

DCAT

Week '12

March 12 - 15, 2012

New York City



Around the Globe, DCAT Week Means Business

Sponsorship & Advertising Brochure

As the most anticipated and productive week for our members, DCAT Week is the perfect time for your company to be recognized! Support the event that supports your business by calling today to reserve your sponsorship. Only DCAT members are offered these unique opportunities. For additional details contact the DCAT office at 609-448-1000.





DCAT Member Lounges & Cyber Cafés

Overall Sponsorship – (Marco Polo Room/Lex-Side \$8,000; Park-Side Terrace \$6,000)

DCAT's Member Lounges, located on the Lexington and Park Avenue sides of the Waldorf-Astoria, are the ideal place to relax with colleagues, watch DCAT TV, and use the Wi-Fi system to catch up on email or get some work done before your next appointment. As the sponsor of the Lex-Side lounge, your company's name will be the password for DCAT members to access Wi-Fi services. The Lex-Side lounge will be open Monday through Thursday. The Park-Side Terrace will be open Tuesday through Thursday.

Sponsorships include:

- Company logo on signage, including tabletop signs in the DCAT member lounges
- Company name as password for Wi-Fi access (Marco Polo Room Only)
- Acknowledgement in pre- and post-DCAT Week materials, including Pocket Guide, postcard and DCAT TV
- Company logo on DCAT Week website



DCAT Member Lounge Hospitality & Take-away Opportunities

• Hospitality –

(Marco Polo Room/Lex-Side \$5,500, Park-Side Terrace \$4,500)

Refreshing cold or hot beverages are provided in the DCAT Member Lounges compliments of the hospitality lounge sponsor. Busy members will appreciate the To Go Cups.

• Pens – \$4,000 **NEW!**

Have your company's pens distributed in both of DCAT's Member Lounges, as well as placed at each seat at all of our education programs throughout DCAT Week. Pens must be pre-approved and you must assume shipment to the Waldorf (minimum 3,000).

• Package of Mints – \$3,500

Everyone will have your company's name in their hand with a refreshing package of mints.

• DCAT Week Notebook Sponsor – \$9,000 **NEW!**

Sponsoring the DCAT Week Notebook is a unique way for your company to stand out and be recognized during DCAT Week! Your company's logo will appear on the front cover, plus the inside front cover and the back cover of the 36-page, spiral bound notebook are available to place two of your company's four-color, 5" x 8" advertisements. The notebooks will be distributed to our members throughout the week at education programs, in the Member Lounges and in the DCAT block meeting suites in the Waldorf-Astoria and InterContinental Hotels.

Sponsorships include:

- Company logo on signage or on the item distributed during DCAT Week
- Acknowledgement in pre- and post-DCAT Week materials, including Pocket Guide, postcard and DCAT TV
- Company logo on DCAT Week website





DCAT TV

DCAT TV Exclusive Sponsor – \$5,500

Be recognized as the sole sponsor of DCAT TV and get your company logo in front of thousands of eyes at the Waldorf-Astoria and InterContinental Hotels. DCAT TV will include the education session schedule, list of DCAT members, hospitality suite listings, Annual Dinner information and much more.

Sponsorship includes:

- Overall DCAT TV sponsorship with your company's logo always visible on the DCAT TV skin
- 15-second static message card looped twice during the program
- Acknowledgment on DCAT TV card distributed at check-in
- As part of the evening turn-down service at the Waldorf-Astoria and InterContinental Hotels, DCAT Week guests will have their TV's set on the DCAT TV channel
- Acknowledgement in pre- and post-DCAT Week materials, including Pocket Guide and postcard
- Company logo on DCAT Week website



Additional Onsite Opportunities

• Hotel Front Desk Monitor Ad – \$1,000

Welcome the DCAT Week attendees by having your company's name, logo or a brief message on the monitors when guests check in at the Waldorf-Astoria and InterContinental Hotels.

• Logo on Hotel Key Card – \$7,500

With thousands of industry representatives staying overnight at the Waldorf-Astoria and InterContinental Hotels during DCAT Week, make your presence known by placing your company's logo or message on the front of their hotel key card.

