



# **ASAP Media Sponsorship Opportunities and 2012 Rate Card**

---

# **ASAP 2012 Global Summit Sponsorship Opportunities and Rate Card**



**A | S | A | P**

ASSOCIATION OF  
STRATEGIC ALLIANCE  
PROFESSIONALS



# Create an integrated marketing Reach leading alliance professionals as a global alliance and

**ASAP Media** is the newly launched publishing and media program from the **Association of Strategic Alliance Professionals**. Led by our flagship publication, *Strategic Alliance Magazine*, ASAP Media reaches a growing audience of more than 6,000 strategic alliance and collaborative business professionals, including ASAP members. Become an *ASAP Media* sponsor and open a gateway to the world's leading alliances and alliance practitioners.

By sponsoring the only publications and media dedicated to the alliance profession, you will reach thousands of leading collaborations and alliance practitioners worldwide.

Here are some of the ASAP Media sponsorship opportunities open to you:

- **Strategic Alliance Magazine** – our quarterly magazine provides comprehensive coverage of business collaboration and strategic alliance management for both partnering experts and general business readers
- **ASAP Media Online** – this dedicated section of [strategic-alliances.org](http://strategic-alliances.org) provides an online portal to access the full range of ASAP Media content and programming, including the latest alliance and ASAP news and events, selected magazine articles, e-newsletters, blogs, video, and more. Sponsor your own dedicated channel within ASAP Media Online and reach our worldwide audience with your blogs, articles, video, and other content
- **[www.strategic-alliances.org](http://www.strategic-alliances.org)** – ASAP's website provides the latest news, research, and events for all audiences as well as searchable archives and a secure membership portal
- **ASAP TV** – our rapidly expanding online video programming includes expert interviews, events coverage, and educational productions that reach a worldwide audience via YouTube and ASAP Media Online
- **ASAP Blogs and Newsfeeds** – regular blogs of news, analysis, case examples, and thoughtful opinion posted by ASAP member practitioners, alliance management experts, and more
- **ASAP Monthly Member Newsletter** – our monthly e-newsletter reaches more than 6,500 ASAP members and other alliance professionals, providing staff and contributed feature articles as well as the latest news and events
- **ASAP Special Edition e-Newsletters** – sponsored special reports, case studies, and analyses
- **ASAP Web Seminars** – regular programs and custom webinars produced by ASAP Media staff
- **ASAP Custom Media** – research studies, white papers, and special reports published with the imprimatur of ASAP



# ing program with ASAP Media. onals and position your company d collaboration leader.



## Why Should Your Company Become an ASAP Media Sponsor?

ASAP Media Sponsorship provides a unique opportunity to:

- Reinforce your organization's presence, reputation, and impact as a leader in alliance management
- Attract the best and brightest alliance professionals to your company
- Increase the visibility and influence of your alliance relationships
- Support the only media dedicated to advancing the success of your alliances.

## ASAP Media and Summit 2012 sponsorship packages simplify your planning and stretch your budget

You always have the flexibility to create and customize your media and event sponsorship program. Now ASAP Media simplifies your sponsorship planning process with comprehensive, optimized media and 2012 Global Summit sponsorship packages that maximize the impact of your alliance marketing budget. Our packages include:

Details on Pages 4-7	Details on Pages 10-11	Details on Page 12
<b>Titanium Media Package</b>	<b>Titanium Summit Sponsorship</b>	<b>Collaborative Business Bundle</b>
<b>Platinum Media Package</b>	<b>Platinum Summit Sponsorship</b>	Choose from 16 Combined
<b>Gold Media Package</b>	<b>Gold Summit Sponsorship</b>	Media and Summit Sponsorship
<b>Silver Media Package</b>	<b>Silver Summit Sponsorship</b>	Opportunities!

