsor's Name/Logo/Message**
 - **On Stage Introduction At Grand Prize Drawing**
 - **Grand Prize Winner Selected & Announced On Stage By Sponsor At Conference Conclusion** (*Wednesday, 10/24/12 at 11:00 a.m.*)
 - **Major Photo Ops**

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GRAND PRIZE CHARLOTTE ALL-STAR MAY RACE & BUCK BAKER RACING SCHOOL CLASSES \$25,000

- **Exhibition Booth Package & Ten Full Conference Registrations**

- **Major Role In The Agenda, Including Keynote & Breakout Session**

- **Premier Banner Ads**

-Top Leaderboard, Vertical Premium & Maxi Banner Ads (Website)
-Top Leaderboard & Rectangle Banner Ads (Newsletter)

- **Extensive/Ongoing Marketing Exposure**

-Up To One Year Of Exposure
One Million Emails (Newsletter)
300,000+ Monthly Page Visits (Website)

- **Recognition On Front Or Back Cover Of Conference Handout Book**

- **Full Attendee Contact Information, Including Phone & Email Addresses**

- **Recognition In CFDD's Introductory Conference Comments**

-
- **Unique Networking/Branding Opportunities Throughout The 2 ½ Day Conference**
 - **Signage Recognition**
 - **Highly Visible Grand Prize Station Display**
 - **Plasma Screens Flashing Sponsor's Name/Logo/Message**
 - **On Stage Introduction At Grand Prize Drawing**
 - **Grand Prize Winner Selected & Announced On Stage By Sponsor At Conference Conclusion** (*Wednesday, 10/24/12 at 11:00 a.m.*)
 - **Major Photo Ops**

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NASCAR SIMULATED RACECAR GAMEPLAY STATION, COMPETITIVE GROUP PLAY & CASH PRIZES \$25,000

- **Exhibition Booth Package & Ten Full Conference Registrations**

- **Major Role In The Agenda, Including Keynote & Breakout Session**

- **Premier Banner Ads**

-Top Leaderboard, Vertical Premium & Maxi Banner Ads (Website)

-Top Leaderboard & Rectangle Banner Ads (Newsletter)

- **Extensive/Ongoing Marketing Exposure**

-Up To One Year Of Exposure

One Million Emails (Newsletter)

300,000+ Monthly Page Visits (Website)

- **Recognition On Front Or Back Cover Of Conference Handout Book**

- **Full Attendee Contact Information, Including Phone & Email Addresses**

- **Recognition In CFDD's Introductory Conference Comments**

-
- **Unique Networking/Branding Opportunities Throughout The 2 ½ Day Conference**

- **Signage Recognition**

- **Highly Visible Racecar Cockpit Station Display With 3D Sound Effects**

- **Name/Logo/Message On Leaderboard, Racecar Seats & Banner**

- **On Stage Introduction At Grand Prize Drawing**

- **Top Scoring Drivers Awarded Cash Prizes On Stage By Sponsor At Conference
Conclusion (Wednesday, 10/24/12 at 11:00 a.m.)**

- **Major Photo Ops**

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CUSTOMIZED EDUCATIONAL & CD SPONSORSHIP \$25,000

- **Exhibition Booth Package & Ten Full Conference Registrations**

- **Major Role In The Agenda, Including Keynote & Breakout Session**

- **Premier Banner Ads**

- Top Leaderboard & Maxi Banner Ads (Website)
- Top Leaderboard & Rectangle Banner Ads (Newsletter)

- **Extensive/Ongoing Marketing Exposure**

- Up To One Year Of Exposure
- One Million Emails (Newsletter)
- 300,000+ Monthly Page Visits (Website)

- **Recognition On Front Or Back Cover Of Conference Handout Book**

- **Full Attendee Contact Information, Including Phone & Email Addresses**

- **Recognition In CFDD's Introductory Conference Comments**

-
- **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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CYBER CAFÉ SPONSORSHIP

\$20,000 for 2 ½ Days

(Available 10/22 – 10/24/12)

- **Offered In Lieu Of Exhibition Booth & Includes Five Full Registrations**
 - **Presence On Two Breakout Sessions**
 - **Banner Ads**
 - Maxi Banner Ads (Website)
 - Rectangle Banner Ads (Newsletter)
 - **Ongoing Marketing Exposure**
 - Newsletter
 - Website
-
- **Roped Off Station In Key Location**
 - **Comfortable Lounge Seating & Coffee Station Facilitates Networking**
 - **Online Access To Services, Agendas & Latest Information**
 - **Offers VOIP, Webcam, iTunes, MS Office, Scanning, Faxing & Email Access**
 - **Connected To Color Or B/W Printers**
 - **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)**

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CHARGING STATION SPONSORSHIP

\$20,000 for 2 ½ Days

(Available 10/22 – 10/24/12)

