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SPRING  
MARKETING  
CONFERENCE

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MAY 12-15, 2014

**SAN JUAN**  
**PUERTO RICO**



## ***HOTEL INFORMATION***

The InterContinental San Juan

5961 Isla Verde Avenue | San Juan, Puerto Rico | 00979

CHECK-IN 4:00 pm | CHECK-OUT 12:00 pm

PHONE [800] 496-7621

RESERVATIONS

[787] 791-6100 or [787] 982-4315

**[CLICK HERE TO BOOK YOUR ROOM](#)**

GROUP RATE » \$179+\*\* | CUTOFF DATE » April 18, 2014

*Reference PASBA to receive the group rate.*

\*\*The group rate is guaranteed until April 18, 2014, unless the room block fills prior to that date. Rooms and/or modifications requested after the deadline of April 18, 2014 [or after the block has filled] will be subject to the hotel's space and rate availability.



# REGISTRATION

## **BOOTH REGISTRATION**

*Fee includes all meal functions & dinner event for one vendor representative.*

EARLY BIRD: \$800, February 3–April 17

LATE REGISTRATION: \$900, April 18–April 30

ADDITIONAL REP: \$300

*Each booth includes one cloth covered table (36" x 6'), one chair, conference program containing agenda, and list of attendees.*

## **GUEST PASSES**

AWARDS DINNER ONLY: \$85

ALL MEAL FUNCTIONS: \$250

## **BINDER ADVERTISEMENTS**

*Ad located in attendee binders.*

BLACK & WHITE: Half-Page \$75 // Full-Page \$100

COLOR: Half-Page \$125 // Full-Page \$150

**REGISTER  
TODAY!**

**CLICK HERE »**

**LOG INTO MEMBERS.PASBA.ORG**

**CLICK ON "CONFERENCES & MEETINGS"**

**CHOOSE "SPRING 2014 CONFERENCE"**

**CLICK ON "REGISTER" ICON**

# SPONSORSHIP OPPORTUNITIES

All sponsorships include booth space (with the exception of Bronze sponsorships), signage at sponsored event, recognition in conference materials, and attendee address during meal function (time based on sponsorship level).

## **BRONZE \$750 (5)**

- Sponsor one of five breaks

*Note: Bronze sponsorships do not include booth registration costs*

## **SILVER \$2500 (3)**

- Sponsor one of three breakfasts

## **GOLD \$3000 (2)**

- Sponsor Attendee Binder\* or Registration Desk\*\*
- One additional attendee

*\* Company logo on front of each Attendee Binder*

*\*\* Company logo on banner at Registration Desk*

## **RUBY \$3500 (3)**

- Sponsor one of three luncheons
- Table tents with company logo at sponsored luncheon
- One additional attendee

## **PLATINUM \$4000 (2)**

- Sponsor Registration Gift\* or Room Key Cards\*\*
- One additional attendee
- Included in Sponsor Demos
- Admittance to all conference sessions (except Wednesday sessions)

*\*Sponsor will choose one of three gifts selected by PASBA*

*\*\*Sponsor logo will appear on room key card or registration gift*

## **EMERALD \$4500 (1)**

- Sponsor Opening Reception on Tuesday night
- One drink ticket per conference attendee
- Company logo on drink tickets & table tents
- Two additional attendees
- Included in Sponsor Demos
- Admittance to all conference sessions (except Wednesday sessions)

## **DIAMOND \$5500 (1)**

- Sponsor Wednesday Awards Dinner
- Sponsor Logo displayed in a cocktail area and tables at Wednesday Awards Dinner
- One drink ticket with company logo per conference attendee
- Premier Sponsor recognition in conference materials
- Two additional attendees
- Full page color ad in Conference Binder
- Admittance to all conference sessions (except Wednesday sessions)

# CONFERENCE SCHEDULE

## MONDAY, MAY 12

2:00 pm – 5:00 pm

Registration/Set Up

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## TUESDAY, MAY 13

8:00 am – 9:00 am

Exhibit Showcase

10:30 am – 10:45 am

Exhibit Showcase

12:00 pm – 1:30 pm

Exhibit Showcase/Sponsor Demos

2:20 pm – 2:35 pm

Exhibit Showcase

3:25 pm – 3:40 pm

Exhibit Showcase

5:00 pm – 6:30 pm

Reception/Exhibit Showcase

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## WEDNESDAY, MAY 14

8:00 am – 9:00 am

Exhibit Showcase

10:20 am – 10:40 am

Exhibit Showcase

12:00 pm – 1:30 pm

Exhibit Showcase/Sponsor Demos

2:50 pm – 3:10 pm

Exhibit Showcase

6:30 pm – 10:00 pm

Awards Dinner

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## THURSDAY, MAY 15

8:00 am – 9:00 am

Exhibit Showcase

10:15 am – 10:30 am

Exhibit Showcase

10:30 am – 12:00 pm

Tear Down

**OVER 7.5 HOURS OF EXHIBITOR  
SHOWCASE TIME!**

# SAVE THE DATE NOVEMBER 17-20

# AUSTIN

★ ★ ★ ★ ★ ★ ★ 2014 ★ ★ ★ ★ ★ ★ ★  
**FALL MANAGEMENT CONFERENCE**

**≡ THE DRISKILL HOTEL • AUSTIN, TEXAS ≡**

## **SESSION ATTENDANCE POLICY**

Exhibitors are encouraged to attend all meal functions and the Keynote Speaker. All other sessions will be closed to exhibitors due to the sensitive nature of the content presented during these sessions. Platinum, Emerald, and Diamond sponsors are welcome to attend all sessions except the Wednesday discussion groups.

If you have any questions, please feel free to contact the PASBA Central Office at 866.296.0001. We appreciate your cooperation with the attendance policy.

## **CANCELLATIONS**

If PASBA should be prevented from holding the 2014 Spring Marketing Conference by reason of any cause beyond its control [such as, but not limited to, damage to buildings, riots, labor disputes, acts of government or acts of God] then PASBA has the right to cancel the Conference with no further liability to the Exhibitor other than a refund of registration fees.

Registration cancellations are accepted through April 1, 2014 for a full refund. Sponsorships are not refundable at any time.