



For more information about SPIN, go to www.spinplanners.com

Sponsor Opportunities

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Contact Us

General Questions?

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Sponsorship Questions?

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What is SPIN?

Simply put, SPIN is a networking group that provides meeting and event planners an opportunity to connect with each other and share information. Members are planners who are directly involved in meetings and events with 10 or more years of experience. SPIN has more than 2,000 members across the U.S., Canada and Europe. There is no fee for planners to join any of the networks.

SPIN was formed by a planner, for planners.

"The size and mix of this Think Tank was great. It was intimate, educational, and interactive."
Lina Cantillo
Millennium Broadway Hotel

What is the Think Tank Series?

SPIN Think Tanks are a series of meetings held in major cities across the nation to bring together meeting planners to address topics of interest to our industry. The smaller, more intimate networking meetings provide quality interaction between attendees and sponsors.

Unlike other networking meetings where all you get is a business card, a SPIN Think Tank allow you to put names with faces as you directly interact with planners through roundtable discussions. The SPIN Think Tanks have attracted 35-50 attendees on average.

The number of suppliers at each event will be limited to those sponsoring, and we limit the number of sponsors per event to six.

"This was an excellent opportunity for Travel Alberta to meet with a variety of planners representing areas throughout the U.S. The event was an innovative way to engage with planners in a unique setting. I'm looking forward to being involved in future events with SPIN!"
Brian Slot
Director of The Americas Travel Alberta, a multi-city SPIN Exhibitor



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Why Sponsor SPIN Planners?

Your marketing dollars are precious, so you need to reach the most qualified leads with the strongest buying power. Planners with less experience often don't control their buying decisions, but they certainly influence them. The senior-level planners, like the members of SPIN Planners, usually manage the larger budgets and are typically the hardest to reach. For a minimal investment, you can reach all three levels in one afternoon.

Who Attends the Think Tanks?

Below is a sampling of the companies who attended previous SPIN events:

KPMG	Michelle & Company
Boston Scientific	PICO
Carlson Frank	GlobalGoals, Inc.
U.S. Oncology	Malt-O-Meal
Sketchers USA	Washington Mutual
Cisco	HR Southwest
Mattel	ConferenceDirect
U.S. Bank	Aon
Boeing Company	Capella Education
Gap, Inc.	Experient
Target	ExxonMobil
	Visa

"SPIN was a great opportunity to introduce myself and to meet planners that perhaps I would not have had the chance to in a large tradeshow environment."
Michael Consuelo
Lake George Regional
CVB



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Upcoming Think Tank Dates and Locations

2010

Dates and Locations can be found at
www.spinplanners.com/live-think-tanks.html

Special Holiday Think Tanks: Giving Back

Washington DC - Nov. 30 at Donovan House

Dallas - Nov. 30 at The Fairmont

Toronto – Nov. 30 at Sutton Place

Atlanta – Nov. 30 at the Hard Rock Café

Other cities to be announced

Future Think Tanks

Boston – Jan. 11 at The Langham

Denver

New York

Philadelphia

Minneapolis

San Diego - NEW!

Chicago/Rosemont

San Francisco

Los Angeles

** Dates may be subject to change*

Sample Agenda for Think Tanks

4:00 – 4:30 pm Registration & Networking/Showcase

4:30 – 6:30 pm Roundtable Discussions

The schedule may be adjusted for specific cities.



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Sponsorship Opportunities at Think Tank Events

Multi-City discounts: 3 cities – save 10% 6 cities – save 15% 9+ cities – save 20%

Premier Sponsor \$1000 (limit one per city)

- ◆ Four complimentary tickets to the Think Tank event
- ◆ Your company exclusively co-branded with SPIN in email invitations to members in each city you sponsor, and in email blasts to the entire SPIN membership
- ◆ Your logo prominently displayed at the Premier Sponsor level on the website and on the registration website for each city you sponsor
- ◆ Five-minute presentation to all attendees during the networking time
- ◆ Skirted display table in the highest traffic location
- ◆ Electronic mailing list of all attendees in your sponsored city(ies)
- ◆ Preferred Supplier Status on the SPIN website for 3 months *(see page 9 for details)*

Depending on the actual number of attendees, your investment will be approximately \$20-28 per person.

Presenting Partner Sponsorship \$650 (limit 3 per city)

- ◆ Three complimentary tickets to the Think Tank event
- ◆ Your company listed at the Presenting level in email invitations to members in each city you sponsor, and in email blasts to the entire SPIN membership
- ◆ Three-minute presentation to the attendees of each breakout session
- ◆ Skirted display table for materials
- ◆ Electronic mailing list of all attendees in your sponsored city(ies) after the event

Depending on the actual number of attendees, your investment will be approximately \$13-19 per person.



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Sponsorship Opportunities at Think Tank Events (cont.)

Multi-City discounts: 3 cities – save 10% 6 cities – save 15% 9+ cities – save 20%

Exhibitor Sponsorship \$450 (limit 5 per city)

- ◆ One complimentary ticket to the Think Tank event
- ◆ Your company listed at the Exhibitor level in email invitations to members in each city you sponsor, and in email blasts to the entire SPIN membership
- ◆ Skirted display table for materials
- ◆ Electronic mailing list of all attendees in your sponsored city(ies) after the event

Depending on the actual number of attendees, your investment will be approximately \$9-13 per person.

Lodging Sponsorship – In-Kind

Provide complimentary lodging (2 room nights) and receive the following benefits.

