BUILD RELATIONSHIPS WITH SPONSORSHIP OPPORTUNITIES

IMDA is offering a unique opportunity to build relationships while marketing your company to a highly targeted audience of the nation's finest specialty sales and marketing organizations. Sponsorships are a personal, non-intrusive way of conveying your message. Additionally, your participation will help support activities vital to the overall success of IMDA's conference, which ultimately contributes to the success of the entire industry.

Your sponsorship entitles you to:

- Recognition in the Final Program and in opening remarks.
- Signage recognition at the sponsored event.
- Recognition on the IMDA website.
- Sponsorships of $1,000 or more receive five (5) minutes in front of the entire group to promote your company.

KEYNOTE SPEAKER: KRAIG KRAMERS — PRICE: $1,500 PER DAY

- *Thursday, June 24 (8:30 am – Noon)*

"CEO Tools for Every Manager's Success"
Mr. Kramers is President and CEO of Corporate Partners, Inc. and was recently named Speaker of the Year out of nearly 2,000 speakers by TEC Worldwide. In this presentation, he will identify the success traits of executives, picking seven key characteristics to illustrate successful applications in many different kinds of companies.

- *Friday, June 25 (8:00 am – Noon)*

"Buy Low, Take Lot$ Out, and Sell High"
Mr. Kramers will lead attendees through a hands-on discussion on the how-tos of buying and selling businesses. In addition, attendees will learn how to make better deals and position companies for maximum value realizations. This is the quintessential talk on the successful buying, building and selling of businesses.

RECEPTION AND AWARDS BANQUET — PRICE: $1,200

- *Friday, June 25 (7:30 pm – 10:30 pm)*

This evening of camaraderie recognizes this year's recipient of IMDA's highest honor, the Ernie Douglass Award.

MANUFACTURERS FORUM — PRICE: $1,000

- *Thursday, June 24 (5:00 pm – 7:00 pm)*

This is an opportunity for manufacturers of innovative products to meet and demonstrate their products to, and discuss business opportunities with, the country's leading independent specialty sales and marketing organizations.

WELCOME RECEPTION — PRICE: $1,000

- *Wednesday, June 23 (7:00 pm – 9:00 pm)*

This social event kicks off the conference and provides an opportunity for old friends to come together and new friends to meet.

GROUP LUNCH	PRICE:	$800

- *Thursday, June 24*

CONTINENTAL BREAKFAST	PRICE:	$700 EACH

- *Thursday, June 24*
- *Friday, June 25*
- *Saturday, June 26*

SESSION SPEAKER: MITCHELL KRAMER	PRICE:	$500

- *Thursday, June 24 (1:30 pm – 3:00 pm)*

"The Most Important Deal You'll Ever Make and How to Close It"
Mr. Kramer, IMDA's General Counsel (of Kramer and Kramer, LLP) and a recognized authority on manufacturer-distributor contracts and relationships, will facilitate this lively, interactive and informative session.

MORNING REFRESHMENT BREAKS	PRICE:	$500 EACH

- *Thursday, June 24*
- *Friday, June 25*
- *Saturday, June 26*

GOLF TOURNAMENT	PRICE:	$350 PER HOLE

- *Friday, June 25 (12:45 pm – 6:00 pm)*

The Rookery at Marco will be the venue for the annual IMDA Golf Tournament. Sponsor a hole or two on the newly renovated course and your company name and logo will be on display acknowledging your support.

GENERAL INFORMATION

CUSTOM SPONSORSHIP OPPORTUNITIES

Our interest is getting your name in front of specialty sales and marketing companies. IMDA is happy to work with you to find innovative sponsorship and marketing solutions that work for you. Call us to discuss your suggestions.

DEADLINE

Sponsorship orders, along with payment, must be received by May 31, 2004 in order to be recognized in the Final Program. Sponsorships cannot be confirmed without payment in full.

RESERVE YOUR SPONSORSHIP NOW

The earlier you become a sponsor, the more frequently your company name will be seen!

REFUNDS/CANCELLATIONS

- No refunds will be issued after acceptance of the Sponsorship Reservation Form and payment.
- If IMDA should be prevented from holding the 2004 Annual Conference by reason of any cause beyond its control (such as, but not limited to: damage to building; riots; labor disputes; acts of government; acts of God), then IMDA has the right to cancel the 2004 Annual Conference with no further liability to the sponsor other than a refund of the sponsorship amount less proportionate share of sponsorship expenses.

QUESTIONS?

Please contact Carole Kulinski at 866.IMDA.YES (866.463.2937) or ckulinski@asihq.com.

SPONSORSHIP RESERVATION FORM

PLEASE RETURN YOUR COMPLETED FORM WITH PAYMENT TO:

IMDA • 414 Plaza Drive, Suite 209, Westmont, IL 60559-1265
Phone: 866.IMDA.YES (866.463.2937) • Fax: 630.655.0391

❒	Thursday Keynote Speaker	$1,500	❒	Friday Continental Breakfast	$700
❒	Friday Keynote Speaker	$1,500	❒	Saturday Continental Breakfast	$700
❒	Reception and Awards Banquet	$1,200	❒	Thursday Session Speaker	$500
❒	Manufacturers Forum	$1,000	❒	Thursday AM Break	$500
❒	Welcome Reception	$1,000	❒	Friday AM Break	$500
❒	Thursday Group Lunch	$800	❒	Saturday AM Break	$500
❒	Thursday Continental Breakfast	$700	❒	Golf Tournament (per hole)	$350

# of holes_____

TOTAL DUE $_____

Company_____

Contact Name_____

Address_____

City_____ State/Province_____

Zip/Postal Code_____ Country_____

Phone_____ Fax_____

Email Address_____

Signature_____

Indicates acceptance of the details outlined in the sponsorship information.

Please note that all sponsors are responsible for providing their logo in electronic format to IMDA.

Payment Information *(All payments must be in US funds.)*

Enclosed is my ❒ Check (payable to IMDA) ❒ Visa ❒ MasterCard ❒ American Express

Account #_____ Expiration_____

Signature_____

Indicates authorization to charge card.

FOR OFFICE USE ONLY

Date_____ Amount Paid_____ Check/Batch#_____ By_____