



January 26-28, 2009
Rancho Las Palmas Resort
Rancho Mirage, California
www.lyra.com

2009 LYRA IMAGING SYMPOSIUM

Sponsorship & Exhibiting Information

For contract, see pp 10-11.

For more information, or to apply,
contact Sandy Tobin at +1-617-454-2612,
or by email at stobin@lyra.com



"Excellent information at a strategic level!"

"Highly commended. I'll be back!"

"...by far, the *best* conference we attend each year."

"An excellent mix of perspective and data from the industry and from Lyra."

Sponsorship & Exhibiting Details

→ Official Event Sponsorship **SOLD**

The highest sponsor honors at the LYRA IMAGING SYMPOSIUM belong to the event sponsor. By customizing a combination of sponsor options, an organization may opt to be the official sponsor of this leading conference event, communicating to the digital imaging industry a commitment to vision and leadership. Companies that are interested in this sponsorship status are encouraged to contact Lyra as soon as possible to ensure that the optimal combination of sponsorships can be arranged. Specific deliverables are dependent on which component sponsorships are selected. Please contact Sandy Tobin at 617-454-2612 or by email at stobin@lyra.com to learn more.

→ Customized/Combination Sponsorship Options

Lyra is proud to offer a wide range of sponsor options designed to achieve every event-marketing goal and satisfy every budget. In addition, Lyra invites sponsor companies to contact us to discuss customized sponsorship packages that may not be specifically outlined in this prospectus. Do you have an idea for a sponsorship that will more effectively communicate your product or service's value-proposition? Call Lyra today. Or, if you would like to evaluate a combination of existing sponsorships, we would be eager to coordinate multiple offerings and benefits to suit your organization's needs. Please contact Sandy Tobin at 617-454-2612 or by email at stobin@lyra.com to learn more. (Specific deliverables are dependent on which component sponsorships are selected.)

Platinum Sponsorship Options

Platinum Sponsors benefit from the top level of sponsorship at the SYMPOSIUM. The Platinum package offers unparalleled visibility in pre-conference marketing and at the event. In addition to exclusive recognition for the specific sponsorship (see options below), benefits include:

- Exclusive recognition for the selected sponsorship(s).
- Exhibitor Showcase tabletop display during the length of the event with name signage.
- Prominent acknowledgement in the general session.
- One complimentary attendee pass (a \$1,745 value).
- Up to four discount registrations for your company or clients at \$1,545 (\$200 off standard registration).
- Conference Binder publicity:
 - Full-page, four-color advertisement (artwork file supplied by sponsor) and/or a company description page with logo, description and contact information.
- One-time use of the event attendee list for promotional mailing.
- Acknowledgement on official event signs.
- Sponsor recognition and logo display in Lyra publications and collateral (*Hard Copy Observer*, *Hard Copy Supplies Journal*, partner publication advertising, press releases, event materials, etc.)
- The conference Web page's sponsor directory listing will display the sponsor's name and logo, with a link to sponsor's home page.
- Inclusion in targeted SYMPOSIUM email-based event marketing.

Platinum Reception Sponsors (1 Left!)

\$18,000 (Monday/Welcome Reception: **SOLD** Tuesday Evening Reception available.)



Be among the first to welcome attendees to the SYMPOSIUM, and make an immediate impact by sponsoring an evening event. The **Welcome Reception** is the initial opportunity attendees have to meet and greet old friends and colleagues, make new acquaintances and get a glimpse of the agenda ahead. The **Tuesday Evening Reception** is the perfect halfway-point during the two conference days to enjoy a cocktail, talk about the day's presentations and discussions, and to network. All attendees are invited to the **Welcome Reception** and the **Tuesday Evening Reception** to enjoy a variety of hors d'oeuvres and cocktails.

Each **evening reception** (Monday or Tuesday evening) includes a **5-7 minute presentation**. (Sponsor may configure an optional theme or design for an additional premium, e.g., "Pre-Super Bowl Party," "Golfer's Paradise," "Hawaiian Luau," etc. Contact us for more information: 617-454-2612.)

Platinum Welcome Kit Sponsor

\$15,000

When attendees arrive at the SYMPOSIUM, the Welcome Kit greets them at hotel check-in. This handy folder offers at-a-glance information to answer the question "Where do I need to go, and when?" In addition to providing details on Monday's recreation activities, this resource includes information on area amenities, restaurants, and shopping choices. Greeting attendees at check-in, you will get the advantage of making a first impression *first*.



