



## SPONSORSHIP SPECIFICATIONS

All sponsors receive recognition on signage, on [www.geoint2006.com](http://www.geoint2006.com), in the event guide and other locations as specified in the "Sponsorship Opportunities" document. Please be sure that you have sent your most recent logo in BOTH .eps and .jpeg formats to Kira Wilson of USGIF at [kira.wilson@usgif.org](mailto:kira.wilson@usgif.org). Please contact Kira Wilson with any questions at 703-788-6743.

### Advertising on Pocket Agenda

Artwork for advertising in the pocket agenda should be sent by September 22, 2006 to Kira Wilson of USGIF at [kira.wilson@usgif.org](mailto:kira.wilson@usgif.org). Please contact Kira for the advertising specs, which are listed on a separate pdf.

### AM Coffee Breaks / PM Coffee/Dessert/Snack Break

Sponsor can provide literature, not to exceed 8 ½ "x 11" which show management will distribute at the break stations. Literature should be sent to the Advance Warehouse on or before November 3, 2006. All shipments must be labeled exactly as follows:

Attn: GEOINT 2006 – Sponsorship Literature/Show Management  
Gaylord Palms Resort & Convention Center  
Orlando, FL (Nov. 14 – 16, 2006)  
c/o Brede Exposition Services  
2502 Lake Orange Drive  
Orlando, FL 32837

Quantity = 2,000

Exhibitor is responsible for all shipping and material handling charges.

### Badge Holders/Lanyards

Sponsorship includes logo to be placed on the front of the badge holder. Sponsor to provide show management their logo in .eps format by August 14, 2006.

### Belly Band Around Event Guide

Sponsor to provide artwork measuring 4" h x 18" w . The artwork should be sent by Friday, October 6, 2006 to:

Brady Lutsko

Lutsko Marketing Communications  
2950 Van Ness St. NW #923  
Washington, DC 20008  
Phone: 202-249-0294  
Email: [brady@bradylutsko.com](mailto:brady@bradylutsko.com)

**Care Package & Gift Basket/Welcome Packet**

Sponsor to provide Care Packages/Gift Basket/Welcome Packet should be sent to Advance Warehouse on or before November 3, 2006. All shipments must be labeled exactly as follows:

Attn: GEOINT 2006 – Care Packages/Show Management  
Gaylord Palms Resort & Convention Center  
Orlando, FL (Nov. 14 – 16, 2006)  
c/o Brede Exposition Services  
2502 Lake Orange Drive  
Orlando, FL 32837

Quantity = 2,000

Exhibitor is responsible for all shipping and material handling charges.

**Collateral Placed in Conference Bag**

Sponsor to provide literature, not to exceed 8 ½ “x 11” which show management will insert into the conference bags. Literature should be sent to Advance Warehouse on or before November 3, 2006. All shipments must be labeled exactly as follows:

Attn: GEOINT 2006 – Bag Literature/Show Management  
Gaylord Palms Resort & Convention Center  
Orlando, FL (Nov. 14 – 16, 2006)  
c/o Brede Exposition Services  
2502 Lake Orange Drive  
Orlando, FL 32837

Quantity = 2,000

Exhibitor is responsible for all shipping and material handling charges.

**GEOINTv**

The GEOINTv Platinum level includes up to a 1 minute commercial to be incorporated into each program. Video should be in BETA SP format and should be sent by October 2, 2006 to:

MJM Creative  
Attn: Steve Foster  
2111 Wilson Blvd.  
Suite 210  
Arlington, VA 22201

Any questions should be directed to Steve Foster (202) 494-4414.

Interviews can be pre-scripted by the sponsor. All questions for the interviews need to be sent by September 17, 2006 to:

Patrick Nash  
1658 N. Milwaukee Ave. #246  
Chicago, IL 60647

Any questions should be directed to Patrick Nash, [nashfilms@yahoo.com](mailto:nashfilms@yahoo.com), phone (773) 539-4700.

Highlights of the booth should be scheduled in advance by sponsor and Patrick Nash. Please contact Patrick at (773) 539-4700 by September 17, 2006.

### **Hall of Fame Dinner**

Sponsors have ability to provide a 3 minute video to be played prior to dinner being served. Video should be in Beta SP format and should be sent by October 16, 2006 to:

MJM Creative  
Attn: Steve Foster  
2111 Wilson Blvd.  
Suite 210  
Arlington, VA 22201

Any questions should be directed to Steve Foster, [stevenfoster@mac.com](mailto:stevenfoster@mac.com), phone: (202) 494-4414.

Sponsors also have the ability to provide table favors and literature to be placed which show management will distribute to the tables. Literature should not exceed 8 ½" x 11". Table favors and literature should be delivered on or before November 3, 2006. All shipments must be labeled exactly as follows:

Attn: GEOINT 2006 –Hall of Fame Dinner/Show Management  
Gaylord Palms Resort & Convention Center  
Orlando, FL (Nov. 14 – 16, 2006)  
c/o Brede Exposition Services  
2502 Lake Orange Drive  
Orlando, FL 32837

Quantity = 1,500

Exhibitor is responsible for all shipping and material handling charges.

