

Promote Your Company at the Largest Annual Gathering of Public Relations Professionals.

Introduce new products and showcase your business solutions to thousands of communications professionals at the premier public relations event of 2012!

Sponsor/Exhibitor Kit

Sponsorship Information

General Conference Information

Exhibit Benefits

Attendee Profile

Exhibitor Registration

Exhibitor Agreement

THE FUTURE STARTS NOW

PRSA 2012 International Conference

San Francisco | October 13-16

PRSA Public
Relations
Society of
America



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October 13–16

San Francisco Marriott Marquis
55 Fourth Street, San Francisco, California



Largest Public Relations Conference in the World

- PRSA is the largest public relations organization in the world with 31,000 members worldwide.
- PRSA hosts the largest annual public relations conference and expects 2,000-3,000 attendees or more at its **2012 International Conference**.
- This International Conference is the most extensive, high-quality public relations professional development opportunity of the year.

Theme

With the theme **“The Future Starts Now,”** the Conference promises to be an exciting opportunity for public relations practitioners across the profession to connect with one another on career development and networking, and most importantly, to learn innovative ways to use public relations in support of global business. The majority of Conference activities will take place at the San Francisco Marriott Marquis.

The PRSA International Conference Features Leaders in the Profession

- Attendees are typically senior leaders in the profession with the ability and influence to manage change and promote understanding of their organization and its brand.
- Fortune 500 corporations are represented by major agencies and corporate executives.
- Attendees are media-savvy and heavy technology consumers.
- Typical Attendee Profile:
 - 57 percent are senior-level public relations professionals
 - 44.6 percent have 10 years or less experience in public relations; 32.6 percent have 11 years to 20 years experience; 22.8 percent have 20 or more years experience with 42 percent male and 58 percent female.
- Employer base is well-rounded:
 - 32 percent corporate, 15 percent agency, 9 percent consulting firms and the remainder from large local, regional, national and international organizations including governments and universities.
- Attendees are public relations professionals representing all areas of the profession: counselors to CEOs, business and industry, health care, government, professional services firms and nonprofit organizations.
- These influencers represent high-profile brands and agencies, with most having extensive media, consumer and stakeholder relationships.
- More than 150 workshop, seminar and master-class presenters are drawn from top corporations, nonprofits, government and agencies.

PRSA is Committed to Programming Quality

• General Session speakers in the past several years have included such notables as Mia Farrow, Soledad O'Brien, Peter Diamandis, Chris Brogan, Donna Brazile, Donald Trump, Jon Meacham, Tavis Smiley, Al Roker, Larry King, Ken Auletta, Coretta Scott King, former Department of Defense spokesperson Victoria Clark, James Carville and Mary Matalin, James Earl Jones, NASA's Sean O'Keefe, Charlene Li from the Altimeter Group, former Kodak CMO, Jeff Hayzlett and Bettina Luescher of the UN World Food Program.

PRSA Offers the Most Extensive Networking Opportunities in Public Relations

- Professionals attend the Conference for the numerous networking opportunities.
- General Session Speakers draw up to 90 percent of the attendees.
- More than 20 well-designed and targeted social functions bring professionals together.
- The Exhibition Hall showcases more than 60 cutting-edge vendors to the industry who host giveaways and coffee breaks to facilitate networking among attendees.

PRSA Web

Website: www.prsa.org

International Conference website: <http://www.prsa.org/Conferences/InternationalConference/>

Profile of Sponsorship Offerings

Premier Sponsor \$30,000 KAISER PERMANENTE®

An unrivaled benefits package providing the highest level of visibility for the Lead Sponsor of the Conference.

Recognition & Visibility:

- Company logo on front cover of the two promotional brochures mailed to more than 31,000 public relations professionals.
- Company logo on front cover of the Conference program, which is seen by an estimated 2,500 attendees.
- Inside front cover spread, including full-page ad and cover letter in PRSA Conference program.
- Specific high-profile event of choice.
- Logo showcased on all on-site sponsorship signage and slides showcasing logo at General Sessions.
- Top billing on dedicated PRSA Conference website and Conference blog, with hyperlink to your company's website.
- Opportunity to contribute to PRSA blog (*ComPrehension*).