- **Offered In Lieu Of Exhibition Booth & Includes Five Full Registrations**
 - **Presence On Two Breakout Sessions**
 - **Banner Ads**
 - Maxi Banner Ads (Website)
 - Rectangle Banner Ads (Newsletter)
 - **Ongoing Marketing Exposure**
 - Newsletter
 - Website
-
- **Roped Off Station In Key Location**
 - **Comfortable Lounge Seating & Coffee Station Facilitates Networking**
 - **Self Charging While Waiting Or Secure Valet Service With Ticket**
 - **Accommodates Cell Phones, Smart Phones, iPods, iPads & Digital Cameras**
 - **Wide Range Of Charging Connectors For Over 95% Of All Model Types**
 - **Fastest & Safest Speeds Currently Available**
 - **UV Sanitizer Feature For Added Benefits**
 - **Kiosk Offers Up To 15 Minutes Of Video Branding**
 - **Two Speakers Play Sponsor's Audio Messages**
 - **High Resolution Backlight Graphic Branding**
 - **Charging Station Signage**
 - **Giveaways/Materials Table (Supplied by sponsor)**

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BUSINESS ATTACHE/TOTE BAG SPONSORSHIP

\$15,000

(Includes High Quality Attaché)

- **Opportunity To Participate In Conference Agenda**
 - **Banner Ads**
 - Maxi Banner Ads (Website)
 - Rectangle Banner Ads (Newsletter)
 - **Ongoing Marketing Exposure**
 - Newsletter
 - Website
-

- **Takeaway Branding Opportunities**
- **High Quality Attaché**
- **Embroidered With Sponsor's Name/Logo**

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PAD FOLIO SPONSORSHIP

\$15,000

(Includes High Quality Pad Folio)

- **Opportunity To Participate In Conference Agenda**
 - **Banner Ads**
 - Maxi Banner Ads (Website)
 - Rectangle Banner Ads (Newsletter)
 - **Ongoing Marketing Exposure**
 - Newsletter
 - Website
-
- **Takeaway Branding Opportunities**
 - **High Quality Pad Folio**
 - **Customized (Debossed) With Sponsor's Name/Logo**

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WELCOME GIFT SPONSORSHIPS

\$15,000

*(Includes NASCAR Themed Or Other Gifts)**

- **Opportunity To Participate In Conference Agenda**
- **Banner Ads**
 - Maxi Banner Ads (Website)
 - Rectangle Banner Ads (Newsletter)
- **Ongoing Marketing Exposure**
 - Newsletter
 - Website

-
- **Takeaway Branding Opportunities**
 - **High Quality Welcome Gift**
 - **Customized With Sponsor's Name/Logo**

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

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BADGE HOLDER/LANYARD SPONSORSHIP

\$15,000

(Includes High Quality Holder & Lanyard)

- **Opportunity To Participate In Conference Agenda**
- **Banner Ads**
 - Maxi Banner Ads (Website)
 - Rectangle Banner Ads (Newsletter)
- **Ongoing Marketing Exposure**
 - Newsletter
 - Website

-
- **High Quality Holder & Lanyard**
 - **Customized With Sponsor's Name/Logo**

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PHOTOGRAPHY SPONSORSHIP

\$10,000

- **Opportunity To Participate In Conference Agenda**
 - **Banner Ads**
 - Maxi Banner Ads (Website)
 - Rectangle Banner Ads (Newsletter)
 - **Ongoing Marketing Exposure**
 - Newsletter
 - Website
-
- **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**
 - **Signage Recognition & Sponsor Backdrop Display At Photo Station**
(Backdrop supplied by sponsor)
 - **Photo Station/Backdrop With NASCAR Props & Apparel**
 - **Giveaways /Materials Table At Photo Station** (Supplied by sponsor)
 - **Photos Uploaded, Branded & Archived On CFDD's Website**

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HOTEL ROOM KEY CARD SPONSORSHIP

\$10,000

(Includes High Quality Key Cards)

- **Opportunity To Participate In Conference Agenda**
 - **Banner Ads**
 - Maxi Banner Ads (Website)
 - Rectangle Banner Ads (Newsletter)
 - **Ongoing Marketing Exposure**
 - Newsletter
 - Website
-
- **High Quality Key Card**
 - **Customized With Sponsor's Name, Logo, Booth Number Or Message**

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BREAKFAST SPONSORSHIP

\$10,000 Per Breakfast Per Day

(Available 10/22, 10/23 & 10/24/12)

- **Opportunity To Participate In Conference Agenda**

 - **Banner Ads**
 - Maxi Banner Ads (Website)
 - Rectangle Banner Ads (Newsletter)

 - **Ongoing Marketing Exposure**
 - Newsletter
 - Website
-
- **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**

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LUNCH SPONSORSHIP

\$10,000 Per Lunch Per Day

(Available 10/22 & 10/23/12)

- **Opportunity To Participate In Conference Agenda**
 - **Banner Ads**
 - Maxi Banner Ads (Website)
 - Rectangle Banner Ads (Newsletter)
 - **Ongoing Marketing Exposure**
 - Newsletter
 - Website
-
- **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**

