



2010 CEO-MC Retreat

InterContinental Chicago

June 24-26, 2010

Sponsorship Opportunities

Platinum Sponsor (\$8,500)

Limited Availability, non-exclusive!

- 6' Table in registration/general session area.
(Set-up: Thurs – 11 a.m.-5 p.m.; Fri, 7:30 a.m. -5:30 p.m.; Sat., 7:30 a.m.—1 p.m.)
- Opportunity for three individuals to attend the social events of the Retreat (breakfast, lunch, & reception)
- Company name and logo on electronic marketing materials (logo must be a JPEG or GIF file)
- Full-page B&W ad in the Retreat Resource Guide * (9.5" h X 7" w)
- Opportunity to host private events at the Retreat (only sponsors are permitted to host events at the Retreat)
- CAI will send an email to all registered attendees with information regarding sponsors' additional activities. Email will include company name and contact email address as a hyperlink (e.g., [Company XYZ](#) will be hosting a dinner at Bongo's Restaurant on Friday, June 26. For more information please contact holly@companyxyz.com). *Additional activity details can be included in blurb.* (Activity information due June 1)
- Company name on Retreat hand out materials
- Company logo included on CAI website on the CEO-MC Retreat page**
- Company name and logo on signage at the event with other sponsors**
- List of all attendees (once before the event and the final list after)

Exclusive to Platinum Sponsor (choose one of the following)

- Opportunity to introduce your business at one Retreat general event, (breakfast, reception, or general session)
OR
- Four (4) complimentary registrations for your staff to play with Retreat Attendees at one of the golf outings
Tee Times - Wednesday, 1 p.m. or Thursday, 6:00 a.m.
OR
- Name badge holders – you logo on the holders—**SOLD**

Tabletop Sponsor (\$5,500)

Limited Availability, non-exclusive!

- 6' Table in registration/general session area
- Opportunity for one individual to attend the social events of the Retreat (breakfast, lunch, & reception)
- Full-page B&W ad in the Retreat Resource Guide* (9.5" h X 7" w)
- Opportunity to host private events at the Retreat (only sponsors are permitted to host events at the Retreat)
- CAI will send an email to all registered attendees with information regarding sponsors' additional activities. Email will include company name and contact email address as a hyperlink (e.g., [Company XYZ](#) will be hosting a dinner at Bongo's Restaurant on Friday, June 25. For more information please contact holly@companyxyz.com). *Additional activity details can be included in blurb.* (Activity information due June 1)
- Company logo included on CAI website on the CEO-MC Retreat page**
- Company name and logo on signage at the event**
- List of all attendees (once before the event and the final list after)

* Company ad for the Resource Guide is due June 1, 2009

** Company logo should be emailed with signed contract (hcarson@caionline.org).
Logo must be a JPEG or GIF file.

Scheduled Events & Networking opportunities included in your sponsorship (things to consider when planning):

- Golf game on Wednesday, June 24 at 1 p.m. and the Golf Tournament is Thursday, June 25 at 6:30 a.m. for an additional fee ([see registration form](#))
- Thursday, June 25 Luncheon—12-1:30 p.m.
- Reception, 5:30-6:30 p.m.—Thursday, June 25
- Continental Breakfast, 7:30-8:30 a.m.—Friday, June 26 and Saturday, June 27
- Friday, June 26 Luncheon (only if not with an education session), 12-1:30 p.m.
- Invite attendees out to dinner or a fun outing after the day's programming Go to www.choosechicago.com to see the hip spots in town. Send your plans ASAP to Holly Carson (hcarson@caionline.org) so they be can included in the email to attendees.
- Go to [CEO-MC Retreat](#) web page to view the current information
- Please note sponsors are not invited to education sessions or refreshment breaks

Make your reservations ASAP at the InterContinental Chicago

Thursday, June 24, 12 p.m. – Saturday, June 26, 2010, 1 p.m.

Retreat Headquarters

InterContinental Chicago <<[click here for online reservations](#)

505 North Michigan Avenue

Chicago, IL 60611

(312) 944-4100

\$209 single/double / \$289 for Executive Suites (limited availability)

Group rate expires May 24, 2010 or until block is full.

\$10 per day discounted internet rate for CAI attendees

Hotel Overview: <<[click here for hotel information and more](#)

The InterContinental Chicago boasts the cities most desirable address. As the only hotel with an entrance on the prestigious Magnificent Mile, the hotel provides the ideal location to enjoy North Michigan Avenue's finest shopping, entertainment and cultural venues. Originally built in 1929 as the Medinah Athletic Club, an exclusive luxury men's club, this hotel combines historic charm with contemporary elegance and is referenced on Chicago's architectural tours.



2010 CEO-MC Retreat

Company Name _____
Address _____
City / State / Zip _____
Contact Name / Title _____
Web Address _____
Contact Email _____
Contact Phone / Fax _____

SPONSORSHIPS: My Company agrees to sponsor the following event or service at the Retreat:

- Platinum Sponsor \$8,500
 Tabletop Sponsor \$5,500
 One Additional staff at table & social events \$300

(One additional staff person to participate at the social events and manning the tabletop. Depending on your sponsorship level, you already have one to three people participating.)

\$_____ = Total amount of sponsorship

PAYMENT METHOD: Full payment must accompany this form.

- Check Enclosed (made payable to CAI) Visa MasterCard American Express

ACCOUNT # _____

EXP. DATE _____

NAME ON CARD _____

SIGNATURE _____

Please remit to: CAI, Attn: Marc Ingram, Sr. Manager of Advertising and Exhibit Sales, 225 Reinekers Lane, Suite 300, Alexandria, VA 22314 • Phone (703) 797-6254 • Fax (703) 836-6907

TERMS: Full payment must accompany signed sponsorship application. CAI reserves the right to refuse any sponsorship application or to cancel any prepaid sponsorship it deems appropriate to avoid conflicts of interest. CAI will refund payments for canceled sponsorships if marketing did not include sponsor and if written requests are received by May 19, 2010. Sponsorship refunds or cancellations cannot be made after any promotional materials have been created.

CAI "SUITSASING" POLICY: CAI has a no tolerance policy regarding "suitcasing," which is the practice of non-sponsoring companies or individuals soliciting sales or sales leads in the lobbies, and/or representing their services or soliciting retreat participants for conflicting social activities. Non-sponsoring suppliers participating in the retreat as speakers are prohibited from soliciting business in the hotel. Violators of this policy will be charged the education session sponsorship rate, which must be paid prior to registering as an attendee, exhibitor or sponsor at any future CAI event. It is considered "bad-form" to conduct business outside of your own table-top area. Talking to clients or prospects in front of someone else's display is also a violation of CAI policy will not be tolerated.

PRIVATE PARTY POLICY: All hospitality suites and hosted events must be reserved, approved, and paid for through CAI. Hospitality suites/hosted events are not permitted during official Retreat activities. Non-sponsoring suppliers are not permitted to host events at the official hotel during the Retreat.

VIOLATORS of these policies will be ejected from the Retreat if applicable, and charged \$5,500, which must be paid prior to registering as an attendee, exhibitor, or sponsor at any future CAI events

I acknowledge and accept all terms and policies on this form.

AUTHORIZED SIGNATURE

DATE

PRINT NAME

TITLE

PLEASE NOTE: Sponsors may not plan events that conflict with CAI's programming, including the reception