

2017 EVENT SPONSORSHIP OPPORTUNITIES

Choose your sponsorship early for the most impact over the longest time.
A variety of sponsorship options will fit every company's budget.

Contact: Carl Hyland | 202-204-7674 (cell 703-216-6954) | chyland@crnusa.org



THE *Workshop*

CRN's Day of Science

OCT. 18, 2017

THE *Conference*

CRN's Annual Symposium for the
Dietary Supplement Industry

OCT. 18–21, 2017

RITZ-CARLTON DOVE MOUNTAIN – MARANA, ARIZONA

www.crnusa.org/2017events



CRN 2017 EVENTS SPONSORSHIP OPPORTUNITIES

Claim your favorite sponsorship today! Contact: Carl Hyland | 202-204-7674 (cell 703-216-6954) | chyland@crnusa.org

HIGH-VISIBILITY SPONSOR PACKAGES



Silver Level Sponsor: \$10,000

- Your company name listed and linked on the home page of CRN's events website
- A half-page, four-color ad in the conference program (see page 7 for specs)
- Company listing on general signage and in the program
- Access to the conference attendee list with complete contact information (address, phone number and email) immediately after the conference
- One complimentary registration for *The Conference*
- A "Thank You" from the podium each day
- Acknowledgement via CRN's events app

Gold Level Sponsor: \$15,000 *All benefits of Silver +*

- Upgrade to company logo (instead of name in text only) listed and linked on the homepage of our events website
- Upgrade to a full-page, four-color ad in the conference program (specs on page 7)
- One complimentary registration for *The Workshop*
- \$200 discount on all additional registrations for *The Conference*

Exclusive Platinum Level Sponsor: \$21,000 *All benefits of Gold +*

- One additional complimentary registration for *The Conference* (total of two) and one additional complimentary registration for *The Workshop* (total of two)
- Additional \$100 discount (for a total of \$300) on additional registrations for *The Conference*
- Upgrade to the back-page, fully visible, full-page, four-color ad for conference program (specs on page 7)
- Pre-conference access to the mailing list of *The Conference* and *The Workshop* attendees
- Opportunity to introduce a general session speaker



BREAKFAST WITH A MEDIA PERSONALITY



Saturday "Breakfast With..." \$10,000

Exclusive sponsorship of the final day's "Breakfast with..." session, featuring a highlighted media personality:

- Company signage on-site at the breakfast
- Company listing on event website, general signage, and in the program
- Opportunity to introduce the speaker
- Half-page ad in conference program
- Acknowledgement via CRN's events app

See page 7 for additional breakfast and other meal sponsorships

CRN 2017 EVENTS SPONSORSHIP OPPORTUNITIES

Claim your favorite sponsorship today! Contact: Carl Hyland | 202-204-7674 (cell 703-216-6954) | chyland@crnusa.org

YEEHAW!

HELP BRING ATTENDEES TOGETHER FOR FRIDAY NIGHT FUN WITH AN EVENING OF WESTERN-THEMED DINING, GAMES & DANCING— AND KEEPSAKE PHOTOS FOR A LASTING IMPRESSION

As the evening activities begin, both the dinner sponsor and the casino night sponsor will greet the gathering crowd in a greeting line as attendees enter the venue for Friday night's festivities.

Dinner \$10,000

SOLD

In addition to the welcome described above, at the close of the Friday session, the dinner sponsor may address the session attendees and invite them to the dinner later that evening.

- Electronic signage of your logo throughout the dinner area.
- Acknowledgement via CRN's events app
- Listing in general signage, in the program and recognition from the podium



Casino Night Entertainment \$10,000

In addition to the welcome described above, toward the end of the evening's casino activities, the casino sponsor will give away three grand prizes.

- Electronic signage of your logo throughout the entertainment area.
- Acknowledgement via CRN's events app
- Listing in general signage, in the program and recognition from the podium

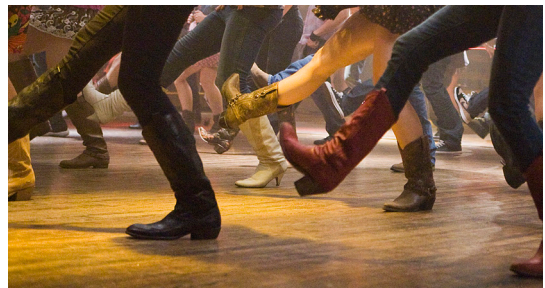


Line Dancing \$5,000

SOLD

The line dance instructor, and offered the opportunity to be first on the the dance floor.

