

**LUBRICATION  
EXCELLENCE 2006**  
CONFERENCE & EXHIBITION

**Reliability**  
WORLD 2006

May 16-18, 2006 • Columbus, Ohio



**2006 SPONSORSHIP OPPORTUNITIES**

## WHY BECOME A SPONSOR?

For optimal visibility at Lubrication Excellence/Reliability World, take advantage of a variety of available sponsorship packages. Whatever your desired level of investment, several options are available to fit your company's needs.

Book early, as sponsorships are sold on a first- come, first-serve basis.

- You will build awareness of your brand in your target market.
- You will elevate your brand above those of your competitors.
- Your brand values will be enhanced by association with the region's power event.
- Your Sponsorship participation will generate more sales leads for your company.
- Your Company name and band are more visible.
- Your company is seen as an active participant at Lubrication Excellence / Reliability World 2006.
- Your Sponsorship participation could direct more attendees to your booth.
- You will ride the event marketing to reach thousands of industry with your brand.
- The better known the brand, the higher up in the pecking order it comes when purchasing decisions are made.

## PLATINUM SPONSORSHIP

The Platinum sponsorship package offers your company the ultimate in event exposure.

### KEYNOTE ADDRESS SPONSOR

1 Available - \$25,995

- Exclusive Keynote Address Sponsor
- 50 ft. x 30 ft. booth (1,500 sq. ft.)
- Sponsorship recognition within conference materials produced through the duration of the event marketing cycle
- Company logo to appear throughout the conference, exhibition and registration areas
- Company logo printed on the Exhibit Hall main aisle carpeting
- Exclusive host to the breakfast preceding the Keynote Address
- Exclusive host to Keynote speaker autograph/ photograph session within the Exhibit Hall
- Sponsorship recognition on Keynote Address pre-presentation slides
- Commemorative plaque presented at the Keynote Address
- Participation in the official Show Giveaway
- Sponsorship recognition in the official Show Program
- Upgraded company listing in the official Show Program
- Full-page advertisement in the official Show Program
- Sponsorship recognition in the Exhibit Hall floor plan display
- Sponsor's marketing literature included within delegate registration packet
- Sponsorship recognition signs for exhibit space
- Sponsorship badges and ribbons for personnel
- Complimentary conference Full-Delegate registration for 15
- Complimentary Golf Tournament registration for 4

## GOLD SPONSORSHIPS

The Gold sponsorship packages have been designed to maximize your conference presence.

### GOLF TOURNAMENT SPONSOR

1 Available - \$23,995

- Exclusive Golf Tournament Sponsor
- 50 ft. x 30 ft. booth (1,500 sq. ft.)
- Sponsorship recognition within conference materials produced throughout the duration of the event marketing cycle
- Company logo to appear throughout the conference, exhibition and registration areas
- Company logo printed on the Exhibit Hall main aisle carpeting
- Company name and logo will be showcased throughout the Golf Tournament
- Exclusive rights at the Golf Tournament to speak, display and distribute company literature, door prizes, gifts

- Exclusive host to the breakfast preceding the Golf Tournament
- Participation in the official Show Giveaway
- Sponsorship recognition in the official Show Program
- Upgraded company listing in the official Show Program
- Full-page advertisement in the official Show Program
- Sponsorship recognition in the Exhibit Hall floor plan display
- Sponsor's marketing literature included within delegate registration packet
- Sponsorship recognition signs for exhibit space
- Sponsorship badges and ribbons for personnel
- Commemorative plaque
- Complimentary conference Full-Delegate registration for 12
- Complimentary Golf Tournament registration for 15

### CYBER CAFE SPONSOR

1 Available - \$23,995

- Exclusive Cyber Café Sponsor
- 50 ft. x 30 ft. booth (1,500 sq. ft.)
- Sponsorship recognition within conference materials produced through the duration of the event marketing cycle
- Company logo to appear throughout the conference, exhibition and registration areas
- Company logo printed on the Exhibit Hall main aisle carpeting
- Company logo will be showcased throughout the Cyber Café
- Exclusive rights at the Cyber Café to speak, display and distribute company literature, door prizes, gifts
- Company logo programmed as a screensaver on each computer terminal
- Company Web site programmed as the home page on each computer Web browser
- Participation in the official Show Giveaway
- Sponsorship recognition in the official Show Program
- Upgraded company listing in the official Show Program
- Full-page advertisement in the official Show Program
- Sponsorship recognition in the Exhibit Hall floor plan display
- Sponsor's marketing literature included within delegate registration packet
- Sponsorship recognition signs for exhibit space
- Sponsorship badges and ribbons for personnel
- Commemorative plaque
- Complimentary conference Full-Delegate registration for 12
- Complimentary Golf Tournament registration for 4

## SILVER SPONSORSHIPS

Designed for overall event coverage, Silver sponsorships bring your company the exposure you are looking for.