Platinum USB Pocket Drive Sponsor

\$15,000

SYMPOSIUM attendees who want to view presentations on their notebook PC's or access them electronically during and immediately after the event can now use the conference USB pocket drive. In addition to an imprint of your company's logo on the drive, this memory stick will offer all the events' presentations and, optionally, promotional collateral files from your company to continue your sponsorship impact long after the event.



Platinum Conference WiFi Hotspot

\$15,000

Get recognition for keeping attendees connected to their offices while at the SYMPOSIUM. A lounge area will be designated for high-speed wireless connectivity with signage displaying your logo and company name as official Wi-Fi provider in the conference area. In addition to the benefits listed on above, the Conference Wi-Fi Hotspot Sponsorship also includes a dedicated "How to Connect" Wi-Fi instructions page in the conference binder with your company logo.



Platinum Conference Program Binder Sponsor **SOLD**

\$30,000 *value* (for production and shipping of all binders)



This is a unique sponsorship opportunity for makers of color-imaging-related vendors to showcase the quality of their color technology by producing the SYMPOSIUM binder materials. In addition to the benefits listed above, the Conference Program Binder Sponsorship also includes the display of the company logo on the binder cover and an "About This Binder" technology description page. (This sponsor is entitled to *two* complimentary attendees, a \$3,490 value.)

Gold Luncheon Sponsors (2)

\$12,000



As attendees meet for lunch, networking, and to debrief the morning's presentations, your company will be recognized at a 1½-hour, three-course luncheon served to all attendees. The Gold Sponsor enjoys numerous Top-Tier benefits of sponsorship at the SYMPOSIUM with an excellent package of pre-conference and event marketing.

- Sponsorship honors for one **luncheon** (Tuesday or Wednesday) including a **5-7 minute presentation**. (Sponsor may configure an optional, premium theme or design.)
- Exhibitor Showcase tabletop display during the length of the event, with name signage.
- Prominent acknowledgement in the general session.
- One complimentary attendee pass (a \$1,745 value).
- Up to four discount registrations for your company or clients at \$1,545 (\$200 off standard registration).
- Conference Binder publicity:
 - Full-page, four-color advertisement (artwork file supplied by sponsor) and/or a company description page with logo, description and contact information.
- One-time use of the event attendee list for promotional mailing.
- Acknowledgement on official event signs.
- Sponsor recognition and logo display in Lyra publications and collateral (*Hard Copy Observer*, *Hard Copy Supplies Journal*, partner publication advertising, event materials, etc.)
- The conference Web page's sponsor directory listing will display the sponsor's name and logo, with a link to sponsor's home page.
- Inclusion in targeted SYMPOSIUM email-based event marketing.

Official Event Signage Sponsor

\$9,000 value (for production and shipping of all signage)



This sponsor receives ubiquitous recognition for the printing and display of all event signage. The signage sponsor effectively benefits from visibility *throughout* the physical space of the site.

- Sponsorship honors for all signage.
 - Exhibitor Showcase tabletop display during the length of the event with name signage.
 - Prominent acknowledgement in the general session.
 - One complimentary attendee pass (a \$1,745 value).
 - Up to four discount registrations for your company or clients at \$1,545 (\$200 off standard registration).
 - Conference Binder publicity:
 - Full-page, four-color advertisement (artwork file supplied by sponsor) and/or a company description page with logo, description and contact information.
 - One-time use of the event attendee list for promotional mailing.
 - Acknowledgement on official event signs.
 - Sponsor recognition and logo display in Lyra publications and collateral (*Hard Copy Observer*, *Hard Copy Supplies Journal*, partner publication advertising, event materials, etc.)
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Silver Tier Breakfast (2) or Refreshment Break (4) Sponsors

\$9,000 each; \$15,000 for 2 Breakfasts or 2 Refreshment Breaks; \$24,000 for all 4 Refreshment Breaks and a sponsorship banner outside the break room

Tuesday and Wednesday will both open with a continental breakfast. Attendees attend the breakfast as the ideal opportunity to commence networking, make initial contacts, and arrange meetings and demonstrations throughout the day.



Each morning and afternoon includes a refreshment break where attendees enjoy snacks and refreshments. With your signage and any promotional giveaways, sponsoring a break will reinforce your company's presence at the event. Options include offering a themed break such as a "Starbucks Café," "Fruit Fantasy," "Ice Cream Stand," etc.



The Silver Tier Sponsor takes advantage of several benefits of Top-Tier sponsorship at the SYMPOSIUM with comprehensive offerings in pre-conference and event marketing.

