

# The 6th Annual SEAT CONFERENCE EVENT

Boston, Massachusetts  
August 5 – 8, 2012



## Join us in Boston!

SEAT 2012 is slated to be *“the conference of all conferences”*...

SEAT Sports & Entertainment Alliance in Technology is dedicated to the Executives of technology, operations, marketing and sales across the sports and entertainment industry.

*We welcome you to become a sponsor of the 2012 SEAT Conference to build your footprint in a dynamic growing industry and gain unique exposure to the executives and decision makers across the sports and entertainment industry.*

## WHO SHOULD EXHIBIT AND SPONSOR?

- Technology suppliers and vendors desiring to gain access to IT decision-makers across sports and entertainment.
- Innovative technology companies.
- Concessionaires who are building mobile technology applications to serve their premier customers in venues.
- Ticketing companies which have clients in professional sports.
- Architectural, engineering and construction firms who design stadiums and arenas and contactors who build stadiums and arenas.
- Facility management companies whom are looking to understand technologies that can help them manage their operations in a “greener” state and more efficient.
- Companies that wish to be specified by major architectural companies and F&B firms.
- Consulting firms that conduct stadium and arena feasibility studies.
- Companies that sell naming rights and/or require information about alternative revenue streams for venues.



Sports & Entertainment Alliance in Technology

## Partnership for success.

A limited number of sponsorships are available. All sponsorship packages are custom designed to meet the individual needs of the event as well as the budgets of the sponsor(s).

### 2012 EXHIBITOR/SPONSORSHIP PARTNERSHIP PROGRAM BASE PACKAGE - \$7,500

- Includes corporate attendees/conference registrations for up to 2 (two) employees.  
*Due to restricted seating, vendors may ONLY have 2 people at the conference, no exceptions.*
- Includes 3 days of conference sessions most meals are included, venue tours, transportation and networking events and receptions.
- Includes unprecedented opportunity to network with and gain access to Technology, Marketing and Operations Executives across sports & entertainment
- Includes full list of technology Attendees & Corporate Sponsors' contact information (*provided after conference*)
- Includes 8.5' x 6' Exhibit space (20 exhibit spaces ONLY with 3 Premium Spaces Available)  
*(Early Birds get choice of exhibit location)*
- Includes invitations to quarterly networking events and conference calls
- Includes premium LinkedIn access to 2012 SEAT Conference Attendees Group – continue networking after the conference with attendees through established social networking group via SEAT
- Opportunity to provide company logo gift item in conference attendee gift bag
- One year of website banner advertising on SeatConsortium.com
- Opportunity to provide Gift for Prize Drawing before pre-determined conference session
- 50 Word Product/Organization description in the 2012 Conference Program

### 2012 EXHIBITOR/SPONSORSHIP A LA CARTE OPTIONS:

**\*\*\* added to Base Package for a Customized Sponsorship.**

**\*\* Note: Some of the a la carte items are extremely limited in quantity, these are offered on a first come, first serve basis.**

**If you sponsor a meal, your company is provided extensive promotional opportunities on the SEAT website, conference program, email campaigns and at the meal table with custom signage.**

• <del>Upgrade to Premium Front Exhibit Space (3 Available)</del>	<del>\$ 300</del>
• <del>Participate in Technology Vendor Showcase (only 4 ten minute slots available)</del>	<del>\$ 200</del>
• <del>Sponsor conference badge lanyards (opportunity for only ONE vendor)</del>	<del>\$ 500</del>
• Sponsor attendee gift bags with your corporate logo ( <i>opportunity for only ONE vendor</i> )	\$ 4,500
• Sponsor Breakfast ( <i>choose from Monday, Tuesday or Wednesday</i> )	\$ 5,000
• Sponsor Lunch ( <i>choose Monday or Tuesday</i> )	\$ 8,000
• Sponsor Afternoon Coffee/Drink/Snack Break ( <i>choose Monday or Tuesday</i> )	\$ 3,500
• Sponsor Evening Event or Tour	TBD