### OPENING RECEPTION SPONSOR

**1 Available - \$19,995**

- Official Opening Reception Sponsor
- 40 ft. x 30 ft. booth (1,200 sq. ft.)
- Sponsorship recognition within conference materials produced through the duration of the event marketing cycle
- Company logo to appear throughout the conference, exhibition and registration areas
- Company logo printed on the Exhibit Hall main aisle carpeting
- Exclusive host to the official Opening Reception in the Exhibit Hall
- Participation in the official Show Giveaway
- Sponsorship recognition in the official Show Program
- Upgraded company listing in the official Show Program
- Full-page advertisement in the official Show Program
- Sponsorship recognition in the Exhibit Hall floor plan display
- Sponsor's marketing literature included within delegate registration packet
- Sponsorship recognition signs for exhibit space
- Sponsorship badges and ribbons for personnel
- Commemorative plaque
- Complimentary conference Full-Delegate registration for 10
- Complimentary Golf Tournament registration for 2

### ICE CREAM SOCIAL SPONSOR

**1 Available - \$19,995**

- Official Ice Cream Social Sponsor
- 40 ft. x 30 ft. booth (1,200 sq. ft.)
- Sponsorship recognition within conference materials produced through the duration of the event marketing cycle
- Company logo to appear throughout the conference, exhibition and registration areas
- Company logo printed on the Exhibit Hall main aisle carpeting
- Exclusive host to the official Ice Cream Social in the Exhibit Hall
- Participation in the official Show Giveaway
- Sponsorship recognition in the official Show Program
- Upgraded company listing in the official Show Program
- Full-page advertisement in the official Show Program
- Sponsorship recognition in the Exhibit Hall floor plan display
- Sponsor's marketing literature included within delegate registration packet
- Sponsorship recognition signs for exhibit space

- Sponsorship badges and ribbons for personnel
- Commemorative plaque
- Complimentary conference Full-Delegate registration for 10
- Complimentary Golf Tournament registration for 2

## BRONZE SPONSORSHIPS

The Bronze sponsorship guarantees that every attendee knows your name.

### DELEGATE LUNCHEON SPONSOR

**3 Available - \$9,995 each**

- Official Delegate Luncheon Sponsor
- 20 ft. x 20 ft. booth (400 sq. ft.)
- Sponsorship recognition within conference materials produced through the duration of the event marketing cycle
- Company logo to appear throughout the conference, exhibition and registration areas
- Exclusive host to one of the delegate Keynote Luncheons served within the Exhibit Hall
- Company logo will appear on signs and napkins within the dining area at designated luncheon
- Participation in the official Show Giveaway
- Sponsorship recognition in the official Show Program
- Upgraded company listing in the official Show Program
- Sponsorship recognition in the Exhibit Hall floor plan display
- Sponsor's marketing literature included within delegate registration packet
- Sponsorship recognition signs for exhibit space
- Sponsorship badges and ribbons for personnel
- Commemorative plaque
- Complimentary conference Full-Delegate registration for 4

## OTHER SPONSORSHIPS

### ATTENDEE REGISTRATION BAGS

**1 Available - \$4,995**

Make your company name and logo highly visible on the show floor, printed on the registration bags.

- Exclusive Attendee Registration Bag Sponsor
- Sponsor's logo prominently displayed on the side of the delegate registration bags
- Additional bags provided for distribution at the sponsor's discretion
- Sponsorship recognition within conference materials produced throughout the duration of the event marketing cycle
- Sponsorship recognition in the official Show Program
- Upgraded company listing in the official Show Program
- Sponsorship badges and ribbons for personnel
- Complimentary conference Full-Delegate registration for 1

## CONFERENCE PROCEEDINGS

**1 Available - \$4,995**

Conference proceedings provided to every conference Full-Delegate in either book or CD-ROM format.

- Exclusive Conference Proceedings Sponsor
- Sponsor's four-color logo to appear on back cover
- Sponsor's black and white logo to appear on the title page
- Sponsor's four-color logo to appear on the face of the CD-ROM
- Sponsor's four-color logo hyperlinked within the opening of the CD-ROM
- Additional 4 copies provided for distribution at the sponsor's discretion
- Sponsorship recognition within conference materials produced throughout the duration of the event marketing cycle
- Sponsorship recognition in the official Show Program
- Upgraded company listing in the official Show Program
- Sponsorship badges and ribbons for personnel
- Complimentary conference Full-Delegate registration for 1

### ATTENDEE BADGE LANYARD

**1 Available - \$4,995**

Attendees will wear your company name throughout the show.

