

Please print, fill in, sign and fax back to Rising Media, Inc. at **+1 (508) 401-2561** or scan and email to: **[pgillis@risingmedia.com](mailto:pgillis@risingmedia.com)** and mail the original to the address below.

This agreement defines the terms under which Rising Media, Inc of Santa Barbara (the "Organizer") and the Sponsor enter into a sponsorship agreement for the Predictive Analytics World Event, October 16-21, 2011, New York, New York (the "Event").

**SPONSORSHIP OPPORTUNITIES**

Please Check Desired Sponsorships:

**Sponsorship Levels:**

- Diamond Sponsor \$33,000
- Platinum Sponsor \$27,500
- Gold Sponsor \$20,000
- Silver Sponsor \$12,500
- Bronze Sponsor \$ 7,500
- Newcomers Pavilion \$ 4,500

**Additional Marketing Opportunities:**

- Attendee Badge Insert \$ 5,000
- Conference Bag/Folder Sponsor \$ 5,000
- Conference Bag/Folder Insert \$ 1,500
- Lunch Sponsor \$ 7,500
- Internet Lounge \$10,000
- Lanyard Sponsorship \$ 7,500
- Back Cover Ad in Show Guide \$ 3,000
- Inside Front Cover Ad in Show Guide \$ 2,500
- Inside Back Cover Ad in Show Guide \$ 2,500
- Hotel Room Drop \$ 4,000
- Official Passport Front Cover \$ 1,500
- Official Passport Participant \$ 550
- Registration Sponsor \$10,000
- Agenda at A Glance Leader Board \$10,000
- Show Guide Bellyband \$ 5,000
- Conference Track \$ 3,000
- Conference Program Pocket Guide \$ 2,500
- Marketing Lab - 50 Minutes \$10,000
- Marketing Lab – 20 Minutes \$ 6,500
- PAW Webinar \$10,000

SUB TOTAL: \_\_\_\_\_  
 Lead Retrieval Scanner (preordered) +\$200.00  
 (please delete if not required)  
 Grand Total: \_\_\_\_\_

Any exhibit space included with Sponsorship is table-top space only. Space allocation is at Organizer's discretion.

**TERM**

This agreement is effective as of the Acceptance Date and shall remain effective until the conclusion of the Event. Sponsor may terminate this agreement at any time by notifying the Organizer in writing or by email. In the event of termination by Sponsor, any sponsorship fees already due in accordance with the Payment Terms shall remain payable.

**LIMITED LICENSE**

Organizer grants Sponsor a limited license to use any of the art work on the Event site for the purpose of promoting the Event and linking to the Event site. Sponsor grants Organizer a limited license to use Sponsor's logo on the Event site.

**PAYMENT TERMS**

Fifty Percent (50%) of the sponsorship amount is due upon signature. The remaining 50% will be due one month prior to the Event. Checks should be made out to Rising Media, Inc. and sent to the address below. The Organizer reserves the right to change the venue for the Event. If for reasons of Force Majeure the Event cannot take place as scheduled, the Organizer reserves the right to reschedule the Event to a date and place of its choosing.

**CANCELLATION:**

1. Cancellation of a sponsorship agreement must be in writing
2. For cancellations received for Predictive Analytics World on or before May 30, 2011, the sponsor shall be entitled to a refund equivalent to 50% of the total sponsorship amount.
3. No refund for cancellations received after May 30, 2011

Agreed to by Sponsor:

COMPANY \_\_\_\_\_

Company Name Listing to appear on Event Promotions (if different from above)

\_\_\_\_\_  
Address

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Name (Please Print) \_\_\_\_\_ Title: \_\_\_\_\_

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



October 16-21, 2011  
**New York City**  
Exhibit Hall • October 19-20



Contact for  
Questions/Organization: \_\_\_\_\_

Contact for  
Accounting: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

**For Organizer Use:**

Accepted by: \_\_\_\_\_ Acceptance Date: \_\_\_\_\_