## Call +1-646-232-6620 to Become an ASAP Media Sponsor Today!

To learn more or purchase your sponsorship program, speak to any ASAP staff member at +1-781-562-1630 or contact:

**John DeWitt**, Publisher, ASAP Media

Tel: +1-646-232-6620

[jdewitt@asapmedia.org](mailto:jdewitt@asapmedia.org)

**Art Canter**, President & CEO, ASAP

Tel: +1-781-562-1630 ext 201

[acanter@strategic-alliances.org](mailto:acanter@strategic-alliances.org)



## Titanium Media Package: \$50,000

Media Feature	Rate Card Value
<b>One Six-Page Sponsored Special Supplement to <i>Strategic Alliance Magazine</i>:</b> Up to six pages in magazine for sponsor-provided articles, advertising, or other content	\$15,000
<b>One sponsored editorial feature, column, or special focus section in <i>Strategic Alliance Magazine</i>:</b> Includes full-page full-color ad in <i>Strategic Alliance Magazine</i> adjacent to each issue's sponsored editorial, plus recognition in sponsored article (print and online)	\$6,000
<b>Two two-page spreads (or four full-page ads) full-color in <i>Strategic Alliance Magazine</i>:</b> Placed in a premium magazine position (based on availability)	\$12,000
<b>Six-month sponsorship of dedicated channel on ASAP Media website:</b> Includes one rotating banner sponsorship throughout ASAP Media online plus one dedicated page featuring sponsored or any other content provided by sponsor	\$6,000
<b>Two Web Seminars (with On-Demand Archives):</b> Sponsorship of two hour-long educational web seminars; includes sponsor-provided speaker(s) and/or ASAP Media-provided speaker(s)	\$5,000
<b>Two ASAP Monthly e-newsletter Sponsorships:</b> Includes banner ad, sponsored links, and opportunity to include sponsor-provided article in each issue	\$5,000
<b>Two Special Edition e-Newsletters:</b> Special Edition distribution of article(s), research report, white paper, or other sponsor-provided and/or <i>ASAP Media</i> editorial content	\$5,000
<b>Six-Month ASAP Media Blog/Newsfeed Sponsorship:</b> Sponsorship of ASAP Media blog — plus available blog for sponsor	\$3,000
<b>ASAP TV Sponsorship for Six Months:</b> Sponsorship banner on ASAP TV plus opening credit recognition/ad in up to ten selected video segments	\$3,000
<b>ASAP Media Web Site Sponsorship (Six Months):</b> Six-month rotating banner on all ASAP Media pages (can include link to sponsor web site)	\$3,000
<b>250 copies of <i>Strategic Alliance Magazine</i> with courtesy imprint</b>	\$2,000
Total Rate Card Value	\$65,000

## Platinum Media Package: \$37,500

Media Feature	Rate Card Value
<b>One Three-Page Sponsored Special Supplement to <i>Strategic Alliance Magazine</i>:</b> Up to three pages in magazine for sponsor-provided articles, advertising, or other content	\$9,000
<b>One sponsored editorial feature, column, or special focus section in <i>Strategic Alliance Magazine</i>:</b> Includes one full-page ad in <i>Strategic Alliance Magazine</i> adjacent to each issue's sponsored editorial, plus recognition in sponsored article (print and online)	\$6,000
<b>One full-color full-page spread (or two color full-page ads) in <i>Strategic Alliance Magazine</i>:</b> Placed in a premium magazine position (based on availability)	\$6,000
<b>Three-month sponsorship of dedicated channel on ASAP Media website:</b> Includes one rotating banner sponsorship throughout ASAP Media online plus one dedicated page featuring sponsored or any other content provided by sponsor	\$3,000
<b>Two Web Seminars (with On-Demand Archives):</b> Sponsorship of two hour-long educational web seminars; includes sponsor-provided speaker(s) and/or ASAP Media-provided speaker(s)	\$5,000
<b>Two ASAP Monthly e-newsletter Sponsorships:</b> Includes banner ad, sponsored links, and opportunity to include sponsor-provided article	\$5,000
<b>One Special Edition e-Newsletter:</b> Special Edition distribution of article(s), research report, white paper, or other sponsor-provided and/or <i>ASAP Media</i> editorial content	\$2,500
<b>Six-Month ASAP Media Blog/Newsfeed Sponsorship:</b> Sponsorship of ASAP Media blog — plus available blog for sponsor	\$3,000
<b>ASAP TV Sponsorship for Six Months:</b> Sponsorship banner on ASAP TV plus opening credit recognition/ad in up to ten selected video segments	\$3,000
<b>ASAP Media Web Site Sponsorship (Six Months):</b> Six-month rotating banner on all ASAP Media pages (can include link to sponsor web site)	\$3,000
<b>100 copies of <i>Strategic Alliance Magazine</i> with courtesy imprint</b>	\$1,000
Total Rate Card Value	\$46,500