• Complimentary Sweet Treat – (Waldorf-Astoria \$8,000; InterContinental \$5,000; Both \$12,000) **NEW!**

What better way to end a busy day during DCAT Week, than to have your company sponsor a sweet treat before retiring. Your company can provide wrapped candy to be distributed by turn-down service for each room in the DCAT block on Wednesday evening at the Waldorf-Astoria and/or InterContinental. In addition, you may provide a 3" x 5" printed handout with your company information. Call the DCAT office at 1-800-640-DCAT for additional details on this sponsorship.

• DCAT Week Map Sponsor – \$4,000 **NEW!**

Everyone needs to know their way around the Waldorf-Astoria during DCAT Week. Help them on their way by sponsoring a map of the first floor of the Waldorf with your logo that will be a back-page fold-out in the Pocket Guide, as well as on signs at the Waldorf.

Sponsorships include:

- Company logo on item
- Acknowledgement in pre- and post-DCAT Week materials, including Pocket Guide, postcard and DCAT TV
- Company logo on DCAT Week website



DCAT Membership Mobile App **NEW!**

DCAT Membership Mobile App Exclusive Sponsor – \$10,000

Make a powerful impression at DCAT Week as the mobile app sponsor. As the inaugural sponsor of the DCAT Membership Mobile App, your company's name will appear on the app for six months after launch. You'll be in the palm of their hand as DCAT members communicate, collaborate and connect through the new DCAT Membership Mobile App for BlackBerry, Android and iPhone.

Sponsorship includes:

- Company logo on DCAT's website
- Company logo on the mobile app dashboard for six months after launch
- Acknowledgement in pre- and post-DCAT Week materials, including Pocket Guide, postcard and DCAT TV

Additional mobile app advertising opportunities will be announced prior to DCAT Week.



Industry Education Opportunities

DCAT Week 2012 Education Sessions – (\$3,000, \$5,000 and \$8,000 w/ Reception)

DCAT Week education sessions offer insight and updates on a wealth of topics and are a great networking opportunity. As a sponsor of an education session, your company will support DCAT in providing expert speaker appearances, AV requirements and refreshments for one of the dynamic education sessions. Your company's name will be exclusively associated with the DCAT Week education session of your choice.

Sponsorship includes:

- Two complimentary education session registrations (and reception if applicable)
- Company logo on the registration page on DCAT website (linked to your website)
- Company logo on registration e-ticket
- Acknowledgement at event, including podium recognition and venue signage
- Recognition in pre- and post-DCAT Week materials, including e-newsletter, DCAT TV, Pocket Guide, and postcard
- Company logo on post-DCAT Week survey

Education session descriptions coming soon.

Call the DCAT Office at 1-800-640-DCAT for details.



Networking Opportunities

• DCAT Member Reception – \$10,000

Host the ultimate DCAT Week networking event that supports DCAT's science education scholarship initiatives.

Sponsorship includes:

- Company logo on the registration page on DCAT website (linked to your website)
- Company logo on registration e-ticket
- Sponsor may provide cocktail napkins or other logo items at the reception. Items must be pre-approved by DCAT and shipped to the hotel by the sponsor
- Venue signage – sponsor may bring their own additional signage if desired (must be pre-approved)
- Opportunity to welcome guests and assist at the registration table
- Recognition in pre- and post-DCAT Week materials, including e-newsletter, Pocket Guide, DCAT TV and postcard

• DCAT Women's Networking Breakfast – \$10,000 **NEW!**

Host this exciting member-only event at DCAT Week with guest speaker Lisa Martin, C.P.M, Senior Vice President, Worldwide Procurement and Global Operations, Pfizer Inc..