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LIGHT SNACK STATION SPONSORSHIP*

\$10,000 Per Station Per Day

(Available 10/22 & 10/23/12)

- **Opportunity To Participate In Conference Agenda**
 - **Banner Ads**
 - Maxi Banner Ads (Website)
 - Rectangle Banner Ads (Newsletter)
 - **Ongoing Marketing Exposure**
 - Newsletter
 - Website
-

- **Light Snack Station Signage**
- **Table Top Signage**
- **Sponsor's Name/Logo On Napkins, Glasses Or Cups**
- **Station Table Giveaways** (Supplied by sponsor)

**If the sponsor is an exhibitor and space is available, the station will be located in an area close to the sponsor's booth.*

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COFFEE STATION SPONSORSHIP*

\$10,000 Per Station Per Day

(Available 10/22, 10/23 & 10/24/12)

- **Opportunity To Participate In Conference Agenda**
 - **Banner Ads**
 - Maxi Banner Ads (Website)
 - Rectangle Banner Ads (Newsletter)
 - **Ongoing Marketing Exposure**
 - Newsletter
 - Website
-

- **Coffee Station Signage**
- **Table Top Signage**
- **Sponsor's Name/Logo On Napkins, Glasses Or Cups**
- **Station Table Giveaways** (Supplied by sponsor)

**If the sponsor is an exhibitor and the space is available, the station will be located in an area close to the sponsor's booth.*

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BEVERAGE/SODA STATION SPONSORSHIP*

\$10,000 Per Station Per Day

(Available 10/22 & 10/23/12)

- **Opportunity To Participate In Conference Agenda**
 - **Banner Ads**
 - Maxi Banner Ads (Website)
 - Rectangle Banner Ads (Newsletter)
 - **Ongoing Marketing Exposure**
 - Newsletter
 - Website
-

- **Beverage Station Signage**
- **Table Top Signage**
- **Sponsor's Name/Logo On Napkins, Glasses Or Cups**
- **Station Table Giveaways** (Supplied by sponsor)

**If the sponsor is an exhibitor and space is available, the station will be located in an area close to the sponsor's booth*

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COCKTAIL STATION SPONSORSHIP*

\$10,000 Per Station Per Day

(Available 10/22 & 10/23/12)

- **Opportunity To Participate In Conference Agenda**

 - **Banner Ads**
 - Maxi Banner Ads (Website)
 - Rectangle Banner Ads (Newsletter)

 - **Ongoing Marketing Exposure**
 - Newsletter
 - Website
-

- **Beverage Station Signage**

- **Table Top Signage**

- **Sponsor's Name/Logo On Napkins, Glasses Or Cups**

- **Station Table Giveaways** (Supplied by sponsor)

**If the sponsor is an exhibitor and space is available, the station will be located in an area close to the sponsor's booth.*

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RELAXATION STATION SPONSORSHIP*

\$5,000 Per Day

(Available 10/22-10/23/12)

- **Banner Ads**
 - Maxi Banner Ads (Website)
 - Rectangle Banner Ads (Newsletter)

 - **Ongoing Marketing Exposure**
 - Newsletter
 - Website
-
- **Relaxation Station Signage**

 - **Therapist May Wear Sponsor's Shirt With Name/Logo**

 - **Giveaways/Materials Table** (Supplied by sponsor)

**If the sponsor is an exhibitor and the space is available, the station will be located in an area close to the sponsor's booth. If space is not available, coupons will be supplied*

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SHOE SHINE STATION SPONSORSHIP*

\$5,000 For 2 1/2 Days

(Available 10/22-10/24/12)

- **Banner Ads**
 - Maxi Banner Ads (Website)
 - Rectangle Banner Ads (Newsletter)
- **Ongoing Marketing Exposure**
 - Newsletter
 - Website
- **Shoe Shine Station Signage**
- **Shoe Shiner May Wear Sponsor Shirt With Name/Logo**
- **Giveaways/Materials Table** (Supplied by sponsor)

**If the sponsor is an exhibitor and the space is available, the station will be located in an area close to the sponsor's booth. If space is not available, coupons will be supplied*

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CFDD 2012 ADVISOR CONFERENCE SPONSORSHIP AGREEMENT

October 22-24, 2012 (Monday-Wednesday)

The Swissotel
323 E. Wacker Drive
Chicago, IL 60601

Please print or type all information below.

Name: _____

Company Name: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone: _____ **Fax:** _____

Email Address: _____

Web Site for Advisors: _____

Mail completed form with payment to: CFDD, PO Box 8, Western Springs, IL 60558. To pay by credit card, call 630 662-0284

Sponsorship: _____

Signature/Title: _____ **Date:** _____

Upon receipt of this signed agreement and/or payment, this sponsorship application becomes a contract between the sponsor/exhibitor and the CFDD. Sponsorship fees are not refundable.