



**Commercial Development  
& Marketing Association**

## 2008 FALL MEETING: **INNOVATION LED GROWTH PART II**

**How Companies are Succeeding at Innovation  
and Delivering Commercial Development Results**

October 6-7, 2008 • The Union League of Philadelphia, PA

### Meeting Sponsorship Opportunities

This is your opportunity to partner with CDMA to showcase your organization and help make the 2008 Fall Meeting a dynamic and enjoyable conference with business impact and market communication! This CDMA event is the perfect venue to network with leadership from a broad variety of companies who are dedicated to developing and sharing best practices for growing new technologies, products, and businesses.

Sponsorship benefit details are on the following page. Please use the Sponsorship Reservation Form.

*The CDMA seeks to be a growth catalyst for companies using chemical and allied technologies to serve existing and new markets.*

*CDMA helps members grow their companies through continuous Learning and "Networking Connections."*

*CDMA brings together a wide variety of decision makers in business investment, business management, marketing, sales, competitive intelligence, market research, technology, R&D, and M&A to recognize trends & opportunities and to accelerate new and existing product & market development.*

*CDMA's Educational Foundation provides professional education in business and product development, strategy building, market research and industry analysis.*

**FOR SPONSORSHIP INFORMATION CONTACT:**

Richard Long  
Richard.Long@wacker.com

**FOR SPONSORSHIP PROCESSING**

To place your sponsorship order, please call 517.264.8198 (phone) or 540.761.6544 (mobile) or email Richard.Long@wacker.com  
*(For emails sent for sponsorship processing or logo submission, please indicate "CDMA 2008 Fall Meeting" in the subject line.)*

**CONFERENCE SPONSORS FEES:**

<b>World Sponsor</b>	\$5,000
<b>CDMA Patron</b>	\$2,500

**INDIVIDUAL EVENT SPONSOR FEES:**

<b>Monday:</b>	
Innovation Led Growth II – Session A:	\$1,500
Keynote Address:	\$1,000
Networking Reception and Dinner :	\$1,000
Hospitality Suite:	\$750
<b>Tuesday:</b>	
Innovation Led Growth II – Session B:	\$1,500
Networking Luncheon:	\$1,000
Innovation Led Growth II – Session C:	\$1,500
CDMA and ChemPharma Reception:	\$1,000
CDMA and ChemPharma – Dinner and Speaker:	\$1,500
Hospitality Suite:	\$750

**SPECIAL SPONSORSHIP OPPORTUNITIES**

Program Guide with your Logo:	\$1,000
Display Table for Registrants:	\$500
Undesignated Sponsorships – In-kind:	\$300, \$200, \$100, other

**CDMA**

c/o AIChE, 3 Park Avenue, 19th Floor, New York, NY, 10016-5991



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## Meeting Sponsorship Opportunities

### World Sponsor Benefits \$5,000

- Sponsor representative invited to welcome attendees at Networking Dinner - Monday, Opening Session - Tuesday
- Opportunity to place promotional gift/welcome note in attendees' hotel rooms
- Featured logo and billing with World Sponsor designation in CDMA Event-related online meeting advertising
- Sponsor photographs with CDMA President
- Featured logo and billing on on-site conference agenda
- Flyer/brochure you provide about your company/program inserted in meeting media kit
- Link to your company or program website from meeting page on [www.CDMAOnline.org](http://www.CDMAOnline.org)
- Opportunity for back link from your site to CDMA program site
- Featured logo/name on Fall Meeting directional signage
- Inclusion of flyer/brochure you provide in registration packet
- Opportunity to place provided company banner at all sessions
- Complimentary exhibit table near registration
- 2 complimentary program passes for World Sponsor invitees (a \$1,800 to \$2,000 value!)
- Choice: 2 full year CDMA memberships, OR 2 complimentary spouse/companion program passes, or 1 of each (a \$700 value!)

### CDMA Patron Benefits \$2,500

- Featured logo and billing with CDMA Patron designation on CDMA Event related online meeting advertising
- Featured logo and billing on on-site conference agenda
- Flyer/brochure you provide about your company/program inserted in meeting media kit
- Link to your company or program website from meeting page on [www.CDMAOnline.org](http://www.CDMAOnline.org)
- Opportunity for back link from your site to CDMA program site
- Featured logo/name on Fall Meeting directional signage
- Inclusion of flyer/brochure you provide in registration packet
- Opportunity to place provided company banner at all sessions
- 1 complimentary program pass for CDMA Patron invitee (a \$900 to \$1000 value!)
- Choice of 1 full year CDMA membership, OR 1 complimentary spouse/companion program pass (a \$350 value!)

### Event Sponsor Benefits \$500 to \$1,500 as noted

- Sponsor representative invited to welcome attendees to Specific Sponsored Event
- Featured logo/name on Fall Meeting-Specific Sponsored Event signage
- Logo and company included in our online meeting advertising
- Logo and billing on on-site conference agenda
- Logo and company feature you provide included in meeting media kit
- Link to your company or program website from meeting page on [www.CDMAOnline.org](http://www.CDMAOnline.org)
- Opportunity for back link from your site to CDMA program site
- Inclusion of flyer/brochure you provide on registration table
- Opportunity to place provided company banner at your sponsored event

#### **Program Guide Sponsor Benefits - \$1,000**

All of the above Event bullets pertain except: Replace the first two bullets with: "Your logo/name on the printed Program Guide", and replace last bullet with "Your banner near the registration table".

#### **Display Table for Meeting Registrants - \$500**

All of the above Event bullets pertain except: Replace the first two bullets with: "Receive a small table near registration (or possibly in back of session room) on Monday and Tuesday for your display and literature, which you set up and maintain." Replace last bullet with "Your banner at the display table for meeting registrants".

