2015 PARMA Annual Conference App
Sponsorship Form

Company: _____

Contact Person: _____

Address: _____

Telephone: _____

Email: _____

Note: Please check the box next to the opportunity you are purchasing.

☐ **3x Opportunity - $2,000**

Exhibitor Banner advertisement with landing page: Includes rotating banner ad into full---page ad or exhibitor detail information page.

- **Opportunity Specs:**
    - **Rotating banner ad:** 320Wx55H pixels .jpg or .png format 300 dpi
    - **Full page ad:** 320Wx418H pixels .jpg or .png format 300 dpi
    - **-OR- Exhibitor detail information page:**
        - Logo: .jpg or .png only, 72dpi, size should be no larger than 300 pixels per side.
        - Document Handouts: PDF format only. Product literature, press releases, show specials, announcements, etc

  **Please send all images/documents to communications@parma.com with this form.

☐ **3x Opportunity - $2,000**

Exhibitor Multimedia Package - located in landing page for exhibitor: Includes a rotating banner ad linked to a full page ad or exhibitor detail information page with video.

- **Opportunity Specs:**
    - **Rotating banner ad:** 320Wx55H pixels .jpg or .png format 300 dpi
    - **Full page ad:** 320Wx418H pixels .jpg or .png format 300 dpi
    - **-OR- Exhibitor detail information page:**
        - Logo: .jpg or .png only, 72dpi, size should be no larger than 300 pixels per side.
        - Document Handouts: PDF format only. Product literature, press releases, show specials, announcements, etc
        - Video: will live on and be launched from the App Exhibitor Profile. Format is preferred in HD h264 with ACC audio.
            - If video is shot in 16:9, we can accept it in that format. Cropping it to 3:2 would be fine, but if only adding letterbox to output 3:2, then our system will do that automatically if needed. .mov and .mp4 format accepted.

  **Please send all images/documents to communications@parma.com with this form.

☐ 5x per day Trade Show Alert Opportunity - $1,000

Trade Show Alerts: Alerts of text messages sent out by show personnel can be sold. Typically these are limited to a max of 5 per day.

- **Opportunity Specs:**
    - Subject Title Line:
        - Alert subject lines or titles longer than 29 characters will be automatically and randomly abbreviated by the mobile app. So, to maintain content and context, consider keeping your subject line fewer than 29 characters.
        - Utilize a Call to Action or a Strong Message to grab the user's attention.
    - Body: The body of the alert message can be scrolled to accommodate lengthier messages, and can contain full URLs to link the user to a webpage.
    - Please provide:
        - Date/Time Alert will be scheduled to send

            _____

        - Alert Subject Title Line (29 characters or less)

            _____

        - Body of Alert message

            _____

            _____

            _____

            _____

    - Note: The three most recent alerts appear at the top of the Dashboard page, and all alerts are saved under the "Alerts" Dashboard icon.
    - On the Apple and Android app version, "Push notification" alerts can be set to be received as "overlay" messages, shown below. The user simply taps the message to open the app and be taken to the alert message.

Payment Options:

☐ If paying by <u>check</u>, please mail completed form with check made out to PARMA to:
    PARMA, 1 Capitol Mall, Suite 320, Sacramento, CA 95814

☐ **Credit Card #** _____ **Exp Date** _____ **Security Code** _____

    Billing Zip Code _____**Signature:** _____