- Exclusive Lanyard Sponsor
- Sponsor's logo to appear along length of Lanyard
- Distributed within conference registration packets
- Additional lanyards provided for distribution at the sponsor's discretion
- Sponsorship recognition within conference materials produced throughout the duration of the event marketing cycle
- Sponsorship recognition in the official Show Program
- Upgraded company listing in the official Show Program
- Sponsorship badges and ribbons for personnel
- Complimentary conference Full-Delegate registration for 1

### COFFEE BREAKS

**1 Available - \$4,995**

Your brand name is on display to attendees thirsty for new ideas, products and services.

- Exclusive Coffee Break Sponsor
- Sponsorship recognition within conference materials produced throughout the duration of the event marketing cycle
- Company logo will appear throughout the conference and exhibition areas on signs and napkins at coffee break stations
- Sponsorship recognition in the official Show Program
- Upgraded company listing in the official Show Program
- Sponsorship badges and ribbons for personnel
- Complimentary conference Full-Delegate registration for 1

## HOST HOTEL CARD KEY

### 1 Available - \$3,995

Distributed to guests at the host hotel, providing exposure multiple times throughout each day.

- Exclusive Hotel Card Key Sponsor
- Sponsor's logo to appear on hotel card key face
- Sponsorship recognition within conference materials produced throughout the duration of the event marketing cycle
- Sponsorship recognition in the official Show Program
- Upgraded company listing in the official Show Program
- Sponsorship badges and ribbons for personnel
- Complimentary conference Full-Delegate registration for 1

## PEN-HIGHLIGHTER

### 1 Available - \$3,495

Expose attendees to your brand at the conference and beyond.

- Exclusive Pen-Highlighter Sponsor
- Sponsor's logo to appear on Pen-Highlighter
- Distributed within conference registration packets
- Additional Pen-Highlighters provided for distribution at the sponsor's discretion
- Sponsorship recognition within conference materials produced throughout the duration of the event marketing cycle
- Sponsorship recognition in the official Show Program
- Upgraded company listing in the official Show Program
- Sponsorship badges and ribbons for personnel
- Complimentary conference Full-Delegate registration for 1

## NOTEPAD

### 1 Available - \$2,995

Expose attendees to your brand at the conference and beyond.

- Exclusive Notepad Sponsor
- Sponsor's logo to appear on Notepad
- Distributed within conference registration packets
- Additional notepads provided for distribution at the sponsor's discretion
- Sponsorship recognition within conference materials produced throughout the duration of the event marketing cycle
- Sponsorship recognition in the official Show Program
- Upgraded company listing in the official Show Program
- Sponsorship badges and ribbons for personnel
- Complimentary conference Full-Delegate registration for 1

## SHOW GIVEAWAY

### Multiple Available - \$995

Increase your booth traffic beyond expectations. Attendees wanting to enter the Show Giveaway drawing must visit your booth.

- Show Giveaway Sponsorship
- Sponsorship recognition within conference materials produced throughout the duration of the event marketing cycle
- Sponsorship recognition on Show Giveaway signage
- Logo prominently displayed on Show Giveaway entry form
- Sponsorship recognition in the official Show Program
- Upgraded company listing in the official Show Program
- Sponsorship badges and ribbons for personnel

## ALA CARTE SPONSORSHIPS

### DISPLAY SIGNS

#### Multiple Available - \$795 each

Bodily display your message on these huge signs located in highly trafficked areas outside of the conference sessions.

### CARPET LOGOS

#### Multiple Available - \$1,295 each

Your logo is stitched into a 10 ft. x 10 ft. carpet located on the main corridor running through the Exhibit Hall.

### HOSPITALITY SUITE/DEMO ROOMS

#### Multiple Available - \$1,000 per day

Rooms available in high-traffic areas to more effectively communicate with conference attendees.

### SHOW PROGRAM ADVERTISING

#### Multiple Available - Call for pricing

Schedules, locations, descriptions - Conference attendees would be lost without their Show Program.

### LITERATURE DISTRIBUTION

#### Multiple Available - \$399 each

Insert your brochure, flyer or promotional keepsake into every attendee registration packet.

# RESERVE YOUR SPONSORSHIP TODAY!

Contact:

Lisa Jenkins

Noria Corporation • 1328 E. 43rd Court • Tulsa, Oklahoma 74105

1.800.597.5460, ext. 125 • Fax: 918.746.0925

E-mail: [LJenkins@Noria.com](mailto:LJenkins@Noria.com)