



November 3 and 4, 2006

John Q. Hammons Convention Center, Rogers, Arkansas

Sponsorship Opportunities

Participation in this landmark event will be an effective tool in delivering your marketing message as you create top-of-mind awareness for your business and services in the minds of the thousands of attendees of the two days of programs, educational seminars and exhibitions of health and wellness, technology, lifestyle, financial planning, fitness, travel and entertainment resources, products and services focused on the Baby Boomers as they mature to become *Peak Agers*.

| Sponsorship | Level | Recognition | Tickets | Exhibit |
|--------------------------|------------------|----------------------------|----------------|-----------------|
| Founding (1) | \$50,000 | Gala or Exhibit naming | 25 passes | 20 x 20 VIP |
| Presenting (4) | \$25,000 | Reception or Meal naming | 12 passes | 10 x 20 VIP |
| Media (6) | \$12,000 in kind | Materials logo | 8 passes | 10 x 10 VIP |
| Summit (10) | \$10,000 | Materials logo | 6 passes | 10 x 10 VIP |
| Peak (20) | \$5,000 | Materials logo | 4 passes | 10 x 10 VIP |
| Boomer (30) | \$2,500 | Materials logo | 4 passes | 10 x 10 lottery |
| Professional (10) | \$1,500 | Breakout sponsor logo | None | None |
| Exhibitor (100) | \$800 | Materials listing, no logo | 2 passes | 10 x 10 lottery |

Founding and Presenting sponsors have naming opportunities for portions of the weekend. They can select sponsorship of keynote speakers, meals, receptions and the gala. Their sponsor package includes access to all events in preferred locations.

2006 sponsors of the Silver Summit will be considered “founding” sponsors and will have the right of first refusal to retain their sponsorship levels in future years.

Sponsor contract are due by Monday, May 1, 2006 together with a PDF or EPS version of your company logo. Payment in full must be received within a month of signing the sponsorship contract.

All exhibition arrangements are through Red Ball.