



THE INDESIGN CONFERENCE AMSTERDAM



THE INDESIGN CONFERENCE

8615 Park Avenue
St. Bonifacius, MN 55375 USA
Phone (Brussels number) +32 (0) 2 454 85 55
or (USA) +1.612.396.7100
Fax +31 (0) 8 4759 8041



AMSTERDAM, MAY 25 -28, 2005

Sponsorship and Exhibition Opportunities

The InDesign Conference attracts highly motivated InDesign users who are seeking in-depth information and value-added product solutions to maximize their investment in Adobe technology.

Corporations are rapidly adopting InDesign as the core design tool in their creative departments. InDesign has become a preferred page layout program for creative agencies, publishers, graphics professionals, educators, and training providers.

Previous attendees of The InDesign Conference represented the following vertical markets:

Corporate	17.86%
Design Firm	14.29%
Advertising Agency	11.43%
Book Publisher	10.71%
Government	9.23%
Magazine	7.86%
Education	7.14%
Newspaper	5%
Printer	5%
Non Profit	5%
Publisher	2.86%
Consultant	2.86%
Other	0.71%

Attendees of InDesign Conferences are typically professionals or experts in design and production positions. A significant number are directors, supervisors, or manage their own business.

Graphic Designer	21.43%
Other	13.57%
Manager	12.14%
Art Director	11.43%
Sr. Graphic Designer	9.23%
Studio Head	8.57%
Owner	7.14%
Director	5%
Production	5%
Editor	2.86%
Supervisor	2.14%
Coordinator	1.43%



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EXHIBITOR OPPORTUNITIES:

Exhibiting at The InDesign Conference puts you in direct contact with a highly qualified audience of Design professionals, corporate users and computing enthusiasts. InDesign's functionality makes it an attractive tool to a variety of users, and they are actively looking for information, related services and plug-ins.

Our exhibit hall will be open all day on Friday May 27. There will be breaks and set times throughout the day when attendees can visit the exhibit hall. The InDesign Conference is organized to encourage productive one-to-one meetings and interaction between attendees and exhibitors.

The available stands are pre-set for table-top displays. If you have a pre-fabricated exhibit setup or require a custom space, please contact us for arrangements.

Standard 10 x 10 Table:

€500 before February 1

€700 after February 1

Premium Booth (20 x 20 Space)

€999 before February 1

€1200 after February 1

As an Exhibitor you will also benefit from event-marketing opportunities that effectively target attendees before, during and after The InDesign Conference.

Contact us to receive the exhibit hall layout.

exhibits@TheInDesignConference.com

Sign up today and join us for *The* InDesign event of the year.

SPONSORSHIP/EXHIBITING OPPORTUNITIES:

Meet ALL your marketing goals at this original InDesign event---Maximize Your Impact!---and increase your presence and your exhibits impact with a sponsorship.