Entitlements:

- Seven complimentary full registrations.
- Speaking opportunity at high-profile event.
- Reserved seating for all company attendees at all General Sessions.
- Recognized as major contributor to PRSA Conference blog.
- Opportunity to meet Keynote Speakers.
- One double exhibit booth 8'x16' in high-profile area as welcoming sponsor.
- Option of inclusion of promotional item in Conference bag.
- Two one-year PRSA memberships (subject to membership requirements).
- Press release announcing your company Premier Sponsor of the PRSA International Conference.
- Distribution of promotional material in multiple on-site channels.

Gold Sponsor \$20,000



Opportunities:

- Opening Night Gala
- Exclusive privilege of one of the General Sessions (three in total)
- Lanyards for name badges

Recognition & Visibility:

- Company logo acknowledgment in all printed promotional materials and PRSA Conference website prior, during and after the Conference.
- Company logo acknowledgment on signage at the event.
- Company logo acknowledgment on large screens at the sponsored event.
- Company logo at Gold Level on all general sponsorship signage, including Conference website, Conference program, on-site and in *Public Relations Tactics* newspaper.
- Opportunity to be a contributor to PRSA blog (*ComPrehension*).

Entitlements:

- Verbal recognition at sponsored event.
- Three full registrations.
- Opportunity to introduce the keynote speaker, meet and have photo taken at the sponsored General Session.
- Full-page ad in the Conference program.
- One exhibit booth in premium location.
- Reserved front-row seating at sponsored General Session.

Silver Sponsor \$10,000-\$15,000

Opportunities: (One sponsor per item or event)

- Registration Desk
- Mobile Phone Application
- Charging Station Lounge
- Speaker Networking Lounge
- Awards Luncheon
- Monday Evening Reception
- International Center Welcome Reception
- Hotel Room Keys
- Promotional Item Guest Room Drop
- Refreshment Breaks

Recognition & Visibility:

- Company logo acknowledgment in all printed promotional materials and PRSA Conference website prior, during and after the Conference.
- Company logo at Silver Level on all general sponsorship signage including Conference website, Conference program, on-site and in *Public Relations Tactics* newspaper.
- Company logo acknowledgment on the sponsored item or on signage at the event.

Entitlements:

- Two full registrations.
- Full-page ad in the Conference program.
- Opportunity to distribute promotional material.
- Opportunity to be a contributor to PRSA blog (*ComPrehension*).

Bronze Sponsor \$5,000-\$8,000

Opportunities:

- Media Room
- Event in conjunction with the PRSA Professional Interest Sections
- Print Roster Station
- Public Relations Trivia Quiz shown at General Sessions
- Name Badge Sticker

Recognition & Visibility:

- Company logo acknowledgment in all printed promotional materials and PRSA Conference website prior, during and after the Conference.
- Company logo at Bronze Level on all general sponsorship signage, including Conference website, Conference program, on-site and in *Public Relations Tactics* newspaper.
- Company logo acknowledgment at the event.

Entitlements:

- One full registration.
- Opportunity to distribute promotional material at the sponsored location.

Participating Sponsor \$2,500

Unlimited Sponsors

Recognition, Visibility & Entitlement:

- Company logo acknowledgment in all printed promotional materials and PRSA Conference website prior, during and after the Conference.
- Company logo at the Participating Level on all general sponsorship signage, including Conference website, Conference program, on-site and in *Public Relations Tactics* newspaper.
- One-day registration.

Friend of the Conference \$1,000

Unlimited Sponsors

Recognition & Visibility:

- Company logo acknowledgment in all printed promotional materials and PRSA Conference website prior, during and after the Conference.
- Company logo at the Friend Level on all general sponsorship signage, including Conference website, Conference program, on-site and in *Public Relations Tactics* newspaper.

Sponsors are recognized by our more than 31,000 members as major contributors to the value and success of the PRSA International Conference. PRSA is committed to maximizing the opportunities of a sponsorship and will serve as a facilitator to support and leverage the sponsor's corporate identity, product and/or services to Conference constituents.

For further details, contact Ann Caggiano, director, Partnerships & Sponsorships, at ann.caggiano@prsa.org or (212) 460-0351 or Kathryn Harper, vice president, Sponsorships PRSA-San Francisco Board of Directors kharp@paradisescribe.com or 415-623-9558.

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Interested in Exhibiting?