- 30 minutes of instruction and 1.5 hours of interactive dancing
- Electronic signage of your logo at the line dancing event.
- Acknowledgement via CRN's events app



Tintype Wild West Photo Booth \$5,000

- Sponsor logo included on the photos
- Attendees receive physical paper print-outs of their old-fashioned, tintype, western-themes photos from the booth
- Acknowledgement via CRN's events app



CRN 2017 EVENTS SPONSORSHIP OPPORTUNITIES

Claim your favorite sponsorship today! Contact: Carl Hyland | 202-204-7674 (cell 703-216-6954) | chyland@crnusa.org

WELCOME OPPORTUNITIES

Hotel Key Cards: \$5,000

Welcome guests as they check into their hotel rooms at the Ritz-Carlton Dove Mountain

- Exclusive sponsorship **SOLD**
- Room keys will be provided. Provide us with your logo and we'll do the rest
- Company listing on event website, general signage, and in the program

Wednesday Kick-Off Reception: \$15,000

Exclusive sponsorship of this kick-off event makes a great first impression to both *Workshop* and *Conference* attendees:

- Welcome attendees **SOLD**
- Company logo printed on event materials
- Electronic signage of your logo at the reception
- Company logo on event website, and listing in general signage, in the program and recognition from the podium
- Full-page ad in conference program
- Acknowledgement via CRN's events app



Thursday Networking Reception: \$12,000

Exclusive to one sponsor, showcase your support of CRN while guests mingle over appetizers and drinks

- Welcome attendees **SOLD**
- Company logo printed on event materials
- Electronic signage of your logo at the reception
- Company listing on event website, general signage, in the program and recognition from the podium
- Half-page ad in conference program
- Acknowledgement via CRN's events app



Welcome Basket: \$10,000 (2 ~~3~~ remaining)

Be the first to greet attendees by creating your special company welcome basket.

- One company may provide a welcome basket of natural bars, powders, probiotics or other supplements.
- The second may provide a welcome basket of its health and beauty products.
- The third may provide samples of their pure essential oils or aromatherapy.

Ritz-Carlton Dove Mountain staff will deliver your pre-assembled gift bags to the rooms of all attendees:

- Extensive exposure—the opportunity to share company's product lines with attendees
- Company listing on event website, general signage, in the program and recognition from the podium
- Acknowledgement via CRN's events app

Thursday Afterglow: \$7,500

Showcase your support for *The Conference* while getting exposure for your company over dessert and cordials—including the opportunity to have a signature cocktail created for your company:

- Welcome attendees at the mic
- Company logo printed on cocktail napkins
- Electronic signage of your logo at the reception
- Company listing on event website, general signage, in the program
- Recognition from the podium
- Half-page ad in conference program
- Acknowledgement via CRN's events app



CRN 2017 EVENTS SPONSORSHIP OPPORTUNITIES

Claim your favorite sponsorship today! Contact: Carl Hyland | 202-204-7674 (cell 703-216-6954) | chyland@crnusa.org

BE SEEN ON THE GREEN

Golf Tournament: \$7,500

This exclusive
excellent ne

SOLD

- Exclusive to one sponsor
- Sponsorship includes a complimentary foursome
- Golf balls branded with your company logo for players
- Award golf prizes and recognition from podium at conference
- Company listing on event website, general signage, in the program
- Acknowledgement via CRN's events app