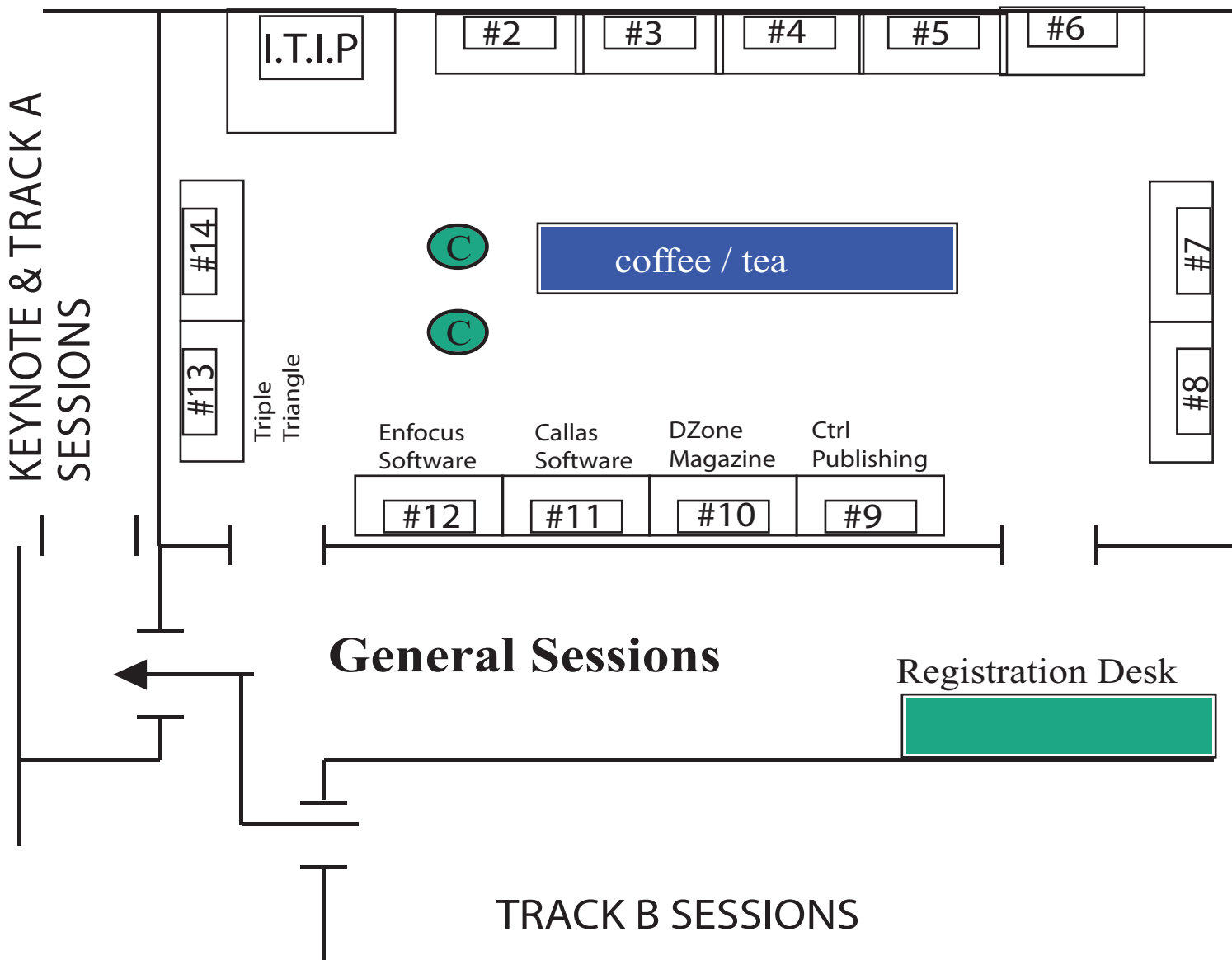
Sponsor Acceptance:

I, the duly authorized representative of the undersigned organization, on behalf of said organization, subscribe and agree to all the terms, conditions, authorizations, and covenants, contained in this Contract for Conference Space and Services and Rules and Regulations as stated on the back of this contract.

Signature _____
Name _____
Title/Position _____
Date _____

Sign up today and join us for *The InDesign* event of the year.

Exhibitor Main Room



SPONSORSHIP OPPORTUNITIES:

You may also chose to maximize your presence at The InDesign Conference by sponsoring the Conference or an opening night reception.

Response to The InDesign Conference in Amsterdam has been strong -- one of the 3 main sponsorships have already been sold and all of our breakfast sponsorships are sold out.

A limited number of sponsorship opportunities are still available at what promises to be our largest conference ever:

EVENT SPONSORSHIP (only 3 available): €5,000

Premiere Sponsorship package includes:

- * Premium 2 x 1 meter booth location on the exhibit floor
(Larger spaces are available at an additional fee)
- * Corporate logo on event promotional materials
- * Corporate logo link from event Web site to corporate Web site
- * Two complimentary conference registrations (worth €1,790)
- * Corporate logo on the on site display banners
- * The opportunity to include one insert in the conference attendee welcome packet
- * Free expo passes for customer distribution
- * One free black and white ad in the Conference Binder
- * A company profile listing in the Conference Binder
- * Listed as sponsored by in all press mailings
- * Email blast to all contacts in database

EVENT CO-SPONSORSHIP: €3,500

Co-Sponsorship package includes:

- * Premium 2 x 1 meter booth location on the exhibit floor
(Larger spaces are available at an additional fee)
- * Corporate logo link from event Web site to corporate Web site
- * One complimentary conference pass (worth €895)
- * Corporate logo on the on site display banners
- * The opportunity to include one insert in the conference attendee bags
- * Free expo passes for customer distribution
- * One free black and white 1/2 Page ad in the Exposition Guide
- * A company profile listing in the Exposition Guide
- * Listed as sponsored by in all press mailings

ADDITIONAL SPONSORSHIP OPPORTUNITIES:

Here are some additional opportunities to make your presence known! Talk directly to the Attendees with our Special Event or Meal Sponsorships.

Food, fun and information go well together – use this time-tested format to introduce a product or service to a captive audience.

WELCOME RECEPTION SPONSOR/LUNCH SPONSOR

€3000

- ✦ 30 minute presentation (at the end of Lunch)
- ✦ Literature passed out to all of the attendees at Lunch.
- ✦ Information in the welcome packet
- ✦ Full page advertisement in the Conference Book (€175 value)
- ✦ Logo on web site
- ✦ Press Release announcing event

ADVERTISING OPPORTUNITIES:

Brand your product or company by direct advertising to The InDesign Conference attendees. It couldn't be easier to target a highly qualified audience who is looking for InDesign-related products and services.

CONFERENCE BINDER ADS	
Inside front cover	€500
Inside back cover	€375
Outside back cover	€750
Black and White full page	€175

T-SHIRT SPONSOR- Your company name and logo will be printed on the conference giveaway t-shirts. A minimum of 75 shirts will be given away at the show. This is great advertising to the attendees office co-workers. Contact us for placement on this years design.	€600
COFFEE BREAK/REFRESHMENT BREAK- You will have a small round table that you can set up as a small unmanned booth. Great as a booth ad on. Everyone will come and get coffee and snacks so why not have your name right in front of the all the attendees.	€250 per day

ADVERTISING RESERVATIONS

Please indicate your three preferred advertising choices.

Choice(s) First Choice: _____

Second Choice: _____

Third Choice: _____

For InDesignWorld, LLC. Use Only

Contract accepted by:

InDesignWorld, LLC.:

Date:

Advertising Option assigned:

Price: _____ Deposit Received

Check # _____ Check Date

Purchase Order # _____

InDesignWorld, LLC. Representative:

Contact us for more information on any of these sponsorship or exhibition opportunities.

exhibits@TheInDesignConference.com or 612 396 7100.

+001- 612-396-7100 + fax: 31 08 4759 0841 + www.TheInDesignConference.com

SPONSORSHIPS AT THE INDESIGN CONFERENCE, AMSTERDAM

Sponsorships at The InDesign Conference will be given on a first-come-first-serve basis.
Please complete the attached contract and mail your deposit to the address given on the contract.
♦ Return entire signed contract and payment to:

InDesignWorld, LLC.
ATTN: Sponsorships
8615 Park Avenue
St. Bonifacius, MN 55375

- ♦ Full payment is due when you send the contract (this is required to receive early registration discounts).
- ♦ Faxed contracts will be accepted but logos and advertising will not be finalized until payment has been received.

CHECK/CHEQUE PAYMENTS	WIRE TRANSFERS*:
Name of Organization: Exact Name of Your Firm: Street Address: City/State/Country: Zip/Postal Code: Email Address: Web Site Address: Phone: Fax: Contact Name: Title: Check # _____ Check Date _____ Purchase Order # _____	European InDesign Conference, LLC IBAN BE80 7330 2553 5177 Swift KREDBEBB KBC Bank Rue d'Arenberg 11 1000 Bruxelles *Note make sure you mention the Swift Number and the IBAN number when making the transfer. Any banks within the European Union will not be charged a fee on transactions with this information. Please ask you bank for their specific details.

To submit your company description

Please provide a short 25-50 word description of your company or product/service you will be featuring at your booth. Please type or print clearly, generic terms only. All descriptions will be edited for length and The InDesign Conference editorial style:

Thank you for your interest in The InDesign Conference Amsterdam. Join us for Europe's premier InDesign event -- it's an opportunity that you won't want to miss!