**Partial Meal Sponsorships are Available**

# SEAT 2012 SEAT Sponsorship Registration

## Exhibitor/Sponsorship Partnership Program

Cost: \$7,500

### Includes:

- Includes corporate attendees/conference registrations for up to 2 (two) employees.
- Includes 3 days of conference sessions most meals are included, venue tours, transportation, networking events and receptions.
- Includes unprecedented opportunity to network with and gain access to Technology, Marketing and Operations Executives across sports & entertainment
- Includes full list of technology Attendees & Corporate Sponsors' contact information (*provided after conference*)
- Includes 8.5' x 6' Exhibit space (20 Standard exhibit spaces and 3 Premium Spaces Available)
- Includes invitations to quarterly networking events and conference calls
- Includes premium LinkedIn access to 2012 SEAT Conference Attendees Group - continue networking after the conference with attendees through established social networking group via SEAT
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### SPONSORSHIP SELECTION

**SEAT 2012 Sponsor Base Package = \$ 7,500**

Exhibitor Space First Choice # \_\_\_\_\_

Exhibitor Space Second Choice # \_\_\_\_\_

#### A La Carte Options:

- Boston Red Sox Baseball Ticket \$40 ea \$ \_\_\_\_\_
- ~~Premier Exhibit Space upgrade~~ \$ \_\_\_\_\_
- ~~Vendor Showcase~~ \$ \_\_\_\_\_
- ~~Sponsor conference lanyards~~ \$ \_\_\_\_\_
- Sponsor attendee gift bags with logo \$ \_\_\_\_\_
- Sponsor Breakfast \$ \_\_\_\_\_
  - Circle Mon, Tues or Wed
- Sponsor Lunch \$ \_\_\_\_\_
  - Circle Mon or Tues
- Sponsor Afternoon Coffee/Drink/Snack \$ \_\_\_\_\_
- Sponsor Evening Event or Tour \$ \_\_\_\_\_

**GRAND TOTAL = \$ \_\_\_\_\_**

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

SHOW COORDINATOR CONTACT PERSON:

\_\_\_\_\_

**PAYMENT TOTAL: \$**

Payment Information:

MasterCard Visa Check #

*Make Check Payable to SEAT, LLC*

Card Number:

Exp. Date:

Cardholder Name:

Cardholder Signature:

**HOST HOTEL**

**INFORMATION:**

The Liberty Hotel

215 Charles St

Boston, MA 02114

www.libertyhotel.com

**THE LIBERTY HOTEL**

**RESERVATIONS:**

866-507-5245.

*Mention: SEAT CONSORTIUM*

*For group rate*

**FAX, SCAN/E-MAIL OR MAIL FORM & PAYMENT:**

Christine Stoffel

SEAT LLC

14326 W. Banff Ln, Surprise, AZ 85379

Christine.stoffel@seatconsortium.com

Cell: 602-639-1807 Fax: 623-243-4160

# 2012 SEAT Conference Exhibitor Information Details

**LIMITED AVAILABILITY ... Send in your application TODAY**

For more information on Conference Sponsorship and Exhibition Opportunities, contact:

Christine Stoffel (602) 639-1807 [Christine.stoffel@seatconsortium.com](mailto:Christine.stoffel@seatconsortium.com)

Chris Dill (503) 680-3222 [Chris.dill@seatconsortium.com](mailto:Chris.dill@seatconsortium.com)

