

# Passkey Housing Forum 2008

## Secure Your Sponsorship Opportunity Today!

Passkey is delighted to invite you, as one of our valued business partners, to be part of the Passkey Housing Forum 2008, held at the Wynn Las Vegas, August 20-22, 2008. This highly anticipated event is a great opportunity for you to be in the forefront of key meeting professionals, and join in on an exceptional program.

### Passkey Housing Forum (“PHF”) Focus

PHF is the 'must-attend' industry event for meeting professionals who take their event housing seriously.

Different from other industry events, PHF focuses solely on group housing management, addressing topics such as housing best practices, emerging trends in event housing, customer relationship management, and how all event constituents can work better together - planners, hotels, meeting management companies, and CVBs- to ensure the success of any event.



### Why Sponsor?

#### Build

Brand Awareness with key meetings and convention professionals.

#### Network

With existing customers and build new relationships.

#### Promote

Your products/services to meeting professionals

#### Learn

New group housing trends that might affect *YOUR* business.

### Attendee Profile

- **Meeting Planners**

Corporate, Association, and Independent Meeting Planners

- **CVB's**

Senior Executives, Sales/Marketing, Housing Managers,

- **Hotels**

Convention Service Managers/Event Managers, Reservation Managers, Revenue Managers, Sales/Marketing Executives

- **Meeting Management**

Trade Show Producers, Meeting Directors, Meeting Managers, Housing Coordinators

### PHF08 Sponsorship Package

**\$3,000 Each**

#### Package plan includes:

- A 10 minute presentation to showcase products to the entire audience.
- One (1) complimentary conference pass.
- Full-page advertisement in onsite conference program.
- Literature inserts in welcome package.
- Company branded conference giveaway given to each attendee.
- Company recognition in the general opening session.
- Company logo/name included on all marketing campaigns with link to company website.
- Company logo/name included on all conference signage.
- Company logo and 75 word description on conference website and program.
- Pre-conference and post-conference mailing lists.
- Post-conference joint marketing campaign/presentation to pre-selected Passkey customers

All sponsorship opportunities will be allocated on a first-commit, first-served basis . so submit your Sponsorship Application today!

# PHF08

## Sponsorship Application

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Company Name:

Web Address/URL:

Contact Name:

Title:

Email:

Telephone:

Address/City/State/Zip Code:

Signature: \_\_\_\_\_

Total payment due: \$

Check Enclosed (Please make check payable to: Passkey International, Inc.)

Credit Card Payment:     VISA                       AMEX                       MASTERCARD

Cardholder's Name:

Cardholder's Billing Address:

Credit Card Number:

Expiration Date:

Cardholder's Signature:

Sponsorship Amount Charged:

Please fax your completed Sponsorship Application to:  
Attention:  
Dahlia El Gazzar  
Director of Marketing  
Passkey International, Inc.  
[F] 617.328.1461

If paying by check, please make checks payable to  
"Passkey International, Inc." and mail full  
Sponsorship fee with the application to:  
Attention: Dahlia El Gazzar  
Passkey International Inc.  
180 Old Colony Ave., 3<sup>rd</sup> Floor  
Quincy, MA 02170