- ◆ One complimentary ticket to the Think Tank event
- ◆ Your company listed at the Exhibitor level in email invitations to members in each city you sponsor, and in email blasts to the entire Planner Networks membership
- ◆ Skirted display table for materials
- ◆ Electronic mailing list of all attendees in your sponsored city(ies) after the event



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Venue Sponsorship Opportunities

Catering/Venue Host Recognition and Benefits:

- ◆ Free Preferred Supplier Status on the SPIN website for three months (one quarter)
- ◆ Three complimentary tickets to the Think Tank event
- ◆ Three-minute presentation to attendees of each breakout session
- ◆ Your logo listed on registration website for each city sponsored
- ◆ Display table in premium location for your sales kits and other materials
- ◆ Electronic mailing list of all attendees in your hosted city

Hosting Requirements

Complimentary meeting space—including foyer space and 3 breakouts with seating in rounds for up to 50 people each, up to 8 skirted display tables in foyer space, LCD projector with screen in each breakout room, lectern with mic, and snacks and beverages for up to 150 people. Complimentary lodging of one or two rooms for up to 2 nights.

Previous Venue Hosts have included the following:

- ◆ **Denver:** Kevin Taylor's at the Opera House - the Warwick Hotel – Dave & Buster's
- ◆ **Dallas:** The Tower Club - the Hard Rock Café – Hotel Palomar
- ◆ **San Francisco:** Treasure Island - Campton Place, a Taj Hotel - Credo
- ◆ **Los Angeles:** The Legendary Park Plaza - Millennium Hotel – City Club on Bunker Hill
- ◆ **Chicago:** envent Chicago - Millennium Hotel - Hotel Allegro – The Metropolitan Club
- ◆ **Minneapolis:** Millennium Hotel – the Grand Hotel – Metrodome Holiday Inn
- ◆ **Washington DC:** Hard Rock Café/Madame Tussaud's - Gaylord National Hotel
- ◆ **New York:** Millennium Hotel - Warwick Hotel – Capital Grille
- ◆ **Atlanta:** Hard Rock Café – Hotel Palomar – The Metropolitan Club
- ◆ **Boston:** Hard Rock Café – Taj Hotel
- ◆ **Philadelphia:** Hard Rock Café – The Pyramid Club
- ◆ **Toronto** – Hard Rock Café
- ◆ **Orange County** – Club 33 (hosted by Fluer de Lys)



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Website Sponsorship Opportunities

Preferred Supplier Status

Suppliers may apply for Preferred Supplier Status (PSS) on the SPIN website. A network member may also nominate a supplier for PSS. Once your application has been approved, the fee must be paid in advance on a quarterly basis as outlined below. Preferred Supplier Status includes the following benefits:

- ◆ Logo, listing, 25 word description, and main contact photo/information on the Preferred Supplier page on the SPIN website
- ◆ Two free postings of booking incentives, announcements, special rates or event invitations per month
- ◆ Two free postings within the planner-only Distressed Space Forum per month

Pricing per quarter once status has been approved is \$50 per month (minimum commitment of 3 months, billed on a quarterly basis).

Based on early 2010 SPIN membership, the cost is only pennies per member.

Destination Diary

In exchange for a “mini-FAM” for the Officers of SPIN Planners (to include airfare), you will receive the following benefits:

- ◆ Each officer in attendance will compose a daily diary write-up of the trip, highlighting all the unique aspects of your destination
- ◆ Final diaries will be posted in the monthly newsletter and the destination diary log on the SPIN website
- ◆ Preferred Supplier Status on the SPIN website for 3 months, a \$150 value (*see above*)
- ◆ Complimentary Premier level sponsorship to the Think Tank event in the city of your choice, a \$1000 value (*see page 4 for details*)

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Website Sponsorship Opportunities (cont.)

Website and Newsletter Advertising

Below are the sizes, locations, and prices for advertising on the SPIN website. A discount will apply for ads placed on all three sites.



CONTACT:

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pricing subject to change

FORMAT: File Size: 50K max | Format: 72 dpi gif or jpg, No flash

PRICING:

HOME PAGE

	1 mo	3 mos	6 mos	12 mos
Top Banner	\$200	\$500	\$800	\$1,400
Skyscraper or Bottom Banner	\$150	\$375	\$600	\$1,050
Rectangle	\$100	\$225	\$400	\$700

RUN-OF-SITE PRICING

	1 mo	3 mos	6 mos	12 mos
Top Banner	\$100	\$250	\$400	\$700
Skyscraper or Bottom Banner	\$75	\$190	\$300	\$525
Rectangle	\$50	\$115	\$200	\$350

NEWSLETTER

	1 mo	3 mos	6 mos	12 mos
Spotlight + Top Banner	\$350	n/a	n/a	n/a
Skyscraper or Bottom Banner	\$150	\$375	\$600	\$1,050
Rectangle	\$100	\$225	\$400	\$700





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Website Sponsorship Opportunities (cont.)

Exclusive Newsletter Spotlight (limit 1 destination and 1 supplier per month)

Your destination could be featured in our newsletter's exclusive spotlight section. Your representative will be interviewed in 3-4 questions that will showcase your unique qualifications or offerings. This interview will be published in our monthly newsletter, which is emailed to our members and available on all three websites during the month.

Pricing for the top banner and spotlight is \$350. Pricing for the skyscraper and spotlight is \$300.