



Trade Show participation allows for: Education of Your Target Audience, the Introduction of New Products and Services and Personal Interaction with Current & Prospective Customers, Competitors & Suppliers

Trade Show participation is proven to: Generate Sales Leads, Enhance Visibility & Image, and Establish a Presence in the Marketplace

28 E. Jackson, Ste. 910
Chicago, IL 60604
312-987-1906
www.actha.org

ACTHA
logo

2010

PROMOTIONAL OPPORTUNITIES

FOR BUSINESSES SERVING CONDO, TOWNHOME & HOAs

***ACTHA has numerous opportunities to put your company
in front of your target market!***

ACTHA The Association of Condominium, Townhouse & Homeowner Associations is the largest statewide organization representing boards and owners. Our mission is to educate board directors and owners in the methods of association operations and provide a forum for the exchange of ideas and information.

EARLY-BIRD EXHIBITORS Sign up early and ACTHA will list your company in the advance program sent to 8,000+ associations. *The Early-Bird deadline for the spring and fall trade shows are January 31, 2010 and September 1, 2010 respectively.*

PAYMENT TERMS Companies may pay with a check (preferred) or a credit card through ACTHA's third party vendor PayPal. *To pay via credit card, go to ACTHA's web site: www.actha.org and click on "For Vendors" to the right on the home page. Complete the registration form and you will be directed to the PayPal website: www.paypal.com*

SPONSORSHIP PACKAGES ACTHA values our member companies that assist in underwriting our year-round efforts. ACTHA offers three levels of sponsorship:

PLATINUM SPONSORSHIP / \$ 2,500 for calendar year 2010

- ACTHA Membership
- Recognition on ACTHA's home page, in each monthly newsletter, program book and on signage
- Banner advertising on ACTHA's home page
- Exhibit space at all three trade shows with the opportunity to select booth location
- Half page ad in all three program books
- Expanded Listing in Commercial Directory and on ACTHA's web site
- Premium space advertising in the "Commercial Directory"
- Company logo/name on 2010 give-away item (*commitment needed by January 31*)
- Special mention in all advance publicity mailings to 8,000+ community associations

GOLD SPONSORSHIP / \$ 1,500 for calendar year 2010

- ACTHA Membership
- Special recognition on ACTHA's home page, program books and trade show signage
- Exhibit space at the Spring Conference and at one of the two fall Expos with the opportunity to select booth location , plus a quarter page ad in two of the three trade show program books
- Expanded Listing in Commercial Directory and on ACTHA's web site as well as a Directory Ad
- Special mention in all advance publicity mailings to 8,000+ community associations

EXPO SPONSORSHIP / \$ 1,000 for calendar year 2010

- ACTHA Membership
- Sponsorship listing on ACTHA's web site
- Exhibit space and a business page ad in the program book in one of the three trade shows with the opportunity to select booth location
- Special mention in items related to that trade show
- A choice of an Expanded Listing or Ad in the Commercial Directory
- Special mention in the advance publicity mailing to 8,000+ association

For more information, call 312-987-1906 or email gael@actha.org

YES!!! We are interested in the following activities for 2010 *(Note: Prices below are ACTHA member rates; if a non-member, add \$225 to total):*

Sponsorship Packages:

Platinum Sponsor	(\$2,500 for 2010)	\$_____
Gold Sponsor	(\$1,500 for 2010)	\$_____
Expo Sponsor	(\$1,000 for 2010)	\$_____

Trade Show/Expo Opportunities:

12' exhibit space	(\$ 595)	\$_____
6' exhibit space	(\$ 495)	\$_____
Electricity	(\$ 85)	\$_____

Commercial Directory Advertising

Ad & expanded listing	(\$ 185)	\$_____
Basic ad	(\$ 105)	\$_____
Expanded listing	(\$ 105)	\$_____

Newsletter & Program Book Advertising

Full page	(\$ 295)	\$_____
Half page	(\$ 205)	\$_____
Quarter page	(\$ 155)	\$_____
Business card	(\$ 105)	\$_____

(ACTHA offers multiple advertising discounts; for more information call 312-987-1906 or www.actha.org and click on "For Vendors")

Monthly Newsletter Insert

One month	(\$ 595—call to reserve month)	\$_____
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ACTHA Commercial Membership (\$ 225) \$_____

(Note: Current members will receive invoice when membership is due)

TOTAL AMOUNT DUE \$_____

Company:_____

Contact name (for ACTHA internal purposes)_____

Contact name (for external publications)_____

Address:_____

City:_____ State:_____ Zip:_____

Telephone:_____ Fax:_____

Email:_____ Web:_____

BY CHECK: Make payable to "ACTHA". Detach form and mail with payment to:
28 E. Jackson, Ste. 910, Chicago, IL 60604

BY CREDIT CARD: www.actha.org. Click on "For Vendors" to the right on the Home Page

ALA CARTE SPONSORSHIP OPPORTUNITIES

Conferences and Expo/Trade Shows In 2010 ACTHA will host its annual Conference and Trade Show at Drury Lane on Saturday, March 20. In addition there will be two Expos targeted to associations in the south (Saturday, September 25 in Tinley Park) and in the north (October 9 at the Lincolnshire Marriott), although information on both events will be sent to all associations in ACTHA's database.

Targeted to board members, owners and managers, all three events offer a selection of educational programs and an opportunity to meet with vendors. Program book advertising is available (see below). ACTHA offers two booth sizes: 12' is \$ 595, 6' is \$495. Electricity if needed is \$ 85.

Newsletter & Program Book Advertising ACTHA publishes a monthly newsletter and a program book in conjunction with its trade shows. There is a discount when placing multiple advertising in the newsletter. The rates are as follows: Full page: \$ 295, Half page: \$ 205, Quarter page: \$ 155 and business card: \$ 105. For newsletter advertising of three months or more, contact ACTHA at 312-987-1906.

Commercial Directory ACTHA's free commercial directory is published in September. It lists current members and their contact information (supplements are printed and distributed throughout the year). ACTHA members are also listed on the web site. Members may purchase advertising in the directory and an Expanded Listing (a description of services, listing of multiple Illinois locations and staff contacts). Orders may be placed up until July 15, 2010. The Ad or Expanded Listing is \$ 105 each or order both—and save money—for a total cost of \$ 185.

Exclusive Monthly Newsletter Insert With each monthly newsletter, ACTHA allows one advertiser to place an insert. Limited to ACTHA commercial members, this represents a guaranteed mailing of 1,400 to named individuals. Companies need to reserve any month in advance and all inserts must be folded to fit a #10 envelope. *A great way to avoid the appearance of "junk mail!"* The cost is \$ 595.

Mailing List Rental Companies may target mailings to ACTHA's database of 8,000+ associations. Simply identify the zip codes your company wishes to target, deliver the mailing to the office sealed and stamped and ACTHA will affix the labels. Mailings to members go to a named individual and non-member mailings go to "Current President." The cost is 30 cents per label and \$ 30 an hour secretarial.

"We were very pleased by the good response we had from property managers, condo/townhome residents and board members, as well as other vendors. We have already done business – signed, sealed and delivered! And paid for! – from connections we made at the show. And we have estimates and other opportunities still in the works."

Patty Petersen, CRC Concrete Raising of Illinois