



SUPER REGIONAL MARKETING OPPORTUNITIES

We invite all our members to participate in our marketing program for the *Super Regional Meeting and Buying Show!* All members of Campus Stores of New England, College Stores Association of New York State and Middle Atlantic College Stores will be invited to the Super Regional. The event will be held March 2–5, 2009 at Mohegan Sun in Uncasville, CT. The Buying Show is all day on the 4th. The Super is always a highly rated and well attended event. We anticipate the 2009 Super will be just as successful and that over 600 will attend!

The Super wouldn't be super without the support of many of our members, including those who support the associations with sponsorships, in-kind donations and advertising. Your support serves the dual purpose of providing you with positive industry exposure while reducing the meeting costs for our store attendees, your customers. All these marketing opportunities are optional ways of providing you and your company with additional exposure.

SPONSORSHIP:

The following is an outline of the levels of sponsorship and what we can offer you in exchange for your generous donation. We want to be sure that our memberships are aware of your wonderful support.

PLATINUM LEVEL (\$2,500 OR MORE)

- All the benefits of Gold Level sponsorship
- One set of mailing labels for all three associations' store members (to be used only once)
- Full advertisement in meeting program
- First choice of booth assignment (to be made no later than January 15, 2009)

GOLD LEVEL (\$1,000 - \$2,499)

- All the benefits of Silver Level sponsorship
- Banner or signage placement rights at your choice of sponsored event (events assigned on a first come basis)
- Acknowledgment at the event or opportunity to introduce the event

SILVER LEVEL (\$500 - \$999)

- All the benefits of Bronze Level sponsorship
- Your company logo in meeting program (please e-mail logo in JPG)
- Your company logo on the sponsor list on the Super Regional web site

BRONZE LEVEL (\$250 - \$499)

- Your company's name on the sponsor list on the Super Regional web site
- A certificate of appreciation presented to you by the Super Regional Committee
- Recognition at the dinner the evening before the buying show
- Sponsor ribbon to wear on badge at meeting
- Recognition in meeting program
- The possibility of a photo or other recognition in the associations' newsletters

IN-KIND DONATIONS:

In keeping with our meeting theme, we are requesting donations that are earth friendly including those made from recycled materials. The Super Regional Committee is seeking the following product donations. Once your donation is confirmed, we can provide art, due date and shipping details:

- ~~625 imprinted USB drives — for all attendees *Gone! Thank You D&H!*~~
- ~~625 imprinted stainless steel water bottles — for all attendees *Gone! Thank You MCM!*~~
- ~~625 imprinted lanyards — for all attendees *Gone! Thank You Spirit Products*~~
- ~~625 imprinted pens — for all attendees *Gone! Thank You Neil Enterprises!*~~
- ~~250 imprinted tote bags — for our store attendees *Gone! Thank You EnviroTote!*~~
- ~~250 6 x 9 imprinted spiral notebooks — for our store attendees *Gone! Thank You Roaring Springs!*~~
- ~~Prizes for “greenest” booth contest — 1 for winning vendor, 1 for winning store (latter will be a participating store) *Gone! Thank You Rick Schwartz @ Charles River Apparel!*~~

Please identify the monetary value of your donation so we may credit your company with the proper sponsorship level and corresponding benefits.

ADVERTISING OPPORTUNITIES:

NEW!!! We will have projection equipment to run ads on a continuous loop in the seating area during the Buying Show. Ads should be submitted in PowerPoint and may be single slides or movies (MPV). The length of all movies should not exceed 30 seconds.

PowerPoint Ads:

\$100

If you would like to take advantage of the Super Marketing Opportunities, please complete the following:

Company: _____

Representative: _____

Phone: _____ E-mail: _____

Sign us up for: _____ \$ _____
Circle one: value of donation or donation

Sponsorship/Advertising Payment: - Check payable to **Super Regional Group LLC** is enclosed or:

Visa/MasterCard/American Express Number: _____

Expiration Date: _____ Card Holder's Signature: _____

Credit Card Billing Address: _____

By completing this form, I authorize the Super Regional Office to charge our card for: \$ _____

Please mail this form w/check or credit card info. or fax the form w/credit card info. to:

Super Regional Group LLC
c/o McKenna Management, Inc.
6 Boston Road, Suite 201
Chelmsford, MA 01824
978 250-1117 fax

E-mail logos and ads to Karen@McKennaMgt.com

Questions?

Please contact Dianne Holmes @ 207-581-1712 or Dianne.Holmes@umit.maine.edu

THANK YOU FOR YOUR SUPPORT!