

GRAND PRIX: \$30,000

The greatest race – the greatest bang for your sponsorship dollar. But like this competitive race, your competitor will want this sponsorship category so grab it before it's gone!

- Recognition
 - Convention hall entrance signage
 - Directional signage
 - All ARBE marketing material (Website, e-marketing, print material)
- Booth space
 - 20x20 booth space
- Demonstration (details below)
 - One (1) demo of your company's product/service on show floor
- Admission Passes
 - Twenty (20) for clients
 - Twenty (20) for staff
- Visibility
 - Ad on back cover of expo guide
 - ½ page ad in four (4) issues of RBA's Baker's Rack magazine
 - ¾ page ad in three (3) issues of RBA's The Business Owner newsletter
 - Banner ad in twelve (12) issues of RBA Update e-newsletter
 - Three (3) Wonderful Wednesday Webinars
 - Insert in conference bag
 - Sponsor Thank you from podium in general session

POLE POSITION: \$20,000

Put your company in the pole position to get recognized by the industry! Be sure to be the first to get this sponsorship!

- Recognition
 - Convention hall entrance signage
 - Directional signage
 - All ARBE marketing material (Website, e-marketing, print material)
- Booth space
 - 10x20 booth space
- Educational Session (details below)
 - One (1) session sponsorship
- Admission Passes
 - Ten (10) for clients
 - Ten (10) for staff
- Visibility
 - Ad on inside front cover of expo guide
 - ½ page ad in two (2) issues of RBA's Baker's Rack magazine
 - ¾ page ad in two (2) issues of RBA's The Business Owner newsletter
 - Banner ad in nine (9) issues of RBA Update e-newsletter
 - Two (2) Wonderful Wednesday Webinars
 - Insert in conference bag
 - Sponsor Thank you from podium in general session

PARADE LAP: \$10,000

Make sure that your company is in position to take the parade lap after closing sales at this year's event! The recognition from this sponsorship is sure to put you in position!

- Recognition
 - Convention hall entrance signage
 - Directional signage
 - All ARBE marketing material (Website, e-marketing, print material)
- Booth space
 - 10x10 booth space
- Admission Passes
 - Five (5) for clients
 - Five (5) for staff
- Visibility
 - Ad on inside back cover of expo guide
 - ½ page ad in one (1) issue of RBA's Baker's Rack magazine
 - ¾ page ad in one (2) issue of RBA's The Business Owner newsletter
 - Banner ad in six (6) issues of RBA Update e-newsletter
 - One (1) Wonderful Wednesday Webinar
 - Insert in conference bag
 - Sponsor Thank you from podium in general session

CHAMPIONSHIP

It's the sponsorship of champions by champions. Considered our prestigious sponsorship category, it includes major marketing opportunities. Just be sure to get it first – the chase to get this category is on!

General Session Speaker: \$25,000

- Recognition
 - Expo Guide
 - Podium Recognition in general session
 - Conference signage
 - Signage at entrance of session room
 - Welcome attendees at entrance
 - Brief presentation on company at start
 - Introduction of speaker
 - Promotional material distributed to attendees
 - All ARBE marketing material (Website, e-marketing, print material)

Awards Reception: \$15,000

- Recognition
 - Expo Guide
 - Podium Recognition in general session
 - Conference signage
 - Banquet room signage
 - Welcome attendees at entrance
 - Brief presentation on company at start
 - Promotional material distributed to guests
 - All ARBE marketing material (Website, e-marketing, print material)

Cyber Café: \$12,000

- Recognition
 - Expo Guide
 - Signage at cyber stations
 - Computers set to your home page
 - Podium Recognition in general session
 - Conference signage
 - All ARBE marketing material (Website, e-marketing, print material)

PIT ROW

It's where attendees refuel and determine their next business strategy. Let your name be prominent to serve as a reminder that your company is supportive of the industry and small businesses. At ARBE's pit row, bakeries may make the decision to switch suppliers (they may be discussing it at the reception!). You'll want your name around when they're making that decision. All things on pit road have an effect on the business strategy – make sure you're a part of it.

