



2012 DIAMOND SPONSORSHIP BENEFITS

The Diamond Sponsorship Package is an exciting opportunity, limited to 20 member companies, putting your organization "Center Stage and in the Spotlight" for the entire year. The 2012 program includes the following benefits:

Complimentary Marketing and Networking

- **A choice between:** The NJAA Membership Mailing List, supplied to Diamond Sponsors in a sortable Excel File, can be used for up to three mailings OR your Associate member dues (\$500) included in your sponsorship
- One full page, full color advertisement in *AIM* Magazine (sponsor may select the issue)
- Two additional categories for your Classified listing in the printed 2012 Membership Directory
- Two additional categories for your Classified listing on *njaa.com* including a hyperlink to your company website and e-mail link to one contact
- Access for your staff to Diamond and Signature Sponsor Reception (a reception held specifically to give Diamond and Signature sponsors networking time with Owner members) held during the 2012 Convention (all staff in attendance must be registered attendees)
- NJAA room rental charge will be waived for all Diamond Sponsors who are interested in holding an education session for members or using the room for a company meeting. (One time use)
- Diamond Sponsor booth sign and poster of Diamond Directory page displayed at Convention
- Diamond Sponsor ribbons on badges at all NJAA Events and Networking Events

Exclusive Convention Booth Pre-Sale and Rebate Program

- Diamond Sponsor Only pre-sale program for first choice of exhibit booth space
- Rebate will be issued to Diamond exhibitors for the 2012 convention as \$100 for single booth, \$250 for double booth.

Recognition in Printed Materials and Online at NJAA.com

- Inclusion in the "Diamond Directory" section of the 2012 Membership Directory
- Logo Recognition on Diamond Sponsor page in every issue of *AIM* Magazine
- Logo Recognition in the 2012 Garden State Awards Program Booklet
- Logo Recognition on Classifieds Tab of the 2012 Membership Directory
- Logo Recognition on Folders for all Board of Directors Meetings, Committee Meetings and Education Sessions
- Logo and hyperlink to your website on our Home page and Friday Update page at *njaa.com*
- Company name and hyperlink on Friday Update e-mail version
- Logo and/or company name (space permitting) on printed material and signage at Convention
- Diamond Sponsor Logo Poster displayed at all NJAA Education and Networking Events

Recognition from the Podium at the following NJAA Events

- Logo, verbal recognition and individual award presented to each Diamond Sponsor during 2012 Annual Meeting
- Logo and verbal recognition during the 2012 Tuesday Keynote presentation held during our Annual Conference & Expo
- Logo and verbal recognition at the 2012 Garden State Awards Dinner

For a \$7,500 investment, your company name/logo is in the spotlight from January to December 2012. Instead of the usual allocation of monies throughout the year, this one time fee affords you the chance to be part of ALL NJAA events. Please note that additional sponsorship opportunities will be made available for programs and events on an individual basis throughout the year. Please contact Christine Haber at christine@njaa.com or 732-992-0603 for more information.

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