Golf Beverage Cart: \$3,500

The golfers will be sure to thank you as they qu

SOLD

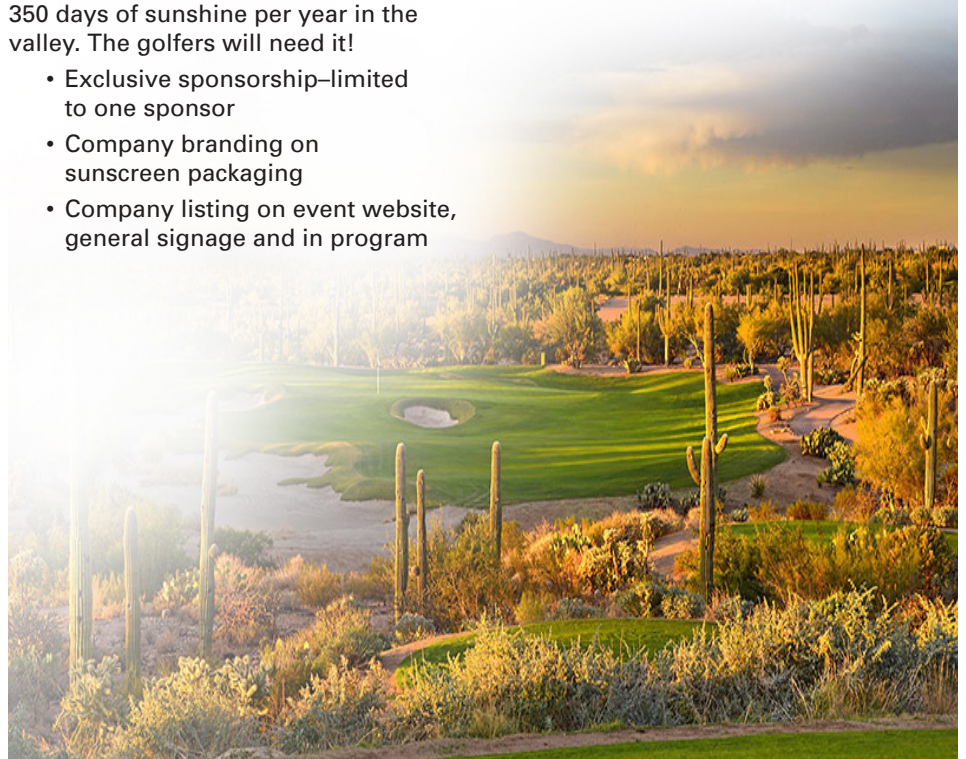
- Exclusive to one sponsor
- Company signage on the beverage cart
- Company listing on event website, general signage and in the program

NEW: Sunscreen: \$3,500

Provide Your Company's Branded SPF Sunscreen to the CRN Golfers!

350 days of sunshine per year in the valley. The golfers will need it!

- Exclusive sponsorship—limited to one sponsor
- Company branding on sunscreen packaging
- Company listing on event website, general signage and in program



GET TECHNICAL

Online Registration Confirmation: \$3,000

This is your chance to be the first to announce the conference happens! Be the first to announce the attendees with:

SOLD

- Your logo on the first online registration confirmation page they receive via email—can include a link for attendees to learn more about your organization
- Company listing on event website, general signage, and in the program
- ~~Maximum of two sponsorships available~~ **BOTH SOLD**

Wi-Fi Sponsorship: \$6,000

Keep conference attendees c

SOLD

- Opportunity for wi-fi pas
- Opportunity to provide "tech-related" gift bags to attendees
- Company listing on event website, general signage, in the program and recognition from the podium
- Acknowledgement via CRN's events app

Charging Table: \$5,000

Keep attendees connected by sponsoring our conference charging table:

SOLD

- Extensive exposure with charging table sites
- Company listing on event website, general signage, in the program and recognition from the podium
- Half-page ad in conference program



CRN 2017 EVENTS SPONSORSHIP OPPORTUNITIES

Claim your favorite sponsorship today! Contact: Carl Hyland | 202-204-7674 (cell 703-216-6954) | chyland@crnusa.org

RISE AND SHINE

NEW: Thursday Morning Yoga Session in the beautiful Sonoran desert: \$7,000

Unique desert plant and wildlife, towering mountains, beautiful year-round weather! The only destination on earth where the mighty Saguaro cacti grow. Exclusive sponsorship of a sunrise yoga class complete with company swag to start the day right:

- Opportunity to provide company's own smoothie, protein shake, probiotics, nutritional supplements—or high-quality sunscreen products!
- Branded yoga mats included and signage on-site
- Company listing on event website, general signage, in the program and recognition from the podium
- Acknowledgement via CRN's events app



A CRN TRADITION

Fun Run + Walk: \$10,000

Show your support for good health and promote your company by sponsoring the popular annual Fitness Walk!