Attendee Tote Bags: \$10,000

- Recognition
 - Expo Guide
 - Podium Recognition in general session
 - Conference signage
 - Company name and logo appearing with RBA logo
 - All ARBE marketing material (Website, e-marketing, print material)

Lanyards: \$10,000

- Recognition
 - Expo Guide
 - Podium Recognition in general session
 - Conference signage
 - Session area signage
 - All ARBE marketing material (Website, e-marketing, print material)

Baker-to-Baker Luncheon: \$10,000

- Recognition
 - Expo Guide
 - Giveaways
 - Podium Recognition in general session
 - Conference signage
 - Reception room signage (napkins, banners)
 - Company greeters at entrance
 - All ARBE marketing material (Website, e-marketing, print material)

Relaxation Station (Seated Massages): \$7,000

- Recognition
 - Expo Guide
 - Podium Recognition in general session
 - Conference signage
 - Session area signage
 - All ARBE marketing material (Website, e-marketing, print material)

LEAD LAP

Show that you're a leader in the industry by sponsoring ARBE's demonstrations, morning sessions, or the ever-popular Creative Decorating Competition (CDC. Please ask about multiple-sponsorship discount.

Creative Decorating Competition (CDC): \$5,000 per category

Six (6) categories available: Flowers and Sprays, Wedding Cake, Rolled Fondant, Custom Design Cakes, Sculpted Cakes, and Creative Decorating Free Style

- Recognition
 - Expo Guide
 - Podium Recognition in general session
 - Conference signage
 - Session area signage
 - All ARBE marketing material (Website, e-marketing, print material)

Demonstrations: \$1,000 per session

Twelve (12) available; six (6) on Sunday and Monday. Two (2) demonstration areas are available in the exhibit hall.

- Recognition
 - Expo Guide
 - Conference signage
 - Demonstration area signage
 - Introduction of demonstration
 - All ARBE marketing material (Website, e-marketing, print material)

Morning Session: \$1,000 per session

Nine (9) individual educational sessions available.

- Recognition
 - Expo Guide
 - Conference signage
 - Session area signage
 - Introduction of speaker
 - All ARBE marketing material (Website, e-marketing, print material)

READY, SET, GO!

Choose your sponsorship level(s)

Complete the attached forms

Fax to (703) 610-0203, Attn: RBA Show Managers

QUESTIONS?

Elizabeth Bear

Meetings Manager

(703) 245-8034 or ebear@amg-inc.com

Aleksandra Syska

Director of Member Relations & Communications

(703) 610-0241 or asyska@rbanet.com

Sponsorship Contract

October 18-20, 2009, Charlotte Convention Center

Contact Information

Name & Title	
Company	
Street Address	
City / ST / ZIP / Country	
Phone / Fax	
E-Mail / Website	

Sponsorship Options (check ALL that apply)

- | | |
|--|--|
| <input type="checkbox"/> Grand Prix Sponsor: \$30,000 | <input type="checkbox"/> Tote Bags: \$10,000 |
| <input type="checkbox"/> Pole Position Speaker: \$20,000 | <input type="checkbox"/> Lanyards: \$10,000 |
| <input type="checkbox"/> Parade Lap Sponsor: \$10,000 | <input type="checkbox"/> Baker to Baker Luncheon: \$10,000 |
| <input type="checkbox"/> General Session Speaker: \$25,000 | <input type="checkbox"/> Relaxation Station: \$7,000 |
| <input type="checkbox"/> Awards Reception: \$15,000 | <input type="checkbox"/> Demonstrations (12 available): \$1,000 |
| <input type="checkbox"/> Cyber Café: \$12,000 | <input type="checkbox"/> Morning Sessions (9 available): \$1,000 |
| <input type="checkbox"/> Creative Decorating Competition Category (6 available): \$5,000 | |

