

Sponsorship Opportunities Kit



Which Way
is **UP?**

brought to you by





About CircDayLA

CircDayLA (CDLA)—established in 1984 by the WFMA—is the longest running annual, in-person, West Coast, one-day event specifically designed to address the information and networking needs of audience development professionals in the magazine industry. By providing a mix of traditional, online and emerging media sessions, this one-day event gives our 140+ attendees an opportunity to learn from their peers and meet our industry partners in a relaxed and open setting.

About WFMA

The CDLA 2011 theme “Which Way is Up?” reflects the WFMA’s mission to educate and connect the audience development community through our webinars and in-person, networking events. For more information about the WFMA, please visit www.wfma.org.

When & Where

Thursday, October 13, 2011 • 7:30am – 4:00pm

Los Angeles Athletic Club

431 West 7th Street, Los Angeles, CA 90014-1691 (corner of 7th Street & Olive Street)

www.wfma.org

Event Highlights

LEARN, NETWORK & WIN PRIZES

- An Opportunity to LEARN New Business Strategies
- Exhibitors Showcasing Products & Services
- Informative Sessions from Industry Experts
- NETWORKing Breakfast
- NETWORKing Luncheon with Keynote Speaker
- NETWORKing Cocktail Reception
- NETWORKing Coffee Breaks
- NETWORKing Exhibitor Game for a Chance to WIN PRIZES
- Plus More



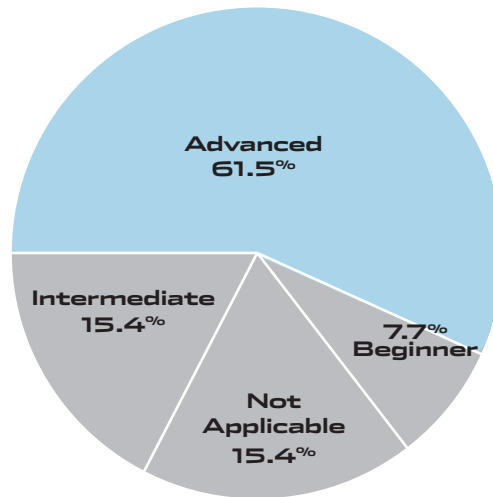


Who Attends

The majority of CDLA attendees are professionals involved in circulation, audience development, marketing, subscription fulfillment and other magazine publishing related services. To give you a better idea as to what type of professionals attend CDLA, please see the self-reported attendee job titles.

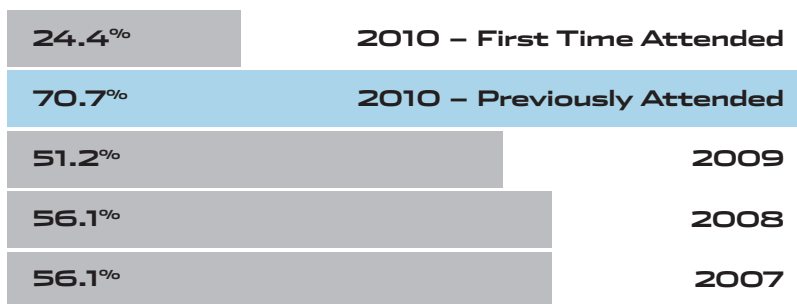
What do you consider to be your level of expertise in developing audience for a magazine?

CDLA attendees are high-level and rising stars within the industry – over 61% consider themselves at an “advanced” level of expertise in developing audience for magazines.



Including CDLA 2010, please let us know which of the four CDLA events below you attended?

CDLA attendees are long-term supporters who look forward to meeting the industry every October. In 2010, 70.7% attendees have attended CDLA in the past.



* Source, CDLA 2010 Survey - October 2010

CDLA 2009 & 2010 Attendee Titles

- Annuals/Seasonals Specialist
- Associate Publisher
- Audience Marketing & Planning
- Audience Marketing Director
- Audience Marketing Manager
- Business Director
- CFO
- Chairman
- Circulation Consultant
- Circulation Director
- Circulation Manager
- Circulation Marketing Manager
- Circulation Senior Vice President
- Communications Manager
- Consumer Marketing Director
- Consumer Marketing Manager
- Director of Audience Development
- Director of Audience Marketing
- Director of Circulation
- Director, Business Development
- Director, Marketing & Distribution
- Director, Sales & Marketing
- Fulfillment Manager
- Group Circulation Director
- Manager, Circulation & Distribution
- Marketing, Business Development
- Marketing – Circulation
- Marketing & Fulfillment Specialist
- President
- Print Circulation Manager
- Publisher
- Publishing Consultant
- Publishing Director
- Sr. Circulation Manager
- Sr. Audience Marketing Manager
- Sr. VP Audience Development
- Subscriptions & Merchandise Director
- Vice President
- VP Audience Development
- VP Circulation
- VP Circulation and Production
- VP Digital Media
- VP Marketing



Why Sponsor

Why do you want to be a part of CDLA?