## Gold Media Package: \$25,000

Media Feature	Rate Card Value
<b>One sponsored editorial feature, column, or special focus section:</b> Includes one full-page ad in <i>Strategic Alliance Magazine</i> , plus sponsor recognition in the sponsored article as well as online	\$6,000
<b>Three full-color full-page ads in <i>Strategic Alliance Magazine</i></b> (or two full-color full-page spreads and one full-color full-page ad): Placed in a premium magazine position (based on availability)	\$9,000
<b>Three-month sponsorship of dedicated channel on ASAP Media website:</b> Includes one rotating banner sponsorship throughout ASAP Media online plus one dedicated page featuring content provided by sponsor	\$3,000
<b>Web Seminar and Archived Netcast:</b> Sponsorship of hour-long educational web seminar; includes sponsor-provided speaker(s) and/or ASAP Media-provided speaker(s)	\$2,500
<b>One ASAP Monthly e-newsletter Sponsorship:</b> Includes banner ad, sponsored link, and opportunity to include sponsor-provided article	\$2,500
<b>One Special Edition e-Newsletter:</b> Special Edition distribution of article(s), research report, white paper, or other sponsor-provided and/or ASAP Media editorial content (6,500+ audience)	\$2,500
<b>Three-month ASAP Media Blog/Newsfeed Sponsorship:</b> Sponsorship of ASAP Media blog – ASAP Media and/or sponsor can provide blog content	\$1,500
<b>ASAP TV Sponsorship (Three Months):</b> Sponsorship banner on ASAP TV plus opening credit ad/recognition in up to five selected video segments	\$1,500
<b>ASAP Media Web Site Sponsorship (Three Months):</b> Rotating banner on all ASAP Media pages (with link to sponsor website)	\$1,500
<b>50 copies of <i>Strategic Alliance Magazine</i> with courtesy imprint</b>	\$500
Total Rate Card Value	\$30,500

## Silver Media Package: \$15,000

Media Feature	Rate Card Value
<b>One color full-page ad in <i>Strategic Alliance Magazine</i>:</b> Placed in a premium magazine position (based on availability)	\$3,000
<b>Three-month sponsorship of dedicated channel on ASAP Media website:</b> Includes one rotating banner sponsorship throughout ASAP media online plus one dedicated page featuring sponsored or any other content provided by sponsor	\$3,000
<b>Web Seminar and Archived Netcast:</b> Sponsorship of hour-long educational web seminar; includes sponsor-provided speaker(s) and/or ASAP Media-provided speaker(s)	\$2,500
<b>One ASAP Monthly e-newsletter Sponsorship:</b> Includes banner ad, sponsored links, and opportunity to include sponsor-provided article	\$2,500
<b>One Special Edition e-Newsletter:</b> Special Edition distribution of article(s), research report, white paper, or other sponsor-provided and/or ASAP Media editorial content (6,500+ audience)	\$2,500
<b>One Month ASAP Media Blog/Newsfeed Sponsorship:</b> ASAP Media and/or sponsor can provide blog content	\$500
<b>ASAP TV Sponsorship for Three Months:</b> Three-month rotating banner on all ASAP Media pages (with link to sponsor web site)	\$1,500
<b>ASAP Media Web Site Sponsorship (Three Months):</b> Three-month rotating banner on all ASAP Media pages (with link to sponsor web site)	\$1,500
<b>50 copies of <i>Strategic Alliance Magazine</i> with courtesy imprint</b>	\$500
Total Rate Card Value	\$17,500

## Call +1-646-232-6620 to Become an ASAP Media Sponsor Today!

To learn more or purchase your sponsorship program, speak to any ASAP staff member at +1-781-562-1630 or contact:

[acanter@strategic-alliances.org](mailto:acanter@strategic-alliances.org)

# Strategic Alliance Magazine

This quarterly magazine reaches a global business readership of more than 2,000 ASAP members and other readers. *Strategic Alliance Magazine* is the only magazine that provides comprehensive coverage of business collaboration and strategic alliance management for both partnering experts and general business readers. Each issue includes:

- One or more “pass-along” feature articles that explain the workings of alliance management and make the profession accessible to more general business audiences
- Articles highlighting cases and lessons learned from leading alliances and collaborations
- Educational pieces intended to discuss and develop the roles, strategies and tactics, skill sets, and other factors that impact how alliance managers do their daily jobs
- Alliance advocacy – articles that examine marketing and other ways of promoting alliances and the alliance management profession both within organizations and across the business world
- Regular features and columns including partnering news; ASAP chapter news and events; a Solutions Marketplace featuring products, services, and other offerings and opportunities for and from strategic alliance professionals; letters from readers; and a closing analysis and opinion piece contributed by a strategic alliance professional.