Payment Information

Total amount to be charged: \$ ____

Type of Payment: VISA MC AMEX Check

Check #:
Card Number:
Card Expiration :
CVV# (security digits):
City ST ZIP Code
Cardholder:
Cardholder Signature:

RBA SHOW MANAGER CONTACT PERSON

Name	Elizabeth Bear, Meetings Manager
Street Address	8400 Westpark Drive, 2 nd Floor
City / ST / ZIP Code	McLean VA 22102
Phone / Fax	(703) 245-8034 / (703) 610-0203
E-Mail Address	ebear@amg-inc.com
Website	www.rbanet.com

NOTE

Requests will be reviewed upon receipt of contract. Confirmation will follow regarding sponsorship category and balance due. Payment is due upon receipt of invoice. To purchase sponsorship category, complete the Contract and fax it back to RBA Show manager. In the event the category you selected is not available, we will contact you directly and find a suitable substitution for you.

October 18-20, 2009, Charlotte Convention Center

Contact Information

Name & Title	
Company	
Street Address	
City / ST / ZIP / Country	
Phone / Fax	
E-Mail / Website	

Time Slot (check ALL that apply)

Sunday, October 18, 2009

<input type="checkbox"/> 11:00 AM – 11:20 AM	<input type="checkbox"/> 1:00 PM – 1:20 PM	<input type="checkbox"/> 3:00 PM – 3:20 PM
<input type="checkbox"/> 11:30 PM – 11:50 PM	<input type="checkbox"/> 1:30 PM – 1:50 PM	<input type="checkbox"/> 3:30 PM – 3:50 PM
<input type="checkbox"/> 12:00 Noon – 12:20 PM	<input type="checkbox"/> 2:00 PM – 2:20 PM	<input type="checkbox"/> 4:00 PM – 4:20 PM
<input type="checkbox"/> 12:30 PM – 12:50 PM	<input type="checkbox"/> 2:30 PM – 2:50 PM	<input type="checkbox"/> 4:30 PM – 4:50 PM

Monday, October 19, 2009

<input type="checkbox"/> 11:00 AM – 11:20 AM	<input type="checkbox"/> 1:00 PM – 1:20 PM	<input type="checkbox"/> 3:00 PM – 3:20 PM
<input type="checkbox"/> 11:30 PM – 11:50 PM	<input type="checkbox"/> 1:30 PM – 1:50 PM	<input type="checkbox"/> 3:30 PM – 3:50 PM
<input type="checkbox"/> 12:00 Noon – 12:20 PM	<input type="checkbox"/> 2:00 PM – 2:20 PM	<input type="checkbox"/> 4:00 PM – 4:20 PM
<input type="checkbox"/> 12:30 PM – 12:50 PM	<input type="checkbox"/> 2:30 PM – 2:50 PM	<input type="checkbox"/> 4:30 PM – 4:50 PM

Payment Information

Total amount to be charged: \$ ____ (\$200 per time slot)

Type of Payment: VISA MC AMEX Check (enclosed with form)

Check #:
Card Number:
Card Expiration :
CVV# (security digits):
City / ST/ ZIP / Country:
Cardholder:
Cardholder Signature:

RBA SHOW MANAGER CONTACT PERSON

Name	Elizabeth Bear, Meetings Manager
Street Address	8400 Westpark Drive, 2 nd Floor
City / ST / ZIP Code	McLean VA 22102
Phone / Fax	(703) 245-8034 / (703) 610-0203
E-Mail Address	ebear@amg-inc.com
Website	www.rbanet.com

NOTE

Requests will be reviewed upon receipt of form. FULL payment must accompany form. Confirmation will follow upon receipt of payment. To reserve your time slot, complete the sign-up form and fax it back to RBA Show manager at 703-610-0203. In the event the time slot(s) you selected is not available, we will contact you directly and find a suitable substitution for you.