

AWARENESS BUILDING & BRANDING SPONSORSHIP

ASSOCIATE SPONSOR

The *Associate Sponsorship* offers corporate brand exposure to all Conference delegates in the form of broad event affiliation.

Deliverables

Pre-Event Planning & On-site

- CERA liaison to provide assistance in coordinating all aspects of the sponsorship and participation, pre-event and on site.
- Private meeting room providing comfortable accommodations for Sponsor's use on site.

Branding

- Identification and recognition as the Associate Sponsor of CERAWEEK®, including in selected pre-event marketing, on-site in the form of signage and in the Program Guide, and on the event Web site before and during the event.
- Logo and link to Sponsor's Web site on CERA.com through the end of the event.

Participation

- Complimentary passes for two (2) delegates from Sponsor's organization (or invited guests) to the Executive Conference (subject to CERA's approval).
- Additional Sponsor organization executives attending the Executive Conference will receive a discount of 20 percent off the CERA client rate.