## ASAP at a Glance

Founded in 1998, the **Association of Strategic Alliance Professionals (ASAP)** is a professional association dedicated to the practice of negotiating, planning, and executing strategic alliances and other collaborative business relationships.

ASAP provides knowledge and support for large corporations, midsized enterprises, and small businesses that rely on complex partnerships to achieve core business goals – to penetrate new market segments, fill product gaps, bolster R&D efforts, increase efficiencies, or access technology or expertise. ASAP provides the networking, professional development, and research and resources to alliance professionals at every stage of business collaboration – from partnership formation to the execution of an alliance after a deal is signed all the way through to the termination of a relationship.

Alliance management professionals are responsible for driving an alliance to achieve objectives deemed more difficult to attain independently. They develop and manage an alliance’s governance procedures and coax successful collaboration between sales, business development, R&D, regulatory affairs, and other stakeholders within the company and partner organizations.

ASAP essentially serves the same role for the alliance management profession that other specialty organizations provide for their respective professions.



## Strategic Alliance Magazine 2012 Editorial Calendar

ISSUE	EDITORIAL FEATURES	SPECIAL FOCUS	EVENT DISTRIBUTION	DEADLINES
Q4 November 2011	<b>Career Focus:</b> How Alliance Managers Advance <b>Alliance Governance</b>	<i>Alliances in Manufacturing &amp; Retail Supply Chain</i>	<b>ASAP Chapter Events</b> (Worldwide)	Editorial: <b>Oct. 1</b> Adv: <b>Nov. 1</b>
Q1 February 2012	<b>Alliance Culture:</b> Managing the Factors That Matter <b>Global Summit:</b> Preview & Alliance Excellence Awards	<i>Emerging Alliances: Markets &amp; Industries</i>	<b>2012 ASAP Global Summit</b> Las Vegas, Nevada USA	Editorial: <b>Dec. 15</b> Adv: <b>Jan. 15</b>
Q2 May 2012	<b>4th State of Alliances study:</b> – Study Results – Next Steps for the Profession	<i>Alliance Management in BioPharma and Health</i>		Editorial: <b>Mar. 15</b> Adv: <b>Apr. 15</b>
Q3 August 2012	<b>Measuring Alliances:</b> Process to Payoff <b>Manage the Portfolio</b>	<i>Alliances in the High Tech Industry</i>	<b>The Conference Board</b>	Editorial: <b>June 15</b> Adv: <b>July 15</b>
Q4 November 2012	<b>Career Focus:</b> Points of Inflection for Professional Growth <b>Public-Private Partnership</b>	<i>Alliances in Manufacturing &amp; Retail Supply Chain</i>	<b>ASAP Chapter Events</b> (Worldwide)	Editorial: <b>June 15</b> Adv: <b>July 15</b>

Editorial themes and features are subject to change.

## ASAP Media 2012 A La Carte Sponsorship Rates

Web, Newsletter, Webinar, and Custom Media

MEDIA VEHICLE	FREQUENCY/AUDIENCE	RATES
<b>Dedicated Website Channel†</b>	Includes one rotating banner sponsorship throughout ASAP Media online plus one dedicated page featuring sponsored or any other content provided by sponsor	<b>\$3,000/3 months</b> 5% discount for additional quarters sponsored
<b>ASAP Blogs and Newsfeeds –</b> includes blog page ad and sponsor recognition	Quarterly sponsorship reaches site visitors, ASAP members, and more than 5,000 newsfeed recipients	<b>\$1,500/3 months</b> 5% discount for additional quarters sponsored
<b>ASAP Media Web Sponsorship</b>	Three-month rotating banner on all ASAP Media web pages (with link to Sponsor website)	<b>\$1,500/3 months</b> 5% discount for additional quarters sponsored
<b>ASAP Monthly Member Newsletters</b>	Includes banner ad, sponsored link, and opportunity to include Sponsor-provided article. 6,500+ audience	<b>\$2,500/issue</b> 5% discount per additional issue frequency
<b>ASAP Special Edition e-Newsletters†</b>	Special Edition distribution of article(s), research report, white paper, or other sponsor-provided and/or ASAP Media editorial content. 6,500+ audience	<b>\$2,500/issue</b> 5% discount per additional issue frequency
<b>ASAP TV Sponsorship (Three months)</b>	Sponsorship recognition on ASAP TV plus recognition in up to five selected video segments	<b>\$1,500/3 months</b> 5% discount for additional quarters sponsored
<b>ASAP Web Seminars</b>	Promoted to more than 6,500 ASAP members and alliance pros. Includes sponsor-provided speaker(s) and/or ASAP Media-provided speaker(s)	<b>\$2,500/webinar</b> 5% discount with each additional sponsored webinar
<b>ASAP Custom Publications</b>	Research studies, white papers, special reports, and other custom publications	<b>Per-project pricing</b>

