

**SPONSORSHIP OPPORTUNITIES**



**3rd Annual  
SPF40  
September 20 - 22, 2007  
The Westin Long Beach  
Long Beach, CA**

**8 DESTINATIONS and over 50 SOUTH PACIFIC SUPPLIERS/ OPERATORS**  
Cook Islands, Fiji, New Caledonia, Papua New Guinea, Samoa, Tahiti, Tonga, and Vanuatu

**SPF40** is a highly focused training event that showcases the destinations, their products, its attractions, and the culture diversity of the different South Pacific destinations in the North America. The event is the culmination of efforts by the region's tourist offices working together in a way that has benefited all countries involved. This 3-day educational based program focuses on in-depth product training for North American Tour Operator/Wholesale staff, as well as offering a program addressed to retail travel professionals.

In September 2005 the inaugural **SPF40** event was held showcasing 6 South Pacific destinations and 33 of their Supplier/Operator partners. Since then our program has experienced spurts of growth in participation as well as attendees on a yearly basis, but the response for 2007 has been overwhelming with **over 50 Operator/Suppliers!**

To further grow our event, we would like to give our participating Partners and industry Partners the opportunity to take part. We are offering various sponsorships that will enable your company to become a bigger part of SPF40 and to gain additional exposure with the attendees who sell your products!

Thank you and we'll see you in September!

<b>Sponsorships</b>	<b>Sponsorship Benefits</b>
<p><b>Naming Rights</b> <b>Cost: \$15,000.00</b></p>	<ul style="list-style-type: none"> <li>• Company name and logo incorporated into the SPF40 Logo</li> <li>• Name and logo on web site and printed conference materials</li> <li>• Signage at all conference events and activities.</li> <li>• 1 Room drop to conference delegates at The Westin Long Beach</li> <li>• 2 complimentary rooms for the 3 nights of the conference</li> <li>• Attendance to conference events for up to 4 company reps</li> <li>• Speaking opportunity at TO and Travel Agent Welcome</li> <li>• Full page ad in conference manuals</li> <li>• Prime Tabletop space in key conference area</li> <li>• Invitation to participate product appointment</li> <li>• Collateral inclusion in Welcome bags</li> <li>• Link to company web site</li> <li>• Database of all conference attendees</li> </ul>
<p><b>Closing Dinner (Sept 22)</b> <b>Cost: \$10,000.00</b></p>	<ul style="list-style-type: none"> <li>• Speaking opportunity (20 minutes)</li> <li>• Signage</li> </ul>
<p><b>Tour Operator Luncheon (Sept 22)</b> <b>Cost: \$4,000.00</b></p>	<ul style="list-style-type: none"> <li>• Full-page ad in conference manuals</li> <li>• Input on theme and décor</li> <li>• Acknowledgement on SPF40 web site with link to company web site</li> <li>• Collateral inclusion in Welcome bag</li> <li>• Speaking opportunity (20 minutes)</li> </ul>
<p><b>Closing Cocktail Reception (Sept 22)</b> <b>Cost: \$3,300.00</b></p>	<ul style="list-style-type: none"> <li>• Speaking opportunity (15 minutes)</li> <li>• Signage</li> </ul>