## EXHIBIT HALL LOCATION:

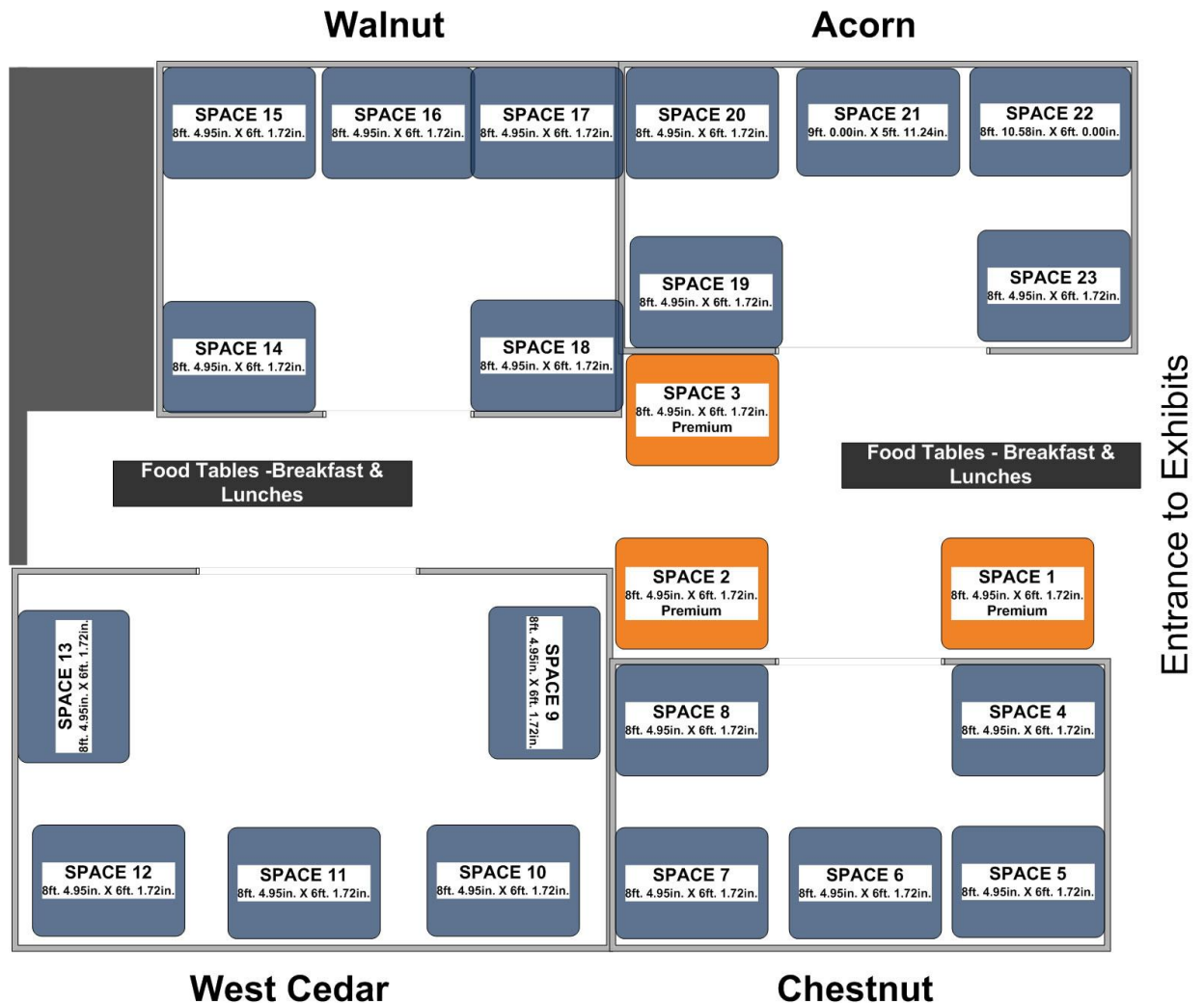
- The Liberty Hotel (West Cedar, Walnut, Acorn and Chestnut)

**EXHIBIT SET-UP** *(Exhibit spaces are standard table/cloth set-up; Limited space does not accommodate for large infrastructure settings)*

- Sunday August 5, 2012 8:00 a.m. – 4:00 p.m.

## EXHIBIT HOURS (subject to change)

- Sunday, August 5, 2012 6:00 p.m. – 9:00 p.m.
- Monday, August 6, 2012 12:00 p.m. – 1:20 p.m. (Lunch is served in exhibit area).
- Tuesday, August 7, 2012 12:00 p.m. – 1:20 p.m. (Lunch is served in exhibit area).





# 2012 SEAT Conference Sponsor Information Sheet

**Must be submitted with registration**

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

**Website** \_\_\_\_\_

**Corporate Sponsor Main Contact Person:**

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

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

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

City, State: \_\_\_\_\_

Zip: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

**Complimentary Attendee 1:**

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

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

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

City, State: \_\_\_\_\_

Zip: \_\_\_\_\_

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

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

E-mail: \_\_\_\_\_

**Complimentary Attendee 2:**

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

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

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

City, State: \_\_\_\_\_

Zip: \_\_\_\_\_

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

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

E-mail: \_\_\_\_\_

**(50 words or less)** Please provide a brief description of your company, products or services. This will be used to promote your company in conference materials and posted on SEAT website:

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