† ASAP Members only

## ASAP Media Sponsor 2011 Rate Card\*

Strategic Alliance Magazine

	1x	2x	3x	4x	5x
4-Color Full Page Spread	\$6,000	\$5,800	\$5,600	\$5,400	\$5,200
4-Color Full Page	\$3,400	\$3,300	\$3,150	\$3,050	\$2,925
4-Color 2/3 Page	\$2,650	\$2,550	\$2,450	\$2,350	\$2,225
4-Color 1/2 Page	\$2,400	\$2,300	\$2,200	\$2,100	\$1,975
4-Color 1/4 Page	\$1,900	\$1,825	\$1,750	\$1,675	\$1,590
4-Color Inside Front Cover	\$4,450	\$4,350	\$4,200	\$4,100	\$3,975
4-Color Inside Back Cover	\$4,350	\$4,250	\$4,100	\$4,000	\$3,875
4-Color Back Cover	\$4,550	\$4,450	\$4,300	\$4,200	\$4,075
<b>Black &amp; White</b>					
B&W Full Page Spread	\$4,450	\$4,250	\$4,050	\$3,850	\$3,650
B&W Full Page	\$2,500	\$2,400	\$2,250	\$2,150	\$2,025
B&W 2/3 Page	\$1,750	\$1,650	\$1,550	\$1,450	\$1,325
B&W 1/2 Page	\$1,500	\$1,400	\$1,300	\$1,200	\$1,075
B&W 1/4 Page	\$1,000	\$925	\$850	\$775	\$690
<b>Editorial Supplements</b>					
Six-page Supplement	\$15,000	\$14,000	\$13,000	\$12,000	\$11,000
Three-page Supplement	\$9,000	\$8,550	\$7,900	\$7,250	\$5,600
<b>Sponsored Editorial Feature/Section (ASAP Members only)</b>					
Includes Full-page ad	\$6,000	\$5,800	\$5,600	\$5,400	\$5,200

\*ASAP members in good standing can receive additional discounts based on your membership tier.

## Strategic Alliance Magazine Bulk Magazine & Article Reprint Pricing\*\*

Reprints of Magazine Articles or Sponsored Supplements

### Eight-page reprint includes:

- The magazine cover page with custom imprint in mailing label area (e.g., "This Article Reprint Brought to You Courtesy of [Your Company]")
- Up to six pages of the Supplement/Article reproduced exactly as in the original magazine
- Optional inside front cover or back cover (if available) with your company's logo and contact information

Quantity	Cost
150	\$1,000 + shipping
250	\$1,500 + shipping
500	\$2,000 + shipping
750	\$2,500 + shipping
1000	\$3,000 + shipping
2000	\$5,000 + shipping

## Bulk Magazine Order: Strategic Alliance Magazine

### Quantities of 1-49:

Non-member price: \$25/copy

ASAP member price: \$12.50/copy

\*\*Custom Ink-Jet Imprint appears in magazine mailing label area on front cover (in place of the reader's mailing address); custom imprint can include language such as "This Copy of Strategic Alliance Magazine Brought to You Courtesy of [Your Company]."

