



12-14 October 2010  
Sur Activo Exhibition Center  
Concepción, Chile

## ***Sponsorship & Advertising Opportunities at EXPO REBUILD CHILE INTERNATIONAL***

EXPO REBUILD CHILE INTERNATIONAL participants can magnify their presence and visibly demonstrate their commitment to Chile by being appointed an *Official Event Sponsor*. Sponsors receive a comprehensive package of rights and benefits associated with the overall event and /or with one specific aspect of it.

EXPO REBUILD CHILE INTERNATIONAL will appoint one *exclusive* presenting **PATRON** who will be recognized and acknowledged extensively for its generosity as outlined in the package described below.

Two further levels of shared sponsorship, that of **EXPO Partner** and **EXPO Supporter**, are available to insure that companies of any level are able to express their support for the project, and will receive widespread recognition for their contribution to the effort.

In addition, individual component elements of REBUILD CHILE EXPO offer companies the opportunity to affiliate their name and brand with a particular event or activity including:

- Opening Ceremony / Welcome Reception**
- Restaurant / Cafe**
- Business Center**
- Media Center**
- Registration Area / Forms**
- Badges**
- Lanyards**
- "You are Here" Signs**
- VIP Lounge**
- Conference Center**
- Parking Lots**
- Presentations**

All official event sponsors will have their logo displayed on a large signboard at the main entrance to the hall, and on the sponsorship acknowledgement page of the *Official Directory*. They will also have their logo on the EXPO REBUILD CHILE INTERNATIONAL website ([www.ExpoRebuildChile.com](http://www.ExpoRebuildChile.com)) with a hyperlink established to their designated web site. This link will remain active for a period of one year.



## Sponsorship Program Details:

***PATRON***: Exclusive to One Company Only and Includes the wording: “EXPO REBUILD CHILE INTERNATIONAL Presented by (Name of Company)” in oral and written references to the event

- Complimentary use of an 18 square meter stand positioned in a prominent location on the show floor.
- Prominent Logo placement on all printed and electronic advertising and promotion including letters of invitation sent to VIP visitors.
- Prominent Logo placement on welcome archway structure at main entrance to **EXPO REBUILD CHILE INTERNATIONAL** hall.
- 4-Exclusive Show Banners hung in hall.
- Prominent mention in future Press Releases about **EXPO REBUILD CHILE INTERNATIONAL**.
- Full-page Welcome letter in *Official Directory*.
- Centerfold double-page full-color advertisement in the printed and electronic versions of the *Official Directory*.
- Prominent company write-up in the *Official Directory*.
- *Complimentary Bold Color Logo in the Official Directory*.
- Recognition on signage and in oral remarks during the Opening Ceremony & Welcome Reception.
- Access to a reserved VIP area during the Official Opening Ceremony & Welcome Reception.
- Use of the VIP Lounge for one hosted event during the afternoon of either day two or three.
- Literature Display Racks positioned in prominent high-traffic locations on site.
- Web Site Banner – Premier Placement.
- Extensive advertising on the official plasma screens positioned at the Registration Counter & Public Restaurant / Café.
- Logo printed on the front of the visitor registration form.
- Logo printed on six carpet stars placed in principle aisle ways.
- Logo displayed prominently on four banners positioned at the outside perimeter of the exhibition complex.
- Ten reserved parking locations and access passes in the VIP Parking Lot for staff or invited guests.
- Contribution: \$65,000

*For further information visit [www.ExpoRebuildChile.com](http://www.ExpoRebuildChile.com)*

**EXPO PARTNER:** Includes the wording “in partnership with (Name of Company)”  
In written references to the event. **Note: This category is non-exclusive**



- Complimentary use of a 12 square meter stand positioned in a prominent location on the show floor.
- Logo placement at the bottom of printed and electronic advertising & promotion including invitations sent to VIP visitors.
- Logo placement on welcome archway structure at main entrance to **EXPO REBUILD CHILE INTERNATIONAL** hall.
- 2-Exclusive Show Banners hung in hall.
- Mention in future Press Releases about **EXPO REBUILD CHILE INTERNATIONAL**.
- Inside back cover full page full-color ad in the printed and electronic versions of the *Official Directory*.
- Prominent company write-up in the *Official Directory*.
- Complimentary Bold Logo in the *Official Directory*.
- Recognition on signage and in oral remarks during the Official Opening Ceremony and Welcome Reception.
- Access to a reserved VIP area during the Official Opening Ceremony and Welcome Reception.
- Web Site Banner – Located on high-traffic page.
- Advertising on the official plasma screens positioned at the Registration Counter and Public Restaurant / Café.
- Logo printed on the back of the visitor registration form.
- Logo displayed on four banners positioned at the outside perimeter of the exhibition complex.
- Five reserved parking locations and access passes in the VIP Parking Lot for staff or invited guests.
- Contribution: \$22,000