- Sponsorship honors for one **breakfast** or **refreshment break** (including your choice of theme or design, e.g., "Starbucks Coffee Break," "Tropical Juice Bar," etc.).
- Prominent acknowledgement in the general session.
- One complimentary attendee pass (a \$1,745 value).
- Up to four discount registrations for your company or clients at \$1,545 (\$200 off standard registration).
- Conference Binder publicity:
 - Full-page, four-color advertisement (artwork file supplied by sponsor) and/or a company description page with logo, description and contact information.
- One-time use of the event attendee list for promotional mailing.
- Exhibitor Showcase tabletop display during the length of the event with name signage.
- Acknowledgement on official event signs.
- Sponsor recognition and logo display on Lyra publications and collateral (*Hard Copy Observer*, *Hard Copy Supplies Journal*, partner publication advertising, event materials, etc.)
- The conference Web page's sponsor directory listing will display the sponsor's name and logo, with a link to sponsor's home page.
- Inclusion in targeted SYMPOSIUM email-based event marketing.

Silver Tier Private Meeting Room Sponsor

\$8,000



During the SYMPOSIUM conference days (Tuesday and Wednesday), take advantage of the rare opportunity of having industry colleagues, coworkers, partners, and prospects assembled in one place. Sponsor a private meeting room and use that space for demonstrations, team huddles, partner negotiations, deal making, or a private office workspace for your team right by the conference hall.

Meeting rooms are 22'w x 33'l" x 15'h and are supplied with two draped 60" round tables, 12 seats, water pitcher, and notepads. Other no-charge room configurations are available, as well as premium upgrades such as Internet connectivity, etc.

The Meeting Room Sponsor takes advantage of several benefits of Top-Tier sponsorship at the SYMPOSIUM with comprehensive offerings in pre-conference and event marketing.

- Sponsorship honors one meeting room.
- Prominent acknowledgement in the general session.
- One complimentary attendee pass (a \$1,745 value).

- Up to four discount registrations for your company or clients at \$1,545 (\$200 off standard registration).
- Conference Binder publicity:
 - Full-page, four-color advertisement (artwork file supplied by sponsor) and/or a company description page with logo, description and contact information.
- One-time use of the event attendee list for promotional mailing.
- Exhibitor Showcase tabletop display during the length of the event with name signage.
- Acknowledgement on official event signs.
- Sponsor recognition and logo display on Lyra publications and collateral (*Hard Copy Observer*, *Hard Copy Supplies Journal*, partner publication advertising, event materials, etc.)
- The conference Web page's sponsor directory listing will display the sponsor's name and logo, with a link to sponsor's home page.
- Inclusion in targeted SYMPOSIUM email-based event marketing.



RECREATION SPONSORS

The LYRA IMAGING SYMPOSIUM offers attendees several complimentary recreation activity choices to kick off the conference. Activities are designed to take advantage of the Palm Springs location and appeal to a wide audience including golf, tennis, and local area hiking. The two sponsor packages include:

Lyra Imaging Symposium Golf Tournament Sponsor (Platinum Sponsor) SOLD \$15,000

The Golf Tournament Sponsor kicks off the LYRA IMAGING SYMPOSIUM with a round of golf at Rancho Las Palmas Country Club's challenging course designed by Ted Robinson. Deliver your message to over 50 senior executives from the imaging industry with a continued impact throughout the event to its over 200 attendees. In addition to conference materials, your logo will be displayed on all golf-specific information!



Lyra Imaging Tennis Round-Robin Mixer and Living Desert Outing Combined Sponsor \$6,500

The SYMPOSIUM'S Sponsor for the Tennis Round-Robin Mixer and Living Desert (Botanical Park and Wildlife Center) Outing connects with attendees participating in *two* popular event choices. In addition to conference materials, your logo will be displayed on all related recreation activity information as well.



Recreation Sponsor Features:

- Exclusive sponsorship of the golf tournament or the tennis mixer and desert trail outing includes a **5-7 minute speaking opportunity** at the start of each event.
- Tournament premiums, if provided by your company, will be delivered to attendees who participate in the events.
- Additional opportunity to announce prizewinners at evening reception.
- Prominent acknowledgement in the general session.
- One complimentary attendee pass (a \$1,745 value).
- Up to four discount registrations for your company or clients at \$1,545 (\$200 off standard registration).
- Conference Binder publicity:
 - Full-page, four-color advertisement (artwork file supplied by sponsor) and/or a company description page with logo, description and contact information.
- One-time use of the event attendee list for promotional mailing.
- Exhibitor Showcase tabletop display during the length of the event with name signage.
- Acknowledgement on official event signs.