### **Hotel Door Drop**

Literature not exceeding 8 ½ "x 11" should be sent to Advance Warehouse on or before November 3, 2006. All shipments must be labeled exactly as follows:

Attn: GEOINT 2006 – Hotel Door Drop/Show Management  
Gaylord Palms Resort & Convention Center  
Orlando, FL (Nov. 14 – 16, 2006)  
c/o Brede Exposition Services  
2502 Lake Orange Drive  
Orlando, FL 32837

Quantity = 2,000

Exhibitor is responsible for all shipping and material handling charges.

### **Janus Board Advertising at Gaylord Palms**

Sponsor to provide commercial in power point format not to exceed 1 minute in duration by November 1, 2006 to Kira Wilson of USGIF at [kira.wilson@usgif.org](mailto:kira.wilson@usgif.org).

### **Hotel Door Hanger**

Sponsor to provide door hangers and sent to Advance Warehouse on or before November 3, 2006. All shipments must be labeled exactly as follows:

Attn: GEOINT 2006 – Hotel Door Hanger/Show Management  
Gaylord Palms Resort & Convention Center  
Orlando, FL (Nov. 14 – 16, 2006)  
c/o Brede Exposition Services  
2502 Lake Orange Drive  
Orlando, FL 32837

Quantity = 2,000

Exhibitor is responsible for all shipping and material handling charges.

### **Hotel Key Card**

Sponsor to provide show management with artwork for keycards by October 13, 2006. The specifications for the artwork is as follows:

Artwork should be created in the most current version of QuarkXpress, InDesign, Illustrator, Photoshop and Freehand. Please do not submit Microsoft Word, Excel, Power Point or Publisher files.

File Information/Formats:

- Please submit vector artwork
- If creating artwork in Photoshop, please submit, layered CMYK files. Resolution should be 300 at actual size.
- Do not send 72 dpi images from the web.
- Supply all necessary fonts and images. Collect for Output (Quark) or Package (InDesign) your documents to ensure everything is included.
- All type should be at least 6 pt. in size. To be legible, reversed type should be a least 8 pt.
- Artwork using PMS colors should be vector, with the colors specified, unless the final printing is to be CMYK.
- Keep all non-bleed elements (logos, arrows, etc.) 1/8” inside all edges of the keycard.
- Bleed, if applicable, should extend to 1/16” beyond the edge of the card.
- All rules and outlines should be .5 pt. or greater.
- PMS colors can be converted to CMYK but cannot be guaranteed to match the specified PMS color.

Please contact Kira Wilson of USGIF at 703-788-6743 or [kira.wilson@usgif.org](mailto:kira.wilson@usgif.org) as she can provide you additional information regarding the key card sponsorship.

### **iConnect Surf the Web at the Gaylord Palms**

Sponsor to provide content for the home page by November 1, 2006 to Kira Wilson at [kira.wilson@usgif.org](mailto:kira.wilson@usgif.org). Please contact Kira in advance as she can provide you the template for the content.

## **Internet Café**

Sponsorship includes a link to the sponsors URL from the homepage of the pc's in the Internet Café. Sponsor to provide link to Kira Wilson of USGIF at [kira.wilson@usgif.org](mailto:kira.wilson@usgif.org) by November 1, 2006. Sponsor has the ability to provide a piece of literature or a giveaway which show management will distribute in the internet café. If literature is selected, it can't exceed 8 ½" x 11". Literature should be sent to Advance Warehouse on or before November 3, 2006. All shipments must be labeled exactly as follows:

Attn: GEOINT 2006 – Internet Café /Show Management  
Gaylord Palms Resort & Convention Center  
Orlando, FL (Nov. 14 – 16, 2006)  
c/o Brede Exposition Services  
2502 Lake Orange Drive  
Orlando, FL 32837

Quantity = 2,000

Exhibitor is responsible for all shipping and material handling charges.

## **Lamp Post Banners around Gaylord Palms**

Sponsor to provide art work by October 15, 2006 either by uploading to the following FTP Site:  
<ftp://docs/brede.com>  
Username: Brede  
Password: bysbas

Once you've logged in, double click on the "BredeWA" folder. Drop and drag your files to the "GEOINT" folder.

Or via mail to:

Brede-Washington, Inc.  
6801 Mid-Cities Avenue  
Beltsville, MD 20705-1411  
Attn: Jack Johnson  
PH: 301-937-8600

Graphic Requirements for Production

Vector Images:

- An Adobe Illustrator CS (or earlier version) eps., ai. or pdf. File with text converted to outlines.
- Corel 11 (or earlier version) cdr. with text converted to curves.
- PMS (Pantone Matching System) color matching requested.