CDLA provides you with an unparalleled opportunity to showcase your support for the audience marketing professionals that are at the forefront of the west coast publishing community. Your sponsorship gives you access to:

- High Caliber decision making audience
- Cost Effective
- Easy Networking
- Sponsor Acknowledgment
- Event Kick-off

About Sponsorships & Benefits

Become a CDLA Partner or upgrade to a WFMA Premier Partner!

Choose either the CDLA Partner or the WFMA Premier Partner program on the next page. Benefits include:

CDLA Partner

- All sponsorship levels include an Exhibit Area Table Display.
- Company logo featured on CDLA promotional material (website, brochure, e-mail blast and signage at the event).
- Company business cards featured in the CDLA attendee handbooks.
- One attendee registration.

WFMA Premier Partner

WFMA Premier Partner includes all of the benefits of CDLA Partner plus these year-long benefits:

- All sponsorship levels include an Exhibit Area Table Display.
- Company logo featured on CDLA promotional material (website, brochure, e-mail blast and signage at the event).
- Company business cards featured in the CDLA attendee handbooks.
- Two attendee registration.
- Highlighted company listing on the WFMA website's Resource Directory page.
- Participation in two WFMA Premier Partner e-mail blasts that the WFMA sends to members and other industry leaders.
- Company logo featured on the WFMA website's Home page's "WFMA Premier Partners" section for approximately one year (October 1st, 2011–September 30th, 2012).
- WFMA Premier Partner logo for your promotional use.

JUST
\$500
MORE!



Sponsorship Reservation Form

Sponsorships & Costs

	Your support recognized all year long WFMA Premier Partner		Sponsor the day CDLA Partner
Luncheon Sponsor Brand your company by sponsoring the 3-course luncheon that includes the keynote address. Your company logo will be featured on the presentation screen and on all table signs in the Main Dining Room. Your company will also be announced at the beginning and end of the luncheon.	<input type="checkbox"/> \$2,750	or	<input type="checkbox"/> \$2,500
Breakfast Sponsor Brand your company by sponsoring the breakfast. Your company logo will be featured on the breakfast sponsor sign.	<input type="checkbox"/> \$2,300	or	<input type="checkbox"/> \$1,700
Name Badge Sponsor Brand your company by sponsoring the attendee name badges. Your company logo will be featured on all name badges that attendees wear.	<input type="checkbox"/> \$2,300	or	<input type="checkbox"/> \$1,700
Handbook Sponsor Brand your company by sponsoring the attendee handbooks. Your company logo will be featured on the handbook's front cover.	<input type="checkbox"/> \$1,800	or	<input type="checkbox"/> \$1,300
Coffee Break Sponsor Brand your company by sponsoring the coffee breaks. Your company logo will be featured on the coffee break sponsor sign.	<input type="checkbox"/> \$1,800	or	<input type="checkbox"/> \$1,300
Session Room Sponsor Brand your company by sponsoring the session rooms. Your company logo will be featured on all session schedule signs at the entrance of each room. Your company will also be announced at the beginning of each session.	<input type="checkbox"/> \$1,800	or	<input type="checkbox"/> \$1,300
Prize Sponsor Brand your company by sponsoring the prizes attendees receive during the luncheon and cocktail party. Your company logo will be featured on the prize sponsor sign. Note: Your fee includes the prize cost.	<input type="checkbox"/> \$2,100*	or	<input type="checkbox"/> \$1,600*
Tote Bag Sponsor* Brand your company by sponsoring the attendee tote bags. Your company logo will be featured on all tote bags. *Note: Sponsor is responsible for paying the additional tote bag cost and will be billed after the event.	<input type="checkbox"/> \$1600*	or	<input type="checkbox"/> \$1,100*
Parking Sponsor* Brand your company by sponsoring the attendee parking. Your company logo will be featured on the parking sponsor sign where attendees validate their parking tickets. *Note: Sponsor is responsible for paying the additional \$4.50 per attendee cost and will be billed after the event.	<input type="checkbox"/> \$1,400*	or	<input type="checkbox"/> \$900*
Water Bottle Sponsor* Brand your company by sponsoring the attendee water bottles. Your company logo will be featured on all water bottles. *Note: Sponsor is responsible for paying the additional water bottle cost and will be billed after the event.	<input type="checkbox"/> \$1,300*	or	<input type="checkbox"/> \$800*
Cocktail Reception Sponsor* Brand your company by sponsoring the Networking Cocktail event. Your sponsorship will be announced at the luncheon and at the Cocktail Event. *Note: Sponsor is responsible for paying the additional alcohol beverage cost and will be billed after the event.	<input type="checkbox"/> \$1,100*	or	<input type="checkbox"/> \$600*
Brochure Sponsor* Brand your company by sponsoring the direct mail brochure. *Note: Sponsor is responsible for paying the additional brochure cost and will be billed after the event.	<input type="checkbox"/> \$1,100*	or	<input type="checkbox"/> \$600*
Table Sponsor Brand your company by exhibiting at the event. Show your latest products and/or services to key decision makers. Brand your company by exhibiting at the event. Show your latest products and/or services to key decision makers. 3 ft. x 3 ft. table top displays only (no booths). Activities and/or games must fit within the confines of the table top display.	<input type="checkbox"/> \$1,450	or	<input type="checkbox"/> \$950