### ASAP Member bulk purchase discount pricing:

Quantity	Cost	Custom Ink-jet Imprint*
50	\$500 + shipping	+\$100
100	\$1,000 + shipping	+\$150
250	\$2,000 + shipping	+\$200
500	\$3,000 + shipping	+\$250





# 2012 Global Alliance Summit Sponsorship Opportunities

Pre-Event Promotion

On-Site Promotion

Post-Event Promotion

A La Carte Sponsorship



For Summit Sponsorship details, please contact:

**Art Canter** at +1-781-562-1630 ext 201 or [acanter@strategic-alliances.org](mailto:acanter@strategic-alliances.org)  
**Michele Shannon** at +1-781-562-1630 ext 204 or [mshannon@strategic-alliances.org](mailto:mshannon@strategic-alliances.org)  
**John DeWitt** at +1-646-232-6620 or [jdewitt@asapmedia.org](mailto:jdewitt@asapmedia.org)

# ASAP Global Alliance Summit

Caesars Palace, Las Vegas, Nevada, USA  
March 5 to 8, 2012

## Sponsorship Opportunities

Conference sponsorship shines a spotlight on you and your organization **as a leader in the alliance management profession** and provides additional visibility before and during the conference.

ASAP has put together a list of benefits for members and member organizations of all sizes and all budgets. *Note that here is a 20 percent sponsorship surcharge for non-ASAP members.*

### Pre-Event Promotion

	Silver	Gold	Platinum	Titanium
Sponsor acknowledgment in <b>Pre-event Marketing Materials</b> (brochure, emails, registration site)	✓	✓	✓	✓
Sponsor acknowledgment on <b>Social Media Sites</b> (LinkedIn, Facebook, Twitter)	✓	✓	✓	✓
Posting of sponsor organization's collateral and/or URL in <b>ASAP's Online Proceedings Page</b>	✓	✓	✓	✓
Recognition in ASAP's <i>Strategic Alliance Magazine</i>	✓	✓	✓	✓

### On-Site Promotion

	Silver	Gold	Platinum	Titanium
Your logo on front cover of <b>2012 Global Summit Program</b>	✓	✓	✓	✓
Your logo displayed in <b>Welcoming Presentation</b>	✓	✓	Logo+	Logo+
Verbal recognition in <b>Welcoming Remarks</b>	✓	✓	✓	✓
Your logo on <b>Event Signage</b>	✓	✓	✓	✓
Listing in <b>2012 Global Summit Program</b>	Logo Only	Logo Only	125 words	125 words
<b>Complimentary Full Conference Registrations</b>	–	2	3	4
<b>Free Pre-Conference CA-AM or CSAP Workshop</b>	–	–	1	2
<b>Repeating Advertisement</b> on <i>ASAP TV Live!</i>	✓	✓	✓	✓
<b>2012 Global Summit Program</b> advertising	–	Full Color Full Page Ad	Full Color Full Page Ad	Full Color Full Page Ad
<b>Welcome Reception:</b> includes 5-10 minutes in welcoming remarks (\$7,500 value)	–	–	–	✓
<b>Awards Gala Sponsorship</b> (\$10,000 value)	–	–	–	✓
<b>Hospitality Suite</b> (\$5,500 value)	–	–	–	✓
<b>Floor Decal</b> (\$1,500 value)	–	–	–	✓

### Post-Event Promotion

	Silver	Gold	Platinum	Titanium
One-time use of <b>Conference Registration List</b>			✓	✓
Recognition in ASAP's <i>Strategic Alliance Magazine</i>	✓	✓	✓	✓
<b>SUMMIT SPONSORSHIP PACKAGE TOTAL COST</b>	<b>\$6,500</b>	<b>\$12,500</b>	<b>\$17,500</b>	<b>\$35,000</b>