Rasterized Images:

- Any jpg, bmp, tif, gif, ps, or psd (Photoshop 7 or earlier version) preferable 300 dpi or greater at no less than 1/3 the actual finished production size. If image is the actual production size and clean, 72 to 150 dpi is sufficient. Please, if at all possible, do not mix CMYK and RGB color values or images within the same file.

**NOTE:** MAC users can keep file in MAC format, but please provide the file type being sent if it is not included as an extension of the actual file name. **ALL TEXT MUST BE CONVERTED TO**

**OUTLINES.** Please do not use symbols (ie. < >) or punctuation when naming file. When compression is necessary, please “zip”. We cannot uncompress “sitx.” files.

### **Lunches in the Exhibit Hall**

Sponsors have the ability to provide a piece of literature or a giveaway which show management will distribute on the lunch tables. If literature is selected, it can't exceed 8 ½" x 11". Literature should be sent Advance Warehouse on or before November 3, 2006. All shipments must be labeled exactly as follows:

Attn: GEOINT 2006 –Exhibit Hall Lunches/Show Management  
Gaylord Palms Resort & Convention Center  
Orlando, FL (Nov. 14 – 16, 2006)  
c/o Brede Exposition Services  
2502 Lake Orange Drive  
Orlando, FL 32837

Quantity = 2,000

Exhibitor is responsible for all shipping and material handling charges.

### **Shoe Shine Station**

Sponsor has the option to create the coupon which will be distributed at registration. Coupons can't exceed 8 ½" x 11". Sponsors can also request that the shoe shine staff wear their company shirt. Shirts should be provided to the shoe shine staff while on site. Coupons should be sent to Advance Warehouse on or before November 3, 2006. All shipments must be labeled exactly as follows:

Attn: GEOINT 2006 –Shoe Shine Station/Show Management  
Gaylord Palms Resort & Convention Center  
Orlando, FL (Nov. 14 – 16, 2006)  
c/o Brede Exposition Services  
2502 Lake Orange Drive  
Orlando, FL 32837

Quantity = 2,000

Exhibitor is responsible for all shipping and material handling charges.

### **Spinning Kiosk**

Sponsor to provide art work by October 15, 2006 date either by uploading to the following FTP Site:

<ftp://docs/brede.com>

Username: Brede

Password: bysbas

Once you've logged in, double click on the “BredeWA” folder. Drop and drag your files to the “GEOINT” folder.

Or via mail to:

Brede-Washington, Inc.  
6801 Mid-Cities Avenue  
Beltsville, MD 20705-1411  
Attn: Jack Johnson  
PH: 301-937-8600

## Graphic Requirements for Production

### Vector Images:

- An Adobe Illustrator CS (or earlier version) eps., ai. or pdf. File with text converted to outlines.
- Corel 11 (or earlier version) cdr. with text converted to curves.
- PMS (Pantone Matching System) color matching requested.

### Rasterized Images:

- Any jpg, bmp, tif, gif, ps, or psd (Photoshop 7 or earlier version) preferable 300 dpi or greater at no less than 1/3 the actual finished production size. If image is the actual production size and clean, 72 to 150 dpi is sufficient. Please, if at all possible, do not mix CMYK and RGB color values or images within the same file.

**NOTE:** MAC users can keep file in MAC format, but please provide the file type being sent if it is not included as an extension of the actual file name. **ALL TEXT MUST BE CONVERTED TO OUTLINES.** Please do not use symbols (ie. < >) or punctuation when naming file. When compression is necessary, please “zip”. We cannot uncompress “sitx.” files.

### **Transportation Sponsorship –**

Sponsorship includes playing of a video (format TBD) in the busses throughout the week. Complete information regarding the type and number of videos will be sent no later than October 15, 2006. Sponsor needs to send copies of the video no later than November 3, 2006 to:

ATTN: Kira Wilson  
2325 Dulles Corner Blvd., Suite 500  
Herndon, VA 20171

\*\* Please note that not all busses will have the ability to play videos.

### **Turn Down Service**

Sponsor to provide small item to be placed on the pillow of each attendees' room at GEOINT 2006. Sponsor to send item sent to Advance Warehouse on or before November 3, 2006. All shipments must be labeled exactly as follows:

Attn: GEOINT 2006 –Turn Down Service/Show Management  
Gaylord Palms Resort & Convention Center  
Orlando, FL (Nov. 14 – 16, 2006)  
c/o Brede Exposition Services  
2502 Lake Orange Drive  
Orlando, FL 32837

Quantity = 2,000

Exhibitor is responsible for all shipping and material handling charges.

### **Welcome Letter on iConnect System at Gaylord Palms**

Sponsor to provide content for the welcome letter by November 1, 2006 to Kira Wilson of USGIF at [kira.wilson@usgif.org](mailto:kira.wilson@usgif.org).