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<b>Travel Agent Reception (Sept 20)</b> <b>Cost: \$3,000.00</b>	<ul style="list-style-type: none"> <li>• Speaking opportunity (10 minutes)</li> </ul> <p style="text-align: center;"><b>SPONSORSHIP OPPORTUNITY SOLD</b></p> <ul style="list-style-type: none"> <li>• Conference area</li> <li>• Company representatives</li> <li>• Conference manuals</li> <li>• Acknowledgement on SPF40 web site with link to company web site</li> <li>• Collateral inclusion in Welcome bags</li> <li>• Speaking opportunity (15 minutes)</li> </ul>
<b>Supplier Appreciation Cocktail (Sept 20)</b> <b>Cost: \$2,500.00</b>	<ul style="list-style-type: none"> <li>• Signage</li> </ul> <p style="text-align: center;"><b>SPONSORSHIP OPPORTUNITY SOLD</b></p> <ul style="list-style-type: none"> <li>• Conference area</li> <li>• Company representatives</li> <li>• Conference manuals</li> <li>• SPF40 web site with link to company web site</li> <li>• Collateral inclusion in Welcome bags</li> </ul>
<b>Travel Agent Entertainment (Sept 20)</b> <b>Cost: \$2,000.00</b>	<ul style="list-style-type: none"> <li>• Speaking opportunity (5 minutes)</li> </ul> <p style="text-align: center;"><b>SPONSORSHIP OPPORTUNITY SOLD</b></p> <ul style="list-style-type: none"> <li>• Conference area</li> <li>• Conference manuals</li> <li>• SPF40 web site with link to company web site</li> <li>• Collateral inclusion in Welcome bags</li> </ul>
<b>Tour Operator Grab n' Go Dinner (Sept 21)</b> <b>Cost: \$2,000.00</b>	<ul style="list-style-type: none"> <li>• Speaking opportunity (5 minutes)</li> <li>• Signage</li> <li>• Tabletop space in key conference area</li> <li>• Half-page ad in conference manuals</li> <li>• Acknowledgement on SPF40 web site with link to company web site</li> <li>• Collateral inclusion in Welcome bags</li> </ul>
<b>Tour Operator Continental Breakfast (Sept 22)</b> <b>Cost: \$2,000.00</b>	<ul style="list-style-type: none"> <li>• Speaking opportunity (5 minutes)</li> <li>• Signage</li> <li>• Tabletop space in key conference area</li> <li>• Half-page ad in conference manuals</li> <li>• Acknowledgement on SPF40 web site with link to company web site</li> <li>• Collateral inclusion in Welcome bags</li> </ul>
<b>Conference Bags</b> <b>Cost: \$2,000.00</b>	<ul style="list-style-type: none"> <li>• 4-color logo printed on conference bag</li> </ul> <p style="text-align: center;"><b>SPONSORSHIP OPPORTUNITY SOLD</b></p> <ul style="list-style-type: none"> <li>• Conference manuals</li> <li>• SPF40 web site with link to company web site</li> <li>• Collateral inclusion in Welcome bags</li> </ul>
<b>Travel Agent Break (Sept 20)</b> <b>Cost: \$1,200.00</b>	<ul style="list-style-type: none"> <li>• Signage in break areas</li> </ul> <p style="text-align: center;"><b>SPONSORSHIP OPPORTUNITY SOLD</b></p> <ul style="list-style-type: none"> <li>• Travel Agent Welcome bags</li> <li>• SPF40 web site with link to company web site</li> </ul>
<b>Conference badges</b> <b>Cost: \$1,000.00</b>	<ul style="list-style-type: none"> <li>• 4-color logo printed on all conference badges</li> </ul> <p style="text-align: center;"><b>SPONSORSHIP OPPORTUNITY SOLD</b></p> <ul style="list-style-type: none"> <li>• Travel Agent Welcome bags</li> <li>• SPF40 web site with link to company web site</li> </ul>
<b>Tour Operator PM Break (Sept 21)</b> <b>Cost: \$1,000.00</b>	<ul style="list-style-type: none"> <li>• Signage in break areas</li> <li>• Quarter-page ad in conference manuals</li> <li>• Acknowledgement on SPF40 web site with link to company web site</li> </ul>
<b>Tour Operator AM Break (Sept 22)</b> <b>Cost: \$1,000.00</b>	<ul style="list-style-type: none"> <li>• Signage in break areas</li> <li>• Quarter-page ad in conference manuals</li> <li>• Acknowledgement on SPF40 web site with link to company web site</li> </ul>
<b>Tour Operator PM Break (Sept 22)</b> <b>Cost: \$1,000.00</b>	<ul style="list-style-type: none"> <li>• Signage in break areas</li> <li>• Quarter-page ad in conference manuals</li> <li>• Acknowledgement on SPF40 web site with link to company web site</li> </ul>
<b>Product Appointment Refreshments (Sept 21)</b> <b>Cost: \$800.00</b>	<ul style="list-style-type: none"> <li>• Signage in break areas</li> <li>• Collateral inclusion in Travel Agent Welcome bags</li> <li>• Acknowledgement on SPF40 web site with link to company web site</li> </ul>

**Rules/Restrictions:**

- Tour Operators and Operator/Suppliers MUST be a registered participant at SPF40 to be a sponsor
- No co-sponsorship for events under \$4000.
- Speaking opportunities, signage, and attendance for company representatives are at/for only the event(s) being sponsored, unless otherwise indicated.
- Sponsorships are open to Tourism Boards, except where indicated.
- Tabletop in key conference area is limited to one(1) per company.

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**2007 SPF40 SPONSORSHIP OPPORTUNITY FORM**

Please review the attached sponsorship information and their benefits. If you are interested in sponsoring an event, please indicate below  and complete the information requested. Sponsorships granted on a first come, first served basis. If you have any questions, please contact Mvent Group, Event Planning & Management by email [mventgroup@mac.com](mailto:mventgroup@mac.com) or by phone at 310-937-2300.

**Please fax the completed sponsorship form to 866-252-6603 (domestic) or 212-884-0928 (int'l).**

<input type="checkbox"/>	Naming Rights Cost: \$15,000.00	<input type="checkbox"/>	Tour Operator Continental Breakfast (Sept 22) Cost: \$2,000.00
	Closing Dinner (Sept 22) <b>SOLD</b> Cost: \$10,000.00		Conference Bags <b>SOLD</b> Cost: \$2,000.00
	Tour Operator Luncheon (Sept 22) <b>SOLD</b> Cost: \$4,000.00		Travel Agent Break (Sept 20) <b>SOLD</b> Cost: \$1,200.00
	Closing Cocktail Reception (Sept 22) <b>SOLD</b> Cost: \$3,300.00		Conference badges <b>SOLD</b> Cost: \$1,000.00
	Travel Agent Reception (Sept 20) <b>SOLD</b> Cost: \$3,000.00	<input type="checkbox"/>	Tour Operator PM Break (Sept 21) Cost: \$1,000.00
	Supplier Appreciation Cocktail (Sept 20) <b>SOLD</b> Cost: \$2,500.00	<input type="checkbox"/>	Tour Operator AM Break (Sept 22) Cost: \$1,000.00
	Travel Agent Entertainment (Sept 20) <b>SOLD</b> Cost: \$2,000.00	<input type="checkbox"/>	Tour Operator PM Break (Sept 22) Cost: \$1,000.00
<input type="checkbox"/>	Tour Operator Grab n' Go Dinner (Sept 21) Cost: \$2,000.00	<input type="checkbox"/>	Product Appointment Refreshments (Sept 21) Cost: \$800.00

**Company Information**

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

Contact: \_\_\_\_\_

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

\_\_\_\_\_

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

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

On behalf of the above named, I have the authority to and have agreed to the rules and regulations to sponsor the event(s) indicated above. The company I am representing will assume financial responsibility as indicated.

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

**Please fax the completed sponsorship form to 866-252-6603 (domestic) or 212-884-0928 (int'l).**