Exhibitors receive maximum traffic this year – as exhibits will be located directly outside Yerba Buena Ballroom where the General Sessions are being held. To create even further traffic, the Exhibition Hall will include many networking opportunities to connect exhibitors and attendees. Features include:

- **Company URL, key sales contact and logo** on a Conference mobile app accessible to all attendees.
- **A roster of Conference attendees** including email contacts of those opting-in.
- **“Welcome to San Francisco”** Monday night cocktail reception.
- **Continental breakfast** on Tuesday morning before the General Session.
- **Sponsored refreshment breaks.**
- **Chances to win a trip** to the PRSA 2013 International Conference in Philadelphia during every visit.

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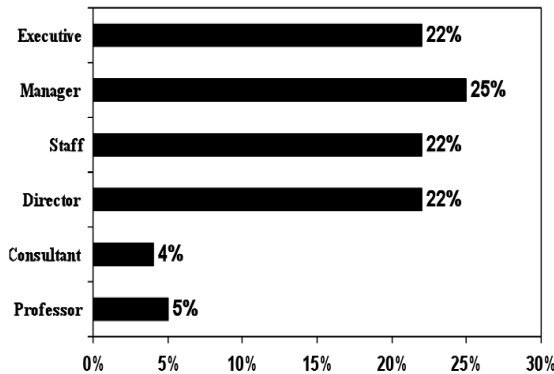
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Who Will Be There?

The PRSA International Conference, the premier event of the public relations industry, has an average attendance of 3,000 public relations professionals. More than a third of are executive or senior-level decision makers.

Titles of Conference Attendees



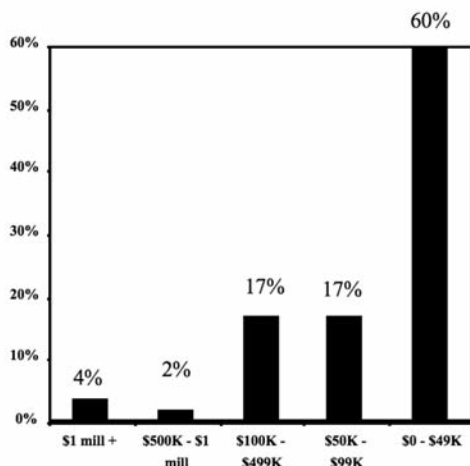
Industry Representation

Communication professionals who attend the Conference work in a variety of areas in the public relations profession:

- 32 percent Corporate
- 17 percent Nonprofit
- 12 percent Education
- 15 percent Agencies
- 9 percent Consultants/Independent
- 9 percent Government

In a post-Conference survey, 80 percent of 2010 attendees indicated they found the Exhibition Hall valuable.

Typical PR Services Budget



Purchase Power

Approximately 63 percent of Conference attendees said they were responsible for the purchase of public relations-related products and services.

- Measurement services
- Media tracking
- Publications production services
- PR newswire services
- Photography services
- Webcasting services
- Event planning
- Technology
- Consulting
- Agency services
- Broadcast
- Survey/research
- Media training

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Reserve Your Space Now

Top reasons people come to the PRSA International Conference

1. To learn new tools and information they can use at their jobs.
2. To gain knowledge for professional development.
3. To network with other professionals.



2012 Exhibition Hall Hours

- Sunday, October 14, 2012: 7 a.m.–7 p.m.
- Monday, October 15, 2012: 7:30 a.m.–6:30 p.m.
- Tuesday, October 16, 2012: 7 a.m.–12:30 p.m.

Heavy Exhibit Hall Traffic Hours

Sunday, October 14, 2012

- 7–8 a.m. Refreshment Break
- 2:30–3 p.m. Refreshment Break

Monday, October 15, 2012

- 7:30–8 a.m. Refreshment Break
- 5–6:30 p.m. Exhibit Hall Reception

Tuesday, October 16, 2012

- 7–8 a.m. Continental Breakfast

PRSA 2011 International Conference Exhibitors

- | | |
|---|---|
| American Pop, Social Media Marketing | MyMediaInfo/Red Egg |
| Booz Allen Hamilton | North American Precis Syndicate |
| BurrellesLuce | National Black Public Relations Society |
| Business Wire | News USA |
| Charet and Associates | New York University |
| Cision | PIER Systems, an O'Brien's Company |
| ClickSquared | <i>New York Times</i> |
| Critical Mention | On the Record...Online |
| Dow Jones & Company | PitchEngine |
| Education Partnerships, Inc. | PRNewswire |
| Eureka Alert!/AAAS | Quinnipiac University |
| Family Features | Rutgers School of Communication and Information |
| Give Kids the World | Solodev |
| Graduate School of Political Management at The George Washington University | Synergy Events |
| International Visitors Center | Syracuse University |
| iPressroom, Inc. | TEKgroup |
| Kelton Research | TRAAACKR, Inc. |
| Leadership Directories | Tufts University |
| Magnify Digital | TVEyes |
| Marketwire | VeraQuest |
| Media Vantage | Visit Orlando@/Orlando Chapter |
| Meltwater Group | Visit San Francisco |
| Moreover Technologies | Vocus |
| | West Virginia University IMC |

