



# get tough

## LCT EASTERN CONFERENCE

### October 7-8, 2009

### Mohegan Sun, Uncasville, CT



# Tough Times Don't Last. Tough People Do.

## SPONSORSHIP MENU

<b>Affiliate Speed Meet</b>	<b>New this year!</b> Operators number one request was for more affiliate networking. Modeled after the modern speed-dating phenomenon, the Affiliate Speed Meet will be a quick-fire introduction between networks and operators looking for referral business. As the event sponsor, you will be the <b>ONLY SUPPLIER permitted to attend!</b>	<b>SOLD</b>
<b>Nightclub Party</b>	Attendees will let off steam or relax in this brand new tropical-themed bar & restaurant by Jimmy Buffet. You will be credited as the host of this event with great music and great drinks. Special signs, announcements and other promotions will maximize your exposure.	\$7,500
<b>Event Brochure</b>	The biggest and most widely distributed promotion piece for LCT East, the event brochure will not only be included in <i>LCT Magazine</i> , but will mail to over 7,000 operators across the US and Canada AND it will reach over 1,400 new tour and charter companies. As the brochure sponsor, the back page is dedicated to your advertisement.	\$7,500
<b>Event Bags</b>	Given to every attendee, the show bag is a great opportunity to increase your brand recognition. For two days, attendees will carry your bag as walking advertisements for your company. Even better, the bags show up in the pictures for exposure even after the event ends!	\$5,250
<b>Lunch</b>	Two lunches provide a great opportunity to promote your company while you solve a big problem - an empty stomach! Promote your brand to attendees while they are happy, full, and all in one place by sponsoring one of these two lunches - or both!	\$5,000 each
<b>Show Program</b>	The show program is the best event take home item. Attendees hold onto this book for years to reference information such as educational information, listings, and notes. The show program sponsor exclusively receives the back page for an advertisement.	<b>SOLD</b>
<b>Badge Holders</b>	Badge lanyards are an excellent way to "wrap" your brand around your target market. Given to every attendee to wear around their neck, the continued eye-level exposure won't be missed. Lanyards also end up in almost every picture, talk about value!	\$5,000
<b>Keynote /General Sess.</b>	Our latest keynote presentations brought attendees to their feet! The keynote is a great draw that gets heavy promotion at least six months before the event. Onsite, you'll get your logo on the big screens and even podium time to get your message across.	\$5,000 each
<b>Registration</b>	Every single person that attends LCT East has to visit the registration area to pick up their badge. Your brand will be featured on the registration counter graphics, forms, and even worn by registration personnel. In addition, your logo will appear on all pre-show registration items including the website. You can't beat registration sponsorship for the attendees' first impression!	\$5,000
<b>Signage</b>	Sponsor the event signage and your logo will literally appear all over the event. From the exhibit hall to daily schedules, your brand will be everywhere!	\$4,725
<b>Audio Visual</b>	The audio visual sponsor will be credited at every session as the provider of presentation materials. Get in their faces by displaying your logo HUGE across the 8-foot screen in the front of each room.	\$4,725
<b>Hospitality Suite</b>	The bars close at 12:30am, but our veteran operators are not ready to hit the hay, this suite will be the only place to get a cocktail after hours. This extra-large hotel room will have plush-seating, drinks, and deal-making with the industry die-hards.	\$3,000
<b>Coffee Breaks</b>	Be their hero - give them their morning coffee! Enough said.	\$3,000
<b>First Timers' Breakfast</b>	Reach new contacts right at the beginning of the Conference by sponsoring the First Timers' Breakfast. This event kicks off LCT East and acts as an orientation for those new to attending events. You'll get to these fresh leads before anybody else. In addition, you get <b>podium time</b> for a unique presentation opportunity.	\$4,000
<b>Bag Stuffers</b>	Promote your company by placing an item in every attendee bag. Whether it's a discount promotion just for LCT East attendees, a market-specific message, or a fun take home item for their desks, a bag stuffer is a cost-efficient way to reach every attendee.	\$1,050
<b>Educational Sessions</b>	Target operators by the subject matter presented at our educational sessions. Choose by topic, or choose them all. Either way, you can be sure you are reaching people <b>SERIOUS about their company's success.</b>	\$1,500 per set
<b>Other</b>	Other opportunities are available. Give us a call for details. Or have a better idea? We're willing to listen!	AQ

More Details →→→



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## SPONSORSHIP LEVELS

Level	From	To
Official	\$20,000	
Premier	\$10,000	\$19,999
Title	\$7,000	\$9,999
Feature	\$3,000	\$6,999
General	\$500	\$2,999

## PROMOTIONAL BENEFITS

	Official	Premier	Title	Feature	General
<b>Pre-Show</b>					
Company logo featured on all promotions	★				
Company logo featured adjacent to all sponsored items/events as they appear	★	★	★	★	★
Company logo featured at LCTEast.com	★	★	★	★	★
Company spotlight rotated on the home page at LCTEast.com	★	★	★		
Company logo featured in the sponsor section of LCTMag.com	★	★	★		
Exclusive epromo sent to the full database	★	★	★		
<b>On-Site</b>					
Custom logo carpet at the entrance of the exhibit hall	★				
Company logo featured on the exhibit hall entrance unit	★	★	★	★	
Company name featured on the exhibit hall entrance unit					★
Company logo featured in the official show program	★	★	★	★	
Company name featured in the official show program					★
Company logo to appear on signage to promote the specific item or event	★	★	★	★	★
(2) 30-foot banners hung at no charge in the exhibit hall (banner supplied by sponsor)	★				
(1) 30-foot banner hung at no charge in the exhibit hall (banner supplied by sponsor)		★			
Complimentary bag stuffer	★	★	★		
<b>Post Show</b>					
Customized 10-question survey sent to all attendees	★				
Exclusive epromo sent to all attendees or the full database	★				

### CONTACT

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