

# 2010 SPONSORSHIP OPPORTUNITIES

## WHEN SECONDS COUNT



# TAK RESPONSE™

TAK-Response California Conference & Exhibition  
September 14 - 16, 2010 • San Jose Convention Center • San Jose, CA  
[www.takresponse.com](http://www.takresponse.com)

- Position yourself as a market leader within the first response industry
- Maximize your company's exposure to current customers and new prospects
- Increase awareness of your products and services to a targeted audience of qualified decision-makers

### For Exhibit and Sponsorship Information, Contact:

**Lila Gillespie (A-J)**  
Exhibition and  
Sponsorship Sales  
973.251.5046  
[lilag@pennwell.com](mailto:lilag@pennwell.com)

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**Wayne Womack, SBF**  
Conference Manager  
949.584.8139  
[waynew@pennwell.com](mailto:waynew@pennwell.com)

Owned and Produced by:



# Achieve Your Marketing Objectives Be a TAK-Response 2010 Sponsor

**Generate Leads • Drive traffic to your website • Increase sales  
Launch new products and services • Stay ahead of your competition**

With 2010 spending in public safety and homeland security expected to eclipse \$120 billion, there is immense opportunity at the TAK-Response Conference and Exhibition to get before purchasing decision-makers in the public safety field. This event attracts visitors serious about finding solutions to prepare for potential disasters.

Participation of our business partners is key to the success of the TAK-Response mission to prevent loss of life in catastrophic situations. For optimal visibility at TAK-Response, take advantage of a variety of available sponsorship packages.

Book your sponsorships early to incorporate your branding immediately on the TAK-Response Conference and Exhibition print and online marketing materials.

## Attendee Profile

TAK-Response sponsors will be exposed to the largest concentration of purchasing decision-makers from first response communities in California and nationwide. These individuals include:

- Fire Service/Law Enforcement Chief Officers
- EMS Managers/Coordinators
- Captains (Fire & Law)
- Commanders/Team Leaders (DMAT & USAR)
- Homeland Security Agents (all levels)
- Security Directors
- Directors of Public Safety
- Public Health Officers/Staff
- EMS Educators
- ED Nurse Managers
- Disaster Managers
- Hospital Managers
- First Responder Government Representatives
- Military Representatives (all levels)
- Deputy Coroners

## TAK-Response Sponsorships

### OPENING RECEPTION SPONSORSHIP

**\$5,500**

- Hospitality Bar placed in close proximity to Sponsor's booth
- Sponsor logo printed on napkins used at Sponsor's Bar
- Exclusive signage placed at Sponsor's Bar
- Recognition on-site at TAK-Response via Sponsorship Thank You Meter Boards
- Sponsor logo placed on TAK-Response website with hyperlink to Sponsor's website
- Recognition in TAK Preliminary Guide and in TAK On-site Show Guide
- Opportunity to provide company literature in attendee bag
- Sponsor Ribbons for company staff

### BADGE HOLDER SPONSORSHIP

**\$5,000**

**EXCLUSIVE**

- Sponsor logo screen printed in white on zippered badge holders given to each attendee
- Sponsor logo printed in black on Lead Retrieval Ticket
- Recognition on-site at TAK-Response via Sponsorship Thank You Meter Boards
- Sponsor logo placed on TAK-Response website with hyperlink to Sponsor's website
- Recognition in TAK Preliminary Guide and in TAK On-site Show Guide
- Opportunity to provide company literature for attendee bag
- Sponsor Ribbons for company staff

# TAK-Response Sponsorships

## REGISTRATION SPONSORSHIP

**\$5,000**

- Sponsor logo included on TAK on-site Registration Kickpanel
- Sponsor placement on TAK on-line Registration Page Banner
- Sponsor logo included on TAK on-line Registration Confirmations sent out to all attendees
- Recognition on-site at TAK-Response via Sponsorship Thank You Meter Boards
- Sponsor logo placed on TAK-Response website with hyperlink to Sponsor's website
- Recognition in TAK Preliminary Guide and in TAK On-site Show Guide
- Opportunity to provide company literature in attendee bag
- Sponsor Ribbons for company staff

## PADFOLIO SPONSORSHIP

**\$4,000**

- Sponsor logo included on 800 Letter Size Padfolios given to each full delegate
- Recognition on-site at TAK-Response via Sponsorship Thank You Meter Boards
- Sponsor logo placed on TAK-Response website with hyperlink to Sponsor's website
- Recognition in TAK Preliminary Guide and in TAK On-site Show Guide
- Opportunity to provide company literature in attendee bag
- Sponsor Ribbons for company staff

## ATTENDEE BAG SPONSORSHIP

**\$3,000**

- Sponsor logo in white included on canvas bags given to each conference delegate
- Recognition on-site at TAK-Response via Sponsorship Thank You Meter Boards
- Sponsor logo placed on TAK-Response website with hyperlink to Sponsor's website
- Recognition in TAK Preliminary Guide and in TAK On-site Show Guide
- Opportunity to provide company literature in attendee bag
- Sponsor Ribbons for company staff