- Sponsor recognition and logo display in Lyra publications and collateral (*Hard Copy Observer*, *Hard Copy Supplies Journal*, partner publication advertising, event materials, etc.)
- The conference Web page's sponsor directory listing will display the sponsor's name and logo, with a link to sponsor's home page.
- Inclusion in targeted SYMPOSIUM email-based event marketing.



SPECIALTY SPONSORS

Specialty sponsors at the LYRA IMAGING SYMPOSIUM may choose to expand their company visibility through several exclusive facets of our event. Here is a summary of benefits that Specialty Sponsors may receive:

- Exclusive sponsorship honors for each specialty.
- Premiums, if provided by your company, will be distributed at the conference hall.
- Prominent acknowledgement in the general session.
- Complimentary attendee passes (a \$1,745 value each). (Applies to specialty sponsorships priced at \$5,000 or above.)
- Four discount registrations for your company or clients at \$1,545 (\$200 off standard registration).
- Conference Binder publicity:
 - Full-page, four-color advertisement (artwork file supplied by sponsor) and/or a company description page with logo, description and contact information.
- Exhibitor Showcase tabletop display during the length of the event with name signage. (Applies to sponsorships priced \$5,000 or above.)
- Corporate acknowledgement on official event signs.
- Sponsor recognition and logo display on Lyra publications and collateral (*Hard Copy Observer*, *Hard Copy Supplies Journal*, partner publication advertising, event materials, etc.)
- The conference Web page's sponsor directory listing will display the sponsor's name and logo, with a link to sponsor's home page.
- Inclusion in targeted SYMPOSIUM email-based event marketing.

Note: Not all benefits apply to every Specialty Sponsorship. Specific sponsorships below contain additional details.

Showcase Room Exhibitors (5 Left!)

\$6,000

Innovative companies that want to display their software, hardware or services now have a limited opportunity to exhibit at the LYRA IMAGING SYMPOSIUM. Exhibitors will receive an approximate 10'x5' floor space with draped 8' tabletop and two chairs in the designated Showcase Room for displaying floor stands, literature, products, samples, giveaways, etc. This is the perfect venue for high-profile new product announcements or other press events. Tabletop displays will be open at all times during the event with high traffic in the morning, during breaks, luncheons, and receptions. (Power and equipment rentals are available with advance planning.) Exhibitors will be listed in the Conference Program Binder.



➔ Includes one complimentary pass (\$1,745 value) and 4 discounted registrations (\$1,545 rate). See specialty sponsorship introduction above for additional benefits.

Conference Hotel Keycard Sponsor

\$5,000

Make your company ubiquitous at the SYMPOSIUM by placing your logo on attendees' hotel keycards. The 2-color display of your logo will be viewed each time an attendee uses his/her card.

→ Includes 4 discounted registrations (\$1,545 rate). See specialty sponsorship introduction above for additional benefits.



Name Badge Lanyard Sponsor **SOLD**

\$5,000

Imagine every attendee interaction promoting your company? The lanyard sponsorship affords you the chance to display your company logo on the SYMPOSIUM lanyard, with additional visibility when the lanyard returns to hang at an attendee's office.

→ Includes 4 discounted registrations (\$1,545 rate). See specialty sponsorship introduction above for additional benefits.



Conference Water Bottle Sponsor

\$3,750

(or \$2,500 if water bottles are supplied, custom-labeled and shipped by sponsor)

Associate your company name with *refreshment* during the conference sessions. Bottled water distributed throughout the SYMPOSIUM will have your logo and message printed on the label! (Discounted pricing applies if the sponsor provides the bottles, custom-labeling, and shipping. See the application form for more information.)

→ Includes 4 discounted registrations (\$1,545 rate). See specialty sponsorship introduction above for additional benefits.



Conference Notepad and Pen Sponsor

\$4,000

By displaying your logo on the conference hall's notepads and pens, your company's presence will pervade the event. Three-hole punched notepads will also integrate easily in the conference binder allowing your logo to travel with attendees.

→ Includes 4 discounted registrations (\$1,545 rate). See specialty sponsorship introduction above for additional benefits.



