

7th Annual
MEADOWLARK NATURE PHOTOGRAPHY EXPO
March 7 - 8, 2009
www.MeadowlarkPhotoExpo.org

Dear Potential Sponsor,

I am pleased to announce the 7th Annual Meadowlark Nature Photography Expo will be held in Vienna, Virginia at Meadowlark Botanical Gardens, March 7 - 8, 2009. We expect more than 2,000 attendees, including amateur to top-level professional photographers as well as nature enthusiasts.

If your objective is to directly market your products and/or services to this growing demographic, the 6th Annual Meadowlark Nature Photography Expo provides precisely what you need – opportunity, visibility and affordability.

What's more, you choose the level and type of participation that suits your particular needs. Sponsorship starts at only \$100 to