## NETWORKING LOUNGE SPONSORSHIP

**\$3,000**

- Sponsor logo included on Banner hanging over Networking Lounge (back of hall)
- Sponsor logo printed in black on napkins used at concession stands in Networking Lounge
- Recognition on-site at TAK-Response via Sponsorship Thank You Meter Boards
- Sponsor logo placed on TAK-Response website with hyperlink to Sponsor's website
- Recognition in TAK Preliminary Guide and in TAK On-site Show Guide
- Opportunity to provide company literature in attendee bag
- Sponsor Ribbons for company staff

## WEDNESDAY COFFEE BREAK SPONSORSHIP

**\$2,500**

**EXCLUSIVE**

- Sponsor logo printed in black on napkins used during Wednesday Coffee Breaks
- Sponsor logo printed on beverage station signage during Wednesday Coffee Breaks
- Recognition on-site at TAK-Response via Sponsorship Thank You Meter Boards
- Sponsor logo placed on TAK-Response website with hyperlink to Sponsor's website
- Recognition in TAK Preliminary Guide and in TAK On-site Show Guide
- Opportunity to provide company literature in attendee bag
- Sponsor Ribbons for company staff

## THURSDAY COFFEE BREAK SPONSORSHIP

**\$2,500**

**EXCLUSIVE**

- Sponsor logo printed in black on napkins used during Thursday Coffee Breaks
- Sponsor logo printed on beverage station signage during Thursday Coffee Breaks
- Recognition on-site at TAK-Response via Sponsorship Thank You Meter Boards
- Sponsor logo placed on TAK-Response website with hyperlink to Sponsor's website
- Recognition in TAK Preliminary Guide and in TAK On-site Show Guide
- Opportunity to provide company literature in attendee bag
- Sponsor Ribbons for company staff

## AISE SIGN SPONSORSHIP

**\$2,000**

- Sponsor logo included on One Aisle Sign
- Recognition on-site at TAK-Response via Sponsorship Thank You Meter Boards
- Sponsor logo placed on TAK-Response website with hyperlink to Sponsor's website
- Recognition in TAK Preliminary Guide and in TAK On-site Show Guide
- Opportunity to provide company literature in attendee bag
- Sponsor Ribbons for company staff

# TAK-Response Digital Media Sponsorships

## TAK-Response eNewsletter Sponsorships

The TAK-Response Report monthly eNewsletter provides first-due responders with the latest news, analysis, and technology concerning 21st Century Threats and Hazards. Become a sponsor of the TAK-Response Report and feature your products and services to an ever-growing audience of more than 80,000 first responders and industry decision-makers.

### Premium Leaderboard & Anchorboard eNewsletter Sponsorship - \$1,200

**728 x 90**  
Ad unit runs at the top and bottom of the eNewsletter.  
.jpg or .gif files accepted/Maximum file size 40 KB

### Top Banner eNewsletter Sponsorship - \$995

**180 x 150**  
Ad unit runs on the right side of the eNewsletter.  
.jpg or .gif files accepted/Maximum file size 40 KB

### Skyscraper Banner eNewsletter Sponsorship - \$745

**180 x 600**  
Ad unit runs along the right side of the eNewsletter.  
.jpg or .gif files accepted/Maximum file size 40 KB

### Featured Product eNewsletter Sponsorship - \$495

**100 x 75**  
Ad unit runs in the Featured Products section of the eNewsletter and includes a graphic, link and company name.  
.jpg or .gif files accepted/Maximum file size 40 KB

### TAK-Response Marketplace eNewsletter Sponsorship - \$95

Sponsorship includes a link to your website featured under the TAK-Response Marketplace section of the eNewsletter.  
Link text and click through URL required



Materials are due three business days prior to launch date.

## Editorial Submissions

The TAK-Response Report welcomes interesting editorial material, news briefs and other items. Use of editorial material is up to the editor's discretion. TAK-Response reserves the right to accept, refuse and edit all submitted material. E-mail submissions to:

Wayne Womack, Conference Manager  
waynew@pennwell.com

## TAK-Response Website Sponsorships

[www.takresponse.com](http://www.takresponse.com)

First-responders and industry decision-makers visit [www.takresponse.com](http://www.takresponse.com) for updates on the conference and exhibition as well as to read the latest news and information concerning 21st Century Threats.

### Website Page Peel Sponsor - \$1,000

**800 x 600**

Large format ad that expands or peels back to cover the top right corner of each main page of [www.takresponse.com](http://www.takresponse.com). Main pages included: Home, Conference, Exhibition, Registration, Contacts, Sponsors and Media.

*.jpg or .gif files accepted/Maximum file size 40 KB*

### Website Premium Leaderboard - \$250

**728 x 90**

Ad unit runs at the top of each main page. Main pages include: Home, Conference, Exhibition, Registration, Contacts, Sponsors and Media.

*.jpg or .gif files accepted/Maximum file size 40 KB*

### Website Sponsor - \$200

**180 x 150**

Ad unit runs on the right side of each main page of the website. Main pages include: Home, Conference, Exhibition, Registration, Contacts, Sponsors and Media.

*.jpg or .gif files accepted/Maximum file size 40 KB*



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