







2011 Sponsorship Opportunities

What is NEMOA?

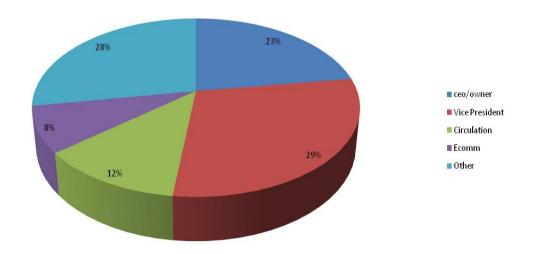
NEMOA is one of the nation's largest professional organizations dedicated exclusively to the catalog/e-tail industry

Our mission is "Networking and Education for Direct Marketers" achieved through two educational conferences a year, and on our website with links to member organizations, updates on industry news, job postings, and message board.

NEMOA is a 63 year old organization, with members in 28 states and Canada, focused on:

- Providing an affordable network for sharing direct marketing ideas and experiences
- Encouraging relationships among marketers and their suppliers
- Providing a relaxed networking community in a non-selling environment
- Providing relevant member directed content via conferences and on-line at www.nemoa.org
- Providing real time forums to address industry threatening issues

NEMOA is a national organization with over 300 companies representing catalogers, e-marketers, retailers and their suppliers



NEMOA is comprised of an engaged community of direct marketers and supplier organizations from across the United States (Sampling of clients across the country)

L.L. Bean	R.R. Donnelly	Under Armour	Paradysz Direct/PM Digital
Garnet Hill	Quad Graphics	Cuddledown	Lenser
Plow & Hearth	Abacus, Division of Epsilon	J.Jill	U.S.P.S.
Staples	Cognitive Data, a Merkle Co.	Ross-Simons	Midco Call Center
King Arthur Flour	Solution Set	Orvis	Cyber City Teleservices
Performance Bicycle	Wiland Direct	Vineyard Vines	I-Behavior
Potpourri	SLI Systems	Vermont Country Store	Arandell Corporation
The Territory Ahead	Escalate Retail	American Girl	MACH Software
Talbots	UPS	Bass Pro Shops	Rimm-Kaufman Group
Gardener's Supply Co.	Royle Printing	Brookstone	Brown Printing
Fetch Dog	Direct Media/Millard	Stony Creek Brands	Belardi Ostroy
Bavarian Autosport	J. Schmid & Associates	Boston Apparel Group	Donnelley Marketing

What is unique about NEMOA?

We are the ONLY organization targeting catalog media and e-tailing combined. NEMOA gives you access to over 300 direct marketers that need your goods or services.

- Reach industry decision makers over 60% of client attendees are director level or above
- Speaking opportunities and participation in industry panels on topics that impact your customers
- Advertising opportunities on NEMOA's website and numerous acknowledgements at conferences
- Promotion of your brand in event signage and print material
- Ample networking time in relaxed atmosphere
- Free Exhibit Hall tables for sponsors
- Free access to job postings online

What is the importance of sponsoring NEMOA?

NEMOA is a non-profit organization and sponsorships allow NEMOA to offer a wide range of services and events at affordable prices

- Low conference fees promote attendance ensuring a meaningful audience
- Allows NEMOA to engage expert, compelling speakers from our industry
- NEMOA is a not for profit organization with an all volunteer Board of Directors
- Allows for fun networking events to build community
- Your sponsorship dollars fund NEMOA/Industry research
- Membership dues do not cover programming and events
- Allows NEMOA to continue educating up and coming direct marketers

SPONSORSHIP LEVELS

PLATINUM - Annual donation \$20,000 - limited to 5 companies

Maximum Exposure at the highest level of Sponsorship with the greatest benefit to you, our industry leaders:

- Complimentary corporate membership to NEMOA
- Prominent mention at all NEMOA conference events and meals and in promotional materials, with signage at each conference
- 4 complimentary registrations per conference and 2 complimentary client registrations per conference
- Conference speaking opportunity— must include a client
- Conference luncheon VIP table sponsorship
- Complimentary suite at conferences for your client meetings
- Invitation to Board Speaker dinner at each conference
- Access to the conference attendee list
- Host a conference Round Table
- Golf Outing mention/banners
- First right of refusal for co-sponsored NEMOA white papers, research and webinars
- Logo with sponsorship status on website with a link to your website
- Right of first refusal for yearly sponsorship at this level
- Free display of material at Exhibit Hall tables

GOLD - Annual donation \$10,000 – Limited to 15 Companies

Excellent Exposure for an affordable opportunity to make a real difference

- Mention at all NEMOA conference events and meals and in promotional materials, with signage at each conference
- 3 complimentary registrations per conference and 1 complimentary client registration per conference
- Host a conference Round Table
- Access to the conference attendee list
- Second right of refusal for co-sponsored NEMOA white papers, research and webinars
- Logo with sponsorship status on NEMOA website with a link to your website
- Right of first refusal for yearly sponsorship at this level
- Free display of material at Exhibit Hall tables

SILVER/EVENT SPONSOR – Annual donation \$5,000 – no limit

- Mention in NEMOA conference brochures and moderate signage at events
- 1 complimentary registrations per conference and 1 complimentary client registration per conference
- Host a conference Round Table
- Logo with sponsorship status on NEMOA website with a link to your website
- Right of first refusal for yearly sponsorship for your specific event
- Free display of material at Exhibit Hall tables
- Access to the conference attendee list.

BRONZE/EVENT SPONSOR – Annual donation \$2,500 – no limit

- Mention in NEMOA conference brochures and some signage at events
- Host a conference Round Table
- Logo with sponsorship status on NEMOA website with a link to your website
- Free display of material at Exhibit Hall tables
- Access to the conference attendee list

How to become a sponsor?

It's easy - Contact Terri Patashnik, Events Manager of NEMOA or Cindy Marshall, VP of NEMOA

- Determine your desired membership level
- Contact Terri at terri@nemoa.org, or call 207-885-0090
- Contact Cindy at cindy.marshall@me.com or call 802-282-6769
- Provide your logo and a description of your company suitable for publication in brochures and on the website
- Provide key company contact information