

Network with Retail Marketing & CRM executives from over 100 retail chains...

Discover how retailers are implementing new strategies and initiatives...

Hear insights, best practices, and lessons learned...

Mix and mingle in a casual, friendly environment...

Start reaching out to new prospects and contacts on Monday...and throughout the year

2012 SPONSORSHIPS

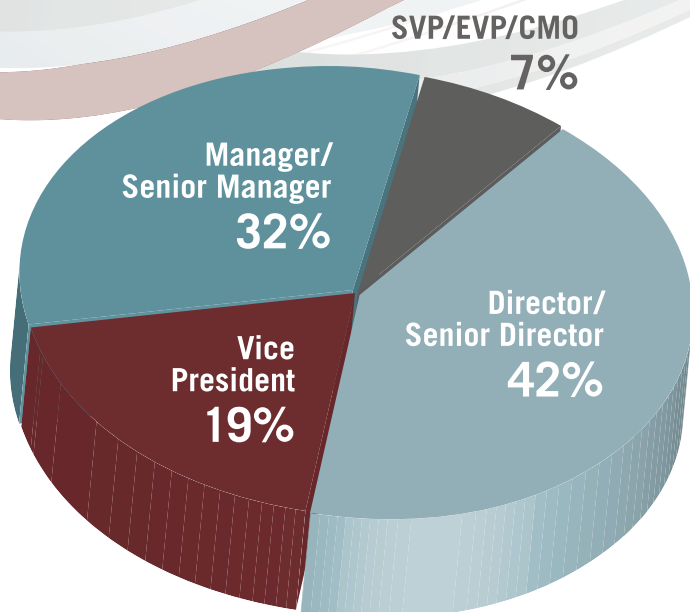


HYATT REGENCY, CHICAGO
MAY 29-31, 2012

the crmc community

Grow your existing and potential client base with this opportunity to showcase your offerings to an unparalleled retail audience.

Retail Participants



Retail Advisory Committee

Advance Auto Parts
Director, DIY Customer Business Analytics

ANN Inc.
Vice President CRM

Bare Necessities
Chief Marketing Officer

Bass Pro Shops
Director of Marketing

BFUSA
*Director, Digital and CRM/
Internet Marketing*

Bon Ton Stores
Divisional Vice President, Media Buying

Dave's Soda & Pet City
President

Express
Director, Customer Marketing

Foot Locker
Director of CRM/Loyalty & Research

GameStop
Vice President CRM

GNC
Vice President, Direct Marketing

Kohl's Department Stores
Senior Vice President Direct Marketing

Kohl's Department Stores
*Director of Seasonal Planning
and Direct Marketing*

Loehmann's
Vice President Marketing

Macy's
Vice President, Marketing Systems

Macy's
Vice President Direct Marketing

National Vision
Senior Vice President

OfficeMax
Vice President Direct & Loyalty Marketing

Payless Shoesource
Vice President of Marketing

Pep Boys
Vice President Marketing

Rent-A-Center
Vice President, Marketing

Stein Mart
Director, Partner Programs

ULTA
Director of Loyalty

Sample of CRMC 2011 Attending Companies

Ace Hardware	GameStop	PriceSmart
Advance Auto Parts	Gap, Inc.	Reebok Retail
Aldo Group Inc.	Giant Tiger Stores	RentACenter
American Airlines	GNC	Saks Fifth Avenue
American Eagle Outfitters	Golfsmith	Sally Beauty Supply
ANN Inc.	Hard Rock	Sears Holdings
Bass Pro Shops	Harry & David	Shopko
Bath & Body Works	Hot Topic, Inc.	Sports Authority
Bed Bath & Beyond	Hyatt	Stage Stores
Best Buy	JC Penney Co.	Stein Mart
Bloomingdale's	Jo-Ann Fabric & Crafts	Stride Rite
Build A Bear Workshop	Jockey International	Target
Casual Male Retail	Kenneth Cole	The North Face
Charming Shoppes	Kohl's Department Stores	TJX
Chico's FAS, Inc.	LaCrosse Footwear	Tommy Bahama
Cole Haan	Luxtottica Retail	Tommy Hilfiger
Columbia Sportswear	Macy's	True Value Company
Crate and Barrel	Modell's Sporting Goods	ULTA
Crocs	New York & Company	United Airlines
Destination Maternity	Nordstrom	Urban Outfitters
Dick's Sporting Goods	OfficeMax Inc.	Vera Bradley
DressBarn	Pep Boys	VF. Corp
Eileen Fisher	PETCO	Victoria's Secret
Family Dollar	PetSmart, Inc.	Walgreens
Foot Locker, Inc.	P.F. Chang's	

crmc 2012 sponsorship packages

All Packages Include:

- Color Advertisement in CRMC Event Handbook
- Pre- and Post-Event Attendee List
- Free Passes for Company Representatives and Retail Clients
- Sponsor-Supplied Collateral + Premium in Attendee Bags
- Representative on Sponsor Advisory Committee
- Logo on CRMC Website, Event Screen & Signage, and other conference promotions and collateral
- Access to Exclusive Attendees-Only Networking Website
- Inclusion of Research, Webinars, and Case Studies in CRMC Weekly Newsletter

~~Partner Level~~ ~~\$20,000 / \$22,500*~~

- Turnkey Booth display – Partner Zone
- Six registrations for company representatives (limit three additional paid representatives)
- Ten registrations for (Retail/BtoC) clients/prospects
- Hosting of a table during the Roundtable Discussion session
- On-stage recognition – conference session introduction by your company representative
- Full page color advertisement in event handbook
- Sponsorship of: (circle one; first come, first served)
Welcome Reception*, Networking Reception*, Luncheon, Two Breakfasts, or Three Refreshment Breaks

** Partner Sponsors may host a workshop for an additional \$1,500. Space is limited.

SOLD OUT

~~Gold Level~~ ~~\$12,000~~

- Turnkey Booth display – Gold Sponsor Zone
- Four registrations for company representatives (limit one additional paid representative)
- Six registrations for (Retail/BtoC) clients/prospects
- Half page color advertisement in event handbook
- Sponsorship of: (circle one; first come, first served)
 1. Candy for General Session
 2. Coffee Cups for Refreshment Breaks (company logo)
 3. Hotel Room Keys (company logo/messaging)
 4. Lanyards (company logo & CRMC logo)
 5. Luggage Tags (attached to participant bags)
 6. Newspaper Bags (company logo/messaging)
 7. Retailer Welcome Gift (sponsor-supplied)
 8. Day One Pens (sponsor-supplied)
 9. Day Two Pens (sponsor-supplied)
 10. Day Three Pens (sponsor-supplied)

SOLD OUT

~~Platinum Level~~ ~~\$17,000~~

- Turnkey Booth display – Platinum Sponsor Zone
- Five registrations for company representatives (limit two additional paid representatives)
- Eight registrations for (Retail/BtoC) clients/prospects
- Hosting of a table during the Roundtable Discussion session
- Half page color advertisement in event handbook
- Sponsorship of (circle one; first come, first served):
 1. Badges (company logo with CRMC logo)
 2. Bags (company logo with CRMC logo)
 3. Internet/Networking Lounge (recognition/signage)
 4. Notepads (placed at each seat throughout event)
 5. Retail Attendee Door Drop/Gift (sponsor-supplied)
 6. Full Page Back Cover CRMC Showbook Advertisement
 7. Bottled Waters (logo/messaging)

SOLD OUT

~~Silver Level~~ ~~\$7,000~~

- Optional Booth display – Silver Sponsor Zone:
Additional \$2,000
 - Three registrations for company representatives
 - Four registrations for (Retail/BtoC) clients/prospects
 - Quarter page color advertisement in event handbook

SOLD OUT

crmc 2012 sponsorship

This is to confirm our participation as a sponsor for CRMC 2012, to be held May 29-31, 2012 at the Hyatt Regency in downtown Chicago, Illinois.

We understand that the Sponsorship Package checked above entitles us to all benefits listed, and that by signing this document we are making a firm commitment to participate and that no refunds will be given should we cancel our participation.

We further understand that payment in full is due 30 days from receipt of invoice, and no later than March 1, 2012. Please make check payable to Seklemian/Newell Inc.

Sponsorship level: PARTNER PLATINUM GOLD SILVER

Name _____

Company _____

Title _____

Invoice to be sent to:

Name _____

Address _____

Provisions:

CRMC reserves the right to cancel any sponsorship agreement at any time without penalty through notice of termination and refunding of sponsorship fees. All sponsorship materials are conditioned on timely receipt of copy and other materials, and late or unusable materials may be omitted at CRMC's sole discretion. Sponsorship fees are non-refundable.

Unregistered sponsor representatives and guests will not be allowed access to event. Sponsor representatives are limited (Partner – 9; Platinum – 7; Gold – 5; Silver – 3) and are compulsory. Sponsor guests must qualify as Business to Consumer and may not be employed by a service provider/vendor in any way.

CRMC shall not be responsible for any loss, damage, or delay of event due to strikes, walkouts, Acts of God, government restrictions, civil commotion, terrorism, or any other causes similar or dissimilar, beyond the control of CRMC.

CRMC shall not be responsible for any loss or damage of exhibitor's property; injury during the event; or for any omissions, misprints or typographical errors.

I have read, understand and agree to the provisions of the Agreement.

Signature _____ Date _____