Conference Tote Bag Sponsors (2) **SOLD** **SOLD**

\$3,500/ 1 side or \$6,000/ 2 sides

One of the most popular giveaways at the event, the official SYMPOSIUM gusseted canvas tote bag is perfect for carrying the conference binder, notepads, laptops, water bottles, etc. Gain invaluable exposure with a large color impression area for your logo. Sponsor one side, or both!

→ Includes 4 discounted registrations (\$1,545 rate). See specialty sponsorship introduction above for additional benefits.

Banner Sponsors

\$5,500 each

Do you have a banner that delivers your company's message with standout impact? *Take that message to the SYMPOSIUM.* Banners may be hung in the showcase exhibitor room where breakfasts, receptions, and breaks are held. Standard banners are 12' x 3', horizontal layout (a dark background is suggested). Contact us to discuss your banner ideas.

→ Includes one complimentary pass (\$1,745 value) and 4 discounted registrations (\$1,545 rate). See specialty sponsorship introduction above for additional benefits.



Attendee Tote Bag Insert Sponsors

\$2,000 each

Do you have a brochure or advertisement that delivers your company's message perfectly? Is there a special gift that you would like SYMPOSIUM attendees to receive? *Let the SYMPOSIUM tote bags carry your promotional item.* Contact us to discuss your tote bag insert ideas.

→ Includes 4 discounted registrations (\$1,545 rate). See specialty sponsorship introduction above for additional benefits.

iPod Giveaway Sponsor (4)

\$1,295 each or \$4,800 for all 4

The must-have toy, the iPod is a favorite conference prize. With a giveaway sponsor(s), up to 4 (four) iPods will be given away at intervals throughout the event. Sponsor one, some, or all of the giveaways!



NEW! Your company name will be engraved on the iPod: “Compliments of _____”

→ Includes 4 discounted registrations (\$1,545 rate). See specialty sponsorship introduction above for additional benefits.

Additional Important Information

- Please see the sponsorship contract on page 10 for complete pricing details.
- **Sponsors are encouraged to sign on as early as possible.** Fulfillment of benefits described herein is subject to LYRA IMAGING SYMPOSIUM marketing schedules (e.g., sponsors signing on *after* mailer material goes to print may not be included in the mailer, etc.).
- Costs for specialty sponsorships' related tangibles are included in prices listed above, unless otherwise specified.

- **Tailored Combination/Custom Packages Available**

Lyra Research has significantly expanded its sponsorship options at the SYMPOSIUM. Sponsor companies may still opt, however, to develop a custom or combination sponsorship package to promote their company, product or press event in a special way.

If you would like to discuss a custom sponsorship idea, please call or email Sandy Tobin: +1-617-454-2612, stobin@lyra.com. Or, fax the following application form with “Custom Package—Contact Me!” checked off.

2009 Lyra Imaging Symposium Sponsorship Contract

January 26-28, 2009, Rancho Las Palmas Resort, Rancho Mirage, California



Please complete the following **two pages** and fax to (cover sheet not required):

Sandy Tobin, Fax: +1-617-454-2601, Email: stobin@lyra.com, Voice: +1-617-454-2612

Upon receipt and acceptance of this contract, a confirmation of your sponsorship purchase will be sent to you.

My company would like to select the following IMAGING SYMPOSIUM sponsorship(s):