## A La Carte Sponsorship Opportunities

Description	Availability	Pricing
<b>Breaks</b> – Includes table tents and/or large sign with your logo. Option to include literature on a designated sponsor table	<b>Two Days to Sponsor:</b> (AM & PM) Tuesday, March 6 Wednesday, March 7	<b>\$2,500</b> per day or <b>\$4,000</b> for both days (non-exclusive) <b>\$7,000</b> exclusive sponsorship
<b>Notebook &amp; Pen</b> – Logo on notebook and pen; each attendee will receive one	<b>One Opportunity</b>	<b>\$4,500</b>
<b>Guestroom Key</b> – Logo on front side of key. Room keys given to all room block attendees	<b>Two Opportunities</b>	<b>\$4,500</b> each
<b>Breakfast</b> – Includes table tents and/or event signage with your logo. Option to include literature on designated sponsor table	Tuesday, March 6 Wednesday, March 7 Thursday, March 8	<b>Three Opportunities:</b> <b>\$4,500</b> each
<b>Hospitality Suite</b> – Includes event signage with sponsor logo	Sunday, March 4	<b>Two Sponsorships:</b> <b>\$5,500</b> each
<b>Lunch</b> – Includes table tents and/or large sign with your logo. Option to include literature on a designated sponsor table. <i>Exclusive sponsorship only:</i> opportunity to give 5-10 minute welcoming remarks	Tuesday, March 6 Wednesday, March 7	<b>Two Opportunities:</b> <b>\$4,000</b> each or <b>\$7,500</b> exclusive
<b>Alliance Management Resource Center Reception</b> – Includes event signage with sponsor logo	Monday, March 5	<b>Five Opportunities:</b> <b>\$2,500</b> each
<b>Welcome Reception</b> – Includes event signage with sponsor logo. <i>Exclusive sponsorship only:</i> opportunity to give 5-10 minute welcoming remarks	Tuesday, March 6	<b>Three Opportunities:</b> <b>\$4,800</b> each or <b>\$8,500</b> exclusive
<b>Wireless Internet</b> – Logo on event signage as designated WiFi sponsor	<b>Three Opportunities</b>	<b>\$10,000</b> each
<b>Awards Gala</b> – Includes event signage with sponsor logo/message. <i>Exclusive sponsorship only:</i> opportunity to give 5-10 minute welcoming remarks	Wednesday, March 7	<b>Two Opportunities:</b> <b>\$10,000</b> each or <b>\$17,500</b> exclusive
<b>Virtual Totebag</b> – Your 250x250 pixel logo and link will be prominently displayed within the ASAP online material distribution forum provided to Global Summit attendees.	<b>Three Opportunities</b>	<b>\$3,500</b> each (max of 3 sponsors) or <b>\$7,500</b> for exclusive sponsorship

## Collaborative Business Bundle

Combine your ASAP Media and ASAP Summit sponsorship programs and save up to 15% more off our already discounted package rates!

SPONSORSHIP PACKAGE TIER	Titanium Media \$50,000	Platinum Media \$37,500	Gold Media \$25,000	Silver Media \$15,000
<b>Titanium Summit \$35,000</b>	15% off = <b>\$12,750 Savings</b>	15% off = <b>\$10,875 Savings</b>	10% off = <b>\$6,000 Savings</b>	5% off = <b>\$2,500 Savings</b>
<b>Platinum Summit \$17,500</b>	15% off = <b>\$10,125 Savings</b>	15% off = <b>\$8,250 Savings</b>	10% off = <b>\$4,250 Savings</b>	5% off = <b>\$1,625 Savings</b>
<b>Gold Summit \$12,500</b>	10% off = <b>\$6,250 Savings</b>	10% off = <b>\$5,000 Savings</b>	10% off = <b>\$3,750 Savings</b>	5% off = <b>\$1,375 Savings</b>
<b>Silver Summit \$6,500</b>	5% off = <b>\$2,825 Savings</b>	5% off = <b>\$2,250 Savings</b>	5% off = <b>\$1,575 Savings</b>	5% off = <b>\$1,075 Savings</b>

You will be in good company – past and current sponsors include:

<b>Astellas US</b>	<b>The Rhythm of Business</b>	<b>Xerox</b>
<b>Bayer</b>	<b>RWD</b>	<b>Teva</b>
<b>Cisco</b>	<b>Vantage Partners</b>	<b>Alliancesphere</b>
<b>Lilly</b>	<b>The Walt Disney Company</b>	<b>RGlobe</b>
<b>Novartis</b>		<b>Symantec</b>
<b>Quintiles</b>		

Please review these sponsorship opportunities carefully.

If you have any questions or are interested in becoming a sponsor, please contact: **Art Canter** at +1-781-562-1630 ext 201 or [acanter@strategic-alliances.org](mailto:acanter@strategic-alliances.org), **Michele Shannon** at +1-781-562-1630 ext 204 or [mshannon@strategic-alliances.org](mailto:mshannon@strategic-alliances.org) or **John DeWitt** at +1-646-232-6620 or [jdewitt@asapmedia.org](mailto:jdewitt@asapmedia.org)



**A | S | A | P**

ASSOCIATION OF  
STRATEGIC ALLIANCE  
PROFESSIONALS

960 Turnpike Street, Canton, MA 02021 USA  
Tel: +1-781-562-1630 Fax: +1-781-562-0354

[www.strategic-alliances.org](http://www.strategic-alliances.org)