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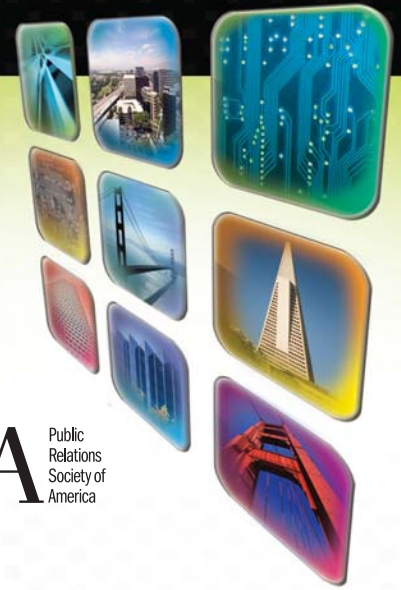


Exhibit at the Largest Gathering of PR Professionals in 2012 Conference programming includes these events to help drive traffic to Exhibition Hall:

- Connect with your current and potential customers at — “Meet the Exhibitors” cocktail reception.
- Continental breakfast on Tuesday morning before the General Session.
- More frequent sponsored coffee breaks throughout the day.

Exhibit Information:

A standard 8' x 10' booth includes:

- One full registration (non-transferrable).
- Day passes for booth workers.
- Your URL, key sales contact and logo on a Conference mobile app accessible to all attendees.
- A roster of Conference attendees including email contacts of those opting-in.
- Table, two chairs, waste bin and sign.

Cancellation Policy:

See the PRSA 2012 Exhibit Agreement.

▶▶▶ Complete this form and fax to Richard Spector at (212) 995-0757.

Booth Order:

Booth Size	Before 9/5:	After 9/5:
8' x 10'	\$ 2,700 <input type="checkbox"/>	\$ 2,900 <input type="checkbox"/>
8' x 20'	\$ 4,500 <input type="checkbox"/>	\$ 4,800 <input type="checkbox"/>
Full-page ad in Conference program	\$ 600 <input type="checkbox"/>	\$ 600 <input type="checkbox"/>

* Offering exclusive to exhibitors.

Contact/Billing Information:

Name _____
 Title _____
 Company _____
 Address _____
 City _____
 State _____
 Zip _____
 Telephone _____
 Fax _____
 Email _____

On-site contact (if different from above):

Name _____
 Phone _____
 Email _____

To help us assign booths, list your key competitors:

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PRSA 2012

Exhibit Agreement

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Terms:

- No booth can be assigned until **full payment** is received by the PRSA. Premium exhibitors receive priority booth selection. While PRSA will try to accommodate all requests, some may be limited by space and hotel layout.
- Cancellation of an exhibit booth after August 24, 2012 will result in a 50 percent penalty fee; cancellation after August 31, 2012 will receive no refund.
- Upon receipt of this signed agreement the exhibit contractor will send an exhibitor service kit with all necessary forms and information pertaining to exhibiting.
- In the event of cancellation of the Conference due to fire, strikes, government regulations or other causes beyond PRSA's control, PRSA shall not be held liable for failure to hold the Conference as scheduled and PRSA shall determine the amount of exhibit fees to be refunded.
- The exhibitor assumes responsibility and liability for losses, damages and claims arising out of the exhibitor's activities on the hotel premises and will indemnify, defend and hold harmless PRSA and the hotel, their agents and employees from any and all such losses, damages and claims.
- In addition, the exhibitor acknowledges that it is the sole responsibility of the exhibitors to obtain business interruption and property damage insurance covering such losses by the exhibitor.

▶▶▶ Please complete this form and fax to Richard Spector at (212) 995-0757.

I hereby agree to the terms, as stated above, of exhibiting at the PRSA 2012 International Conference:

Signature _____

Name (Print) _____

Title _____

Company _____

Address _____

City _____

State _____ Zip _____

Work Phone _____ Mobile Phone _____

Fax _____ Email Address _____