**EXPO Supporter:** Includes the wording “with support from (name of company)” in written references to the event.  
**Note: This category is non-exclusive**

- Logo placement at the bottom of all printed and /electronic advertising and promotion including letters of invitation sent to VIP visitors.
- Logo placement on welcome archway structure at main entrance to **EXPO REBUILD CHILE INTERNATIONAL** hall.
- Logo to appear on two banners hung in hall acknowledging “EXPO Supporters”.
- Mention in future Press Releases about **EXPO REBUILD CHILE INTERNATIONAL**.
- Full page / full-color advertisement in the printed and electronic versions of the *Official Directory*
- Company write-up in the *Official Directory*.
- Complimentary Bold Logo in the *Official Directory*.
- Web Site Half Banner – Located on high-traffic page.
- Advertising on the official plasma screens positioned at the Registration Counter and Public Restaurant / Café.
- Logo printed on the back of the visitor registration form.
- Logo displayed on four banners positioned at the outside perimeter of the exhibition complex.
- Contribution: \$10,000

**Details regarding sponsorship of an individual event or activity associated with EXPO REBUILD CHILE INTERNATIONAL are available upon request. Packages of rights and benefits will be based on contributions ranging from \$15,000 to \$2,000. Please contact Peter McKenna [peterm@kallman.com](mailto:peterm@kallman.com) or +1 201 251 2600 extension 124 to discuss your requirements and our solutions.**

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## Advertising Program Details:

Participants in **EXPO REBUILD CHILE INTERNATIONAL** can advertise on the event's official website, in the printed and electronic editions of the show directory, and on the plasma screen monitors positioned at the registration counter and other key locations within the hall.

### Website

The official website of **EXPO REBUILD CHILE INTERNATIONAL** ([www.ExpoRebuildChile.com](http://www.ExpoRebuildChile.com)) has been widely promoted as a useful informational source both for Chileans looking for information about global suppliers, and global companies looking for information about the rebuilding process getting underway in Chile. The site is already attracting thousands of unique visitors each day and will continue to act as a primary reference tool for at least one year beyond the EXPO in October 2010.

Banner Ads – Animated or Static:

Home Page Large Horizontal Banner in Middle of Page:	\$3000
Home Page Vertical Banner to Right:	\$1500
Home Page Horizontal Banner at Bottom:	\$1000
Premium Page Large Horizontal Banner in Middle of Page:	\$1500
Premium Page Vertical Banner at Right:	\$1000
Premium Page Horizontal Banner at Bottom:	\$700

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## ***Official Directory***

Kallman Worldwide will be publishing the **EXPO REBUILD CHILE INTERNATIONAL Official Directory** which will be distributed to potential customers before and during the event.



A printed version of the *Official Directory* will be distributed onsite during the show, and an online version will be distributed to industry VIP's and other targeted buyers prior to show opening, and will remain online for one full year.

Advertising Options and Rates are as follows:

<b>Outside Back Cover, 4-color</b>	<b>8½ x 11</b>	<b>US\$4,000</b>
<b>Inside Front Cover, 4-color</b>	<b>8½ x 11</b>	<b>US\$3,000</b>
<b>Inside Back Cover, 4-color</b>	<b>8½ x 11</b>	<b>US\$3,000</b>
<b>Full page 4-color ad positioned within directory</b>	<b>8½ x 11</b>	<b>US\$2,000</b>
<b>1/2 page 4-color ad positioned within directory</b>	<b>H / V options</b>	<b>US\$1,000</b>
<b>1/4 page 4-color ad positioned within directory</b>	<b>5½ x 4¼</b>	<b>US\$ 700</b>
<b>Banner Ad, lower edge, 4-color</b>	<b>8½ x 1</b>	<b>US\$ 550</b>
<b>Custom Logo with Bold–Type Company Name</b>	<b>___ 4 color (US\$175) ___ B&amp;W (US\$100)</b>	

## ***Plasma Screen Advertising***

Kallman Worldwide will be mounting one large plasma screen monitor at the visitor registration counter and an additional screen in the restaurant/café area. Each of these plasma screens will be visible to large numbers of **EXPO REBUILD CHILE INTERNATIONAL** visitors. The content displayed on the screen will include information about the show and will include opportunities for individual U.S. companies to run pre-recorded commercial messages of 15 seconds, 30 seconds or 60 seconds, five times per hour, throughout the opening hours of the show. These advertisements will also be inserted as hyperlinked videos accessible through the official **EXPO REBUILD CHILE INTERNATIONAL** website.

Advertising Options and Rates are as follows:

<b>60 second commercial message played five times per hour throughout the show</b>	<b>\$3,000</b>
<b>30 second commercial message played five times per hour throughout the show</b>	<b>\$1,500</b>
<b>15 second commercial message played five times per hour throughout the show</b>	<b>\$1,000</b>

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