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# SCENTworld 2011

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Gansevoort Hotel Miami Beach, Florida **December 7-9th**

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## **The Sweet Smell of Success Sponsorship and Exhibiting Information**

The largest global scent marketing conference and expo is back and better than ever! This year, the event will be at the beautiful Gansevoort Hotel on South Miami Beach, Florida, where we will combine great business opportunities, cutting edge research, practical information, and sales strategies with sun, sand and fun.

Our theme this year is *The Sweet Smell of Success* and we will be highlighting not only past successes, but also strategies for your future success. It is our goal that our sponsors and exhibitors transact a lot of business as a result of the conference. To accomplish our goal, we are targeting the marketing, branding and advertising community as well as end-users of scent such as consumer packaged goods, hospitality, retail, cosmetics and entertainment companies to attend the show and receive information from our sponsors. Those companies that have a strong showing at ScentWorld will be positioned well with prospective customers.

We are also doing something brand new this year. In addition to the actual conference in Miami Beach, we will be having a virtual tradeshow on our website, where exhibitors and sponsors will continue to derive benefit long after ScentWorld has finished. Depending on your level of sponsorship, you can provide links to your website, photos from the show and downloadable brochures from our virtual trade show.

In recognition of the global recession, Scent Marketing Institute has reduced the price of the sponsorship packages, so you get more value for your sponsorship than ever.

**If you are a serious player in the scent marketing industry, you need to sponsor ScentWorld Expo.**

**I hope to meet you there!**

Handwritten signature in blue ink.

# ScentWorld Expo 2011

## Sponsorship Opportunities

	Silver	Gold	Platinum
<b>Cost</b>	\$2,500	\$5,000	\$7,500
Exhibit space	Table	10 x 10	20 x 20
Program	page ad	□ page ad	Full page ad
Free admission passes to the conference	3	4	5
Logo/brand name included in marketing & promotional material	E-mail blasts to SMI database, including ad companies, branding companies, consumer product companies and other end users of scent	E-mail blasts to SMI database, including ad companies, branding companies, consumer product companies and other end users of scent; <b>plus advertising</b>	E-mail blasts to SMI database, including ad companies, branding companies, consumer product companies and other end users of scent; <b>plus advertising, plus promotional mailings and attendee correspondence</b>
Opportunity to include logo branded promo items in kits sent to top marketing agencies	No	Yes	Yes
Logo projection in main conference areas	Yes	Yes	Yes
Recognition in keynote address, general assembly, at gala event and signage	Yes	Yes	Yes
Access to attendee list with contact info (address, phone, contact name and email)	No	Yes	Yes
Access to full list of conference invitees including marketing & consumer product companies	No	No	Yes
Virtual trade show website ability to include a downloadable document such as a brochure	No	Yes	Yes
Virtual trade show website ability to include photos of your booth from the show & product photos plus direct email link to directly receive leads	No	No	Yes

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# SCENTworld 2011

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## Individual ScentWorld Event Sponsorships

In addition to the general conference sponsorships, you can underwrite individual events within the ScentWorld conference. Your company will receive credit in the program, will have its logo prominently displayed at the event (or on the bag in the case of goodie bags) and will be thanked during the event.

**Welcome reception** \$2,500

**Thursday breakfast** \$1,000

**Cocktail reception & awards ceremony** \$5,000

**Friday breakfast** \$1,000

**Goodie bags** \$750

## Exhibiting

\$1,500 includes a tabletop space, free admission for up to 2 people, listing in program as an exhibitor with name, phone number, website and products/services, logo displayed in virtual trade show on website

**Reserve your sponsorship or exhibit space now by filling out the Sponsor and Exhibitor Form and mailing it with a check to:**

Scent Marketing Institute  
7 Fox Meadow Road  
Scarsdale NY 10583

or by registering online at [www.scentworldexpo.com](http://www.scentworldexpo.com).

**THANK YOU** for supporting **ScentWorld Expo!**

# ScentWorld Expo 2011 Sponsorship Form



Contact person name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_

Country \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

## Sponsorship Packages

### Platinum

- 20 x 20 exhibit space
- Full page ad in the ScentWorld program
- 5 free passes to the conference
- E-mail blasts to SMI database, including ad companies, branding companies, consumer product companies and other end users of scent; plus advertising, plus promotional mailings and attendee correspondence
- Opportunity to include logo branded promo items in kits sent to top marketing agencies
- Logo projection in main conference areas
- Recognition in keynote address, general assembly, at gala event and signage
- Access to attendee list with contact info (address, phone, contact name and email)
- Access to full list of conference invitees including marketing and consumer product companies
- Virtual trade show website ability to include a downloadable documents such as a brochure, photos of your booth from the show, product

**Cost**

**Total**

**\$7000**

### Gold

- 10 x 10 exhibit space
- 1/2 page ad in ScentWorld program
- 4 free passes to the conference
- Email blasts to SMI database, including ad companies, branding companies, consumer product companies and other end users of scent; plus advertising
- Opportunity to include logo branded promo items in kits sent to top marketing agencies
- Logo projection in main conference areas
- Recognition in keynote address, general assembly, at gala event and signage
- Access to attendee list with contact info (address, phone, contact name and email)
- Virtual trade show website ability to include a downloadable document such as a brochure

**\$5000**

# ScentWorld Expo 2011 Sponsorship Form

## Sponsorship Packages

### Silver

- Tabletop exhibit space
- 1 page ad in ScentWorld program
- 3 free passes to the conference
- E-mail blasts to SMI database, including ad companies, branding companies, consumer product companies and other end users of scent
- Recognition in keynote address, general assembly, at gala event and signage

**\$2500**

## Additional Sponsorships:

**Welcome reception**

**\$2500**

**Thursday breakfast**

**\$1000**

**Cocktail reception & awards ceremony**

**\$5000**

**Friday breakfast**

**\$1000**

**Goodie bags**

**\$750**

**Exhibiting only**

**\$1500**

**TOTAL SPONSORSHIP**

## Hotel

SMI has negotiated a group rate at the beautiful Gansevoort Hotel in Miami Beach. The rate for Wednesday and Thursday is \$225 per night plus applicable fees and taxes, and the weekend rate if you would like to extend your stay is \$245 per night plus applicable fees and taxes.

<b>Number of rooms</b>	<b>Date</b>	<b>Rate for all days</b>	<b>Total</b>
	Wed, Dec 7 only	\$263.25	
	Wed and Thurs, Dec 7 & 8	\$526.20	
	Wed, Thurs and Fri, Dec 7, 8 & 9	\$812.35	
	Wed, Thurs, Fri and Sat, Dec 7,8,9 & 10	\$1,098.20	
<b>TOTAL HOTEL</b>			
<b>TOTAL SPONSORSHIP AND HOTEL</b>			

**Signature & Date** \_\_\_\_\_ **Printed Name** \_\_\_\_\_

**Title** \_\_\_\_\_

Remember, December is the height of the tourist season in Miami Beach and affordable hotel rooms will be difficult to find if you do not book now at this group rate.

**Payment information:** You can pay online at <http://www.scentworldexpo.com/sponsors.html>, or, if you prefer, you can pay by check by mailing it along with the above form to:

**Scent Marketing Institute**  
**7 Fox Meadow Road**  
**Scarsdale, NY 10583**