**Undesignated Sponsorships – In-kind: \$300, \$200, \$100, other**



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### Sponsorship Reservation Form

**Please return completed reservation form September 18, 2008**

CDMA, Rich Long, Wacker Chemical Corporation, (517) 264-8198; [Richard.Long@wacker.com](mailto:Richard.Long@wacker.com)  
1(866) 511-2362 or (203) 702-7667 (outside US) Fax: 203-775-5177 or email: [info@cdmaonline.org](mailto:info@cdmaonline.org)

#### SPONSORSHIP INFORMATION

(Note: Information will be published as supplied. Please print or type all information.)

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

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

Official Representative(s): \_\_\_\_\_

#### MARKETING/PROMOTIONAL INFORMATION

Please submit company logo in high resolution electronic form (jpeg, tif, eps) to [Richard.Long@wacker.com](mailto:Richard.Long@wacker.com)  
(For emails sent for sponsorship processing or logo submission, please indicate "CDMA 2008 Fall Meeting" in the subject line.)

#### SUMMARY OF CHARGES

**CONFERENCE SPONSOR FEES:** *(please select one):*

Refer to sponsorship document for benefits of each

- World Sponsor \$5,000     CDMA Patron \$2,500

**Total Sponsorship Fee:** \_\_\_\_\_

**INDIVIDUAL EVENT SPONSOR FEES:** *(check all that apply)*

- |                |  |         |       |
|----------------|--|---------|-------|
| <b>Monday</b>  | <input type="checkbox"/> Innovation Led Growth II – Session A:   | \$1,500 | _____ |
|                | <input type="checkbox"/> Keynote Address:                        | \$1,000 | _____ |
|                | <input type="checkbox"/> Networking Reception and Dinner:        | \$1,000 | _____ |
|                | <input type="checkbox"/> Hospitality Suite:                      | \$750   | _____ |
| <b>Tuesday</b> | <input type="checkbox"/> Innovation Led Growth II – Session B:   | \$1,500 | _____ |
|                | <input type="checkbox"/> Networking Luncheon:                    | \$1,000 | _____ |
|                | <input type="checkbox"/> Innovation Led Growth II – Session C:   | \$1,500 | _____ |
|                | <input type="checkbox"/> CDMA and ChemPharma Reception:          | \$1,000 | _____ |
|                | <input type="checkbox"/> CDMA and ChemPharma Dinner and Speaker: | \$1,500 | _____ |
|                | <input type="checkbox"/> Hospitality Suite:                      | \$750   | _____ |

**SPECIAL SPONSORSHIP OPPORTUNITIES:**

- Program Guide with your Logo: \$1,000 \_\_\_\_\_
- Display Table for Registrants: \$500 \_\_\_\_\_
- Undesignated Sponsorship – In-kind: \$300, \$200, \$100, other \_\_\_\_\_

**Total Payment Enclosed:** \_\_\_\_\_

#### PAYMENT

All sponsorships **MUST** be paid in full no later than **September 18, 2008**. Checks should be made payable to CDMA.

**Check:** Check # \_\_\_\_\_

**CHARGE CREDIT CARD:** (Select One)

- Visa     MasterCard     AmExpress     Diners Club

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Zip code for Cardholder: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

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

#### ACCEPTANCE OF AGREEMENT

This agreement is governed by the Terms and Conditions on the reverse side of this form. Signature required for sponsorship.

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

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

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

CDMA Acceptance: \_\_\_\_\_

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

**COMPANY NAME:** \_\_\_\_\_

### SPONSORSHIP TERMS AND CONDITIONS

1. CDMA may use Sponsor's name in Conference promotion.
2. Unless otherwise agreed, CDMA is responsible for the planning and administration of the sponsored event. CDMA may entertain specific requests by Sponsor concerning sponsorship, but reserves the right to make the final decision to accommodate such requests.
3. Please **DO NOT** confuse this sponsor reservation form with the Meeting Registration form. To register to attend the meeting, please fill out the Meeting Registration form and submit to CDMA Headquarters. Available at [www.CDMAOnline.org](http://www.CDMAOnline.org)
4. Sponsorships must be paid in full no later than **September 18, 2008**. Earlier payment would be greatly appreciated.

### SPONSORSHIP OPPORTUNITIES

#### CONFERENCE SPONSOR FEES:

**World Sponsor:** \$5,000 [multiple World sponsorships available]

**CDMA Patron:** \$2,500; [multiple Patron sponsorships available]

#### INDIVIDUAL EVENT SPONSOR FEES:

##### Monday:

Innovation Led Growth II – Session A:	\$1,500	
Keynote Address:		\$1,000
Networking Reception and Dinner:	\$1,000	
Hospitality Suite:	\$750	

##### Tuesday:

Innovation Led Growth II – Session B:	\$1,500	
Networking Luncheon:	\$1,000	
Innovation Led Growth II – Session C:	\$1,500	
CDMA and ChemPharma Reception:	\$1,000	
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#### SPECIAL SPONSORSHIP OPPORTUNITIES:

Program Guide with your Logo: \$1,000

Display Table for Registrants: \$500

Undesignated Sponsorships: In-kind, \$300, \$200, \$100, Other

### CDMA HEADQUARTERS USE ONLY

Sponsorship(s) Assigned: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Total Sponsorship: \$** \_\_\_\_\_

Deposit: \$ \_\_\_\_\_ Date Received: \_\_\_\_\_ Check Number: \_\_\_\_\_

Balance: \$ \_\_\_\_\_ Date Received: \_\_\_\_\_ Check Number: \_\_\_\_\_

Logo/Sponsor Art Received: \_\_\_\_\_ Registered: \_\_\_\_\_