- Exclusive sponsorship—**SOLD**
- Opportunity to provide t-shirts, water bottles, and other related branded items
- Company signage on-site
- Company listing on event website, general signage, in the program and recognition from the podium
- Half-page ad in conference program
- Acknowledgement via CRN's events app



USEFUL + FUN

Audience Polling Sponsorship: \$7,500

A great way to get your company in front of attendees and show your support for CRN:

- Your company logo added to the slide deck that features the audience questions and responses and table-top signage
- Ability to submit questions you would like to have answered

Branded Conference Backpack: \$5,000

Show your support of CRN and stay on attendees' minds throughout the year as they're on-the-go: **SOLD**

- Exclusive sponsorship—**SOLD**
- Your logo will appear on a quality backpack
- Company listing on event website, general signage and in the program

Portrait Caricature Lounge: \$5,000

Who doesn't need a fun caricature drawing for their home or office? Attendees will appreciate this opportunity your company provides as a sponsor:

- Exclusive sponsorship—limited to one sponsor
- Company signage on-site
- Company listing on event website, general signage and in the program
- Acknowledgement via CRN's events app

CRN 2017 EVENTS SPONSORSHIP OPPORTUNITIES

Claim your favorite sponsorship today! Contact: Carl Hyland | 202-204-7674 (cell 703-216-6954) | chyland@crnusa.org

MORE DELICIOUS WAYS TO SPONSOR

Breakfast: \$7,500 – Thursday or Friday

Show the attendees how important they are to you with their most important meal of the day:

- Company signage on-site at breakfast
- Company listing on event website, general signage, and in the program
- Your company may place flyers on each chair in the breakfast area
- Acknowledgement via CRN's events app



Lunch: \$10,000 – Thursday or Friday

Provide attendees with a satisfying and delicious lunch break:

- Company signage on-site at luncheon
- Company listing on event website, general signage, and in the program
- Opportunity to briefly introduce your company and to invite attendees to your sponsored luncheon from the podium before sessions break for the meal
- Half-page ad in conference program
- Acknowledgement via CRN's events app

Coffee Breaks: \$6,000 each

(4 available **2 remaining** for the Conference)

Greet attendees one-on-one and spread the word about your company by sponsoring a coffee break between sessions:

- Branded signage at coffee break stations
- Your company may place flyers on each chair in the General Session room during the break
- Company listing on event website, general signage, and in the program
- Acknowledgement via CRN's events app

AD SIZES AND PRICES

Ads are included with many sponsorships or may be bought separately.

Quick specs: 300 dpi | CMYK | PDF

FULL PAGE \$1800

6"W x 9"H

(extend .25 inches for bleed, keep live content within 5.75 x 8.75)

HALF PAGE \$1000

6"W x 4.75"H

(no bleed)

Ad materials due Sept. 22 to Gretchen Powers
(gpowers@crnusa.org)

NEW: The Workshop, CRN's Day of Science

Lunch: \$7,500

Host attendees for Lunch at this prestigious event on the industry calendar

focusing on scientific topics and functional foods:

SOLD

- Company signage on-site
- Company listing on event website, general signage, and in the program
- Acknowledgement via CRN's events app

Any company with a sponsorship of \$10K or more will receive a \$200 discount off *The Conference* or *The Workshop/Conference* package OR \$100 off *The Workshop* or *The Workshop + First Day Only* of *The Conference* for each attendee sent from their company IF they send five or more PAYING attendees to CRN's events. (Comped attendees are not included in the five PAID registrants.) The discounts will be refunded after the events have passed as all qualifying attendees must attend/pay registration fees in order to receive the discounts. CRN will review the registration rolls and process refunds in the same payment received or per discretion of the finance department if another request is made by the company.



**Contact Carl Hyland today to
secure your sponsorship:
202-204-7674 (cell 703-216-6954)
chyland@crnusa.org**