- | | | |
|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| <input type="checkbox"/> Event Sponsor—contact me! | \$TBD | SOLD |
| <input type="checkbox"/> Custom/Combination Package—contact me! | \$TBD | |
| Platinum Tier | | |
| <input type="checkbox"/> Evening Reception Sponsor | \$18,000 | |
| <input type="checkbox"/> Mon. | | SOLD |
| <input type="checkbox"/> Tues. | | |
| <input type="checkbox"/> Golf Tournament Sponsor | \$15,000 | SOLD |
| <input type="checkbox"/> Welcome Kit Sponsor | \$15,000 | |
| <input type="checkbox"/> USB Pocket Drive Sponsor | \$15,000 | |
| <input type="checkbox"/> WiFi Hotspot Sponsor | \$15,000 | |
| <input type="checkbox"/> Conference Program Binder | \$30,000 (or all printing & shipping expenses) | SOLD |
| Gold Tier | | |
| <input type="checkbox"/> Luncheon Sponsors | \$12,000 | |
| <input type="checkbox"/> Tues. | | |
| <input type="checkbox"/> Wed. | | |
| <input type="checkbox"/> Event Signage Sponsor | \$9,000 (or all printing & shipping expenses) | |
| Silver Tier | | |
| <input type="checkbox"/> Breakfast Sponsors | \$9,000 (or both for \$15,000) | |
| <input type="checkbox"/> Tues. | | |
| <input type="checkbox"/> Wed. | | |
| <input type="checkbox"/> Break Sponsors | \$9,000 (or all Tues. or all Wed. for \$15,000, or all 4 for \$24,000 and banner with sponsor information & logo for the break room) | |
| <input type="checkbox"/> Tues. a.m. | | |
| <input type="checkbox"/> Tues. p.m. | | |
| <input type="checkbox"/> Wed. a.m. | | |
| <input type="checkbox"/> Wed. p.m. | | |
| <input type="checkbox"/> Private Meeting Room | \$8,000 | |
| Recreation Sponsorships | | |
| <input type="checkbox"/> Golf Tournament Sponsor (Platinum Tier) | \$15,000 | SOLD |
| <input type="checkbox"/> Tennis Mixer & Living Desert Park Outing Combined Sponsor | \$6,500 | |
| Specialty Sponsorships | | |
| <input type="checkbox"/> Showcase Exhibitor (Tabletop display exhibitor) | \$6,000 (5 left!) | |
| <input type="checkbox"/> Conference Hotel Keycard Sponsor | \$5,000 | |
| <input type="checkbox"/> Name Badge Lanyard Sponsor | \$5,000 | SOLD |
| <input type="checkbox"/> Conference Water Bottle Sponsor | \$3,750 (or \$2,500 if water bottles are supplied, custom-labeled and shipped by sponsor) | |
| <input type="checkbox"/> Conference Notepad & Pen Sponsor | \$4,000 | |
| <input type="checkbox"/> Conference Tote Bag Sponsors (1-2) Sides: _____ | \$3,500/1 side or \$6,000/2 sides | SOLD SOLD |
| <input type="checkbox"/> Banner Sponsors (multiple available) Qty: _____ | \$5,500 | |
| <input type="checkbox"/> Attendee Tote Bag Insert | \$2,000 ea. | |
| <input type="checkbox"/> iPod Giveaway Sponsor (4 available) Qty: _____ | \$1,295 ea. / \$4,800 for all 4 | |

Cancellation Policy: This agreement will bind the applicant and Lyra Research and there shall be NO RIGHT OF TERMINATION if sponsorship privileges have been activated prior to termination. If applicant cancels its sponsorship and sponsorship privileges have not yet been activated, a \$500 service charge will be invoiced to applicant. Applicant must provide a request to cancel in writing to Sandy Tobin, Lyra Research, Inc., P.O. Box 9143, Newtonville, MA 02460-9143. At its discretion, Lyra Research reserves the right to cancel this contract at any time.

Hold Harmless: The Applicant shall indemnify, defend, and hold harmless Lyra Research and its respective officers, directors, partners, agents, members, and employees from and against all demands, claims, damages to persons or property, losses, and liabilities, including reasonable attorney's fees (collectively "claims") arising out of or caused by Applicant or its members' negligence in connection with the use of the hotel facilities. Applicant shall not have waived or be deemed to have waived, by reason of this paragraph, any defense that it may have with respect to such claims.

Terms and Payment: The Applicant accepts that the benefits of each sponsorship are limited to what is described in this sponsorship prospectus unless negotiated and noted otherwise. Should adjustments be made to the baseline package, the Applicant will be responsible for additional expenses and will be invoiced accordingly. Submitting this contract will reserve the sponsor's initial choice if available. Upon signed receipt of this contract, Lyra will process Applicant's credit card for the sponsorship amount, or will submit an invoice for the sponsorship amount, payment of which will be required in net 30 days of the date of invoice.

Sponsor Payment Information

Company Name (as you'd like it to appear on event signage and collateral): _____

Company URL (as you'd like it to appear on event signage and collateral): _____

Please email a standard company description and high-resolution logo files (EPS or TIF) to stobin@lyra.com.

Name: _____

Title: _____

Department: _____

Company: _____

Address 1: _____

Address 2: _____

City: _____

State: _____ Zip: _____

Country: _____

Telephone: _____

Fax: _____

Email address: _____

Are you the Event Primary Contact? Yes No

If *No*, please supply:

Name: _____

Email: _____

Phone: _____

Purchase Order # (optional): _____

Credit Card Number: _____ Exp. mo/yr: _____

Card Type: AMEX MASTERCARD VISA

Name on Card: _____

Title: _____ Company: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Authorization Signature: _____

Please carefully review and fax both pages to +1-617-454-2601.