BENEFITS: Your sponsorship level includes the following:

WFMA PREMIER PARTNER: • All sponsorship levels include an Exhibit Area Table Display. • Company logo featured on CDLA promotional material (website, brochure, e-mail blasts and signage at the event). • Company business cards featured in the CDLA attendee handbooks. • Two attendee registrations. • Highlighted company listing on the WFMA website's Resource Directory page. • Participation in two WFMA Premier Partner e-mail blasts that the WFMA sends to members and other industry leaders. • Company logo featured on the WFMA website's Home page's "WFMA Premier Partners" section for approximately one year (October 1st, 2011– September 30th, 2012). • WFMA Premier Partner logo for your promotional use.

CDLA PARTNER: • All sponsorship levels include an Exhibit Area Table Display. • Company logo featured on CDLA promotional material (website, brochure, e-mail blasts and signage at the event). • Company business cards featured in the CDLA attendee handbooks. • One attendee registration.

Sponsorship Reservation Form



ADDITIONAL ATTENDEE(S)

Bring up to 3 attendees from your company.

One additional attendee is \$50. • Each additional attendee is \$100.

WFMA Premier Partner: sponsorship includes 2 attendees at no charge, 1 additional is \$50.

CDLA Partner: sponsorship includes 1 attendee at no charge, 1 additional is \$50, 2 additional is \$100.

Same Address As Billing Information on Sponsorship Reservation Form

First Name _____

Last Name _____

Title _____

Telephone _____

E-mail _____

First Name _____

Last Name _____

Title _____

Telephone _____

E-mail _____

First Name _____

Last Name _____

Title _____

Telephone _____

E-mail _____

SUBTOTAL _____



Sponsorship Reservation Form

Please complete this form and e-mail, fax or mail it back to us along with your payment to reserve your sponsorship. All WFMA Premier Partner and CDLA Partner sponsorship fees are due at the time of reservation. Some sponsorships have additional costs that will be billed after the event.

BILLING INFORMATION

* Required

* First Name _____

* Last Name _____

* Title _____

* Company _____

* Address 1 _____

* Address 2 _____

* City _____

* State _____ * Zip Code _____

* Country _____

* Telephone _____

Fax _____

* E-mail _____

PAYMENT INFORMATION

TOTAL _____

* Select one payment option:

Check Enclosed (make payable to WFMA)



Credit Card # _____ Expiration Date _____

* Signature _____ * Date _____



Testimonials

It is with great pleasure that I share my experience as a sponsor and attendee of the WFMA's CircdayLa. The classes keep me in touch with today's latest industry trends, and I always enjoy getting back in touch with friends and making new connections every year.

KELLY VUCOVICH, President, Subco, Inc.

CircDay LA is a one-of-a-kind event that Hallmark has been a sponsor of for many years. With its focus on delivering a west-coast based audience, attendance and sponsorship at this show has become mandatory for establishing our regional presence - the show enables us each year to reconnect with existing customers and reach out to new prospects.

JIM KUCHINSKY, President, Hallmark Data Systems

EBSCO TeleServices has been attending and exhibiting the CircDayLA since 2005 and will continue as long as they'll have us. This is one event we look forward to every year. It gives me an opportunity to see my West Coast clients and friends and a chance to meet the prospective clients I've been talking with all year. And because of the intimacy of this event, I'm able to spend more time with people and meet nearly all that attend. What's better than that?

MARGIE STOCKER,
Business Development
Manager, EBSCO
TeleServices

Contact Us

If your company names begins with A-M

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Fax: (888) 880-5603

If your company names begins with N-Z

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Fax: (888) 880-5603

Western Fullfillment Management Association (WFMA)
PO Box 15281, North Hollywood, CA 91615

Important Dates

Sponsor Reservation Form – *Due Friday, 6/3/11 or sooner*

Sponsor Logos for Promotions – *Due Friday, 6/3/11 or sooner*

Here are the logo file requirements:

- One Company logo for print promotions
- One Company logo for web/e-mail promotions (must include link to your company's website)
- JPG or TIF format • 4x6 size • 300 DPI

Sponsor Business Cards for Handbook – *Due Friday, 9/2/11*

We will contact you before this date with the quantity, mailing address and other information.