Sponsorship includes:

- Four complimentary registrations
- Company logo on the registration page on DCAT website (linked to your website)
- Company logo on registration e-ticket
- Opportunity to welcome guests and assist at the registration table
- Acknowledgement at event including podium recognition and venue signage
- Recognition in pre- and post-DCAT Week materials, including e-newsletter, DCAT TV, Pocket Guide and postcard



86th DCAT Annual Dinner

Annual Dinner Sponsorship (TBD)

The Annual Dinner is an elegant and entertaining finale to a fast-paced week of business meetings. Each year, the Annual Dinner speaker announcement is awaited with much speculation and excitement.

Sponsorship includes:

- Ticket(s) to the VIP Reception for you and your guests to meet and greet the speaker
- Company logo on Annual Dinner homepage banner on DCAT website
- Company logo on Annual Dinner page in the Pocket Guide
- Acknowledgement at Annual Dinner by Dinner Chair
- Company logo projected on large screens in all three ballrooms during the Annual Dinner
- Acknowledgement on venue signage
- Recognition in pre- and post-DCAT Week materials

Annual Dinner sponsorship will be available once the Annual Dinner Speaker is announced.

DCAT Annual Dinner



Additional DCAT Annual Dinner Opportunities

• Annual Dinner Photo Spot – \$1,500 **NEW!**

Attendees will capture the memories of this festive gala when they take a keepsake photo with their guests at your company's sponsored Photo Spot in the Waldorf's Silver Corridor (3rd floor outside Grand Ballroom). This new idea, along with your sponsorship, will be featured in our marketing materials.

Sponsorship includes:

- Company logo on signage
- Lattice backdrop provided for Photo Spot
- Acknowledgment in pre- and post-DCAT Week materials, including Pocket Guide, postcard and DCAT TV
- Company logo on DCAT Week website

• DCAT Week Prize Drawing – \$5,000 **NEW!**

Four lucky DCAT members will be chosen from the business card drawing in our member lounges to win the latest version of the iPad! The winners and your company's sponsorship will be announced at the DCAT Annual Dinner.

Sponsorship includes:

- Company logo on signage
- Company recognition at the Annual Dinner as the sponsor of the prize drawing on a slide along with a slide of the winning members
- Acknowledgment in pre- and post-DCAT Week materials, including Pocket Guide, postcard and DCAT TV
- Company logo on DCAT Week website





Web, Digital and Print Premium Advertising Opportunities



- **Pocket Guide Ad – (Standard Ad \$2,700)**

Still the number one most requested item before, during and after DCAT Week. The Pocket Guide is an annual must-have item which gets into the hands of each representative attending DCAT Week and the Annual Dinner. It's an ideal forum to promote your company, products and hospitality suite. For details contact the DCAT office.

- **DCAT Week Pocket Guide Envelope – \$1,200 **NEW!****

Reach the desks of over 4,000 industry professionals with your logo on the front of the Pocket Guide envelope when it is mailed in early March.

- **DCAT Week 2012 Brochure – \$2,500 **NEW!****

DCAT members will be looking for this important mailing and they will be sure to see your company's logo on the front cover! The brochure is mailed and emailed to thousands of industry professionals.

- **e-Newsletter Ads**

- **eDCAT Advertorials – \$1,000 **NEW!****

- Grab the attention of our e-newsletter subscribers with an advertorial featuring your company's products and services. (Includes a headline, plus 50 words, weblink and logo)

- **eDCAT Button or Skyscraper Ads – (Button ads \$100; Skyscraper ads \$250)**

- Deliver your message to our over 3,200 industry e-newsletter subscribers with a static button or skyscraper ad linked to your website.

- **DCAT Week Template Ad – (January \$1,200; February \$1,500; March \$2,000)**

In the weeks leading up to DCAT Week, thousands of industry professionals visit DCAT's website. Announce your presence at DCAT Week by having your ad included on every DCAT Week website page for one month. Ad can launch a landing page or video.

Advertisements include:

- Acknowledgement on pre- and post-DCAT Week materials including postcard and DCAT TV

Have an idea for a sponsorship that you don't see here?

Call the DCAT office at 609-448-1000 about your idea

or to discuss these opportunities.



One Washington Blvd., Suite 7
Robbinsville, NJ 08691
office: 609-448-1000
toll free: 800-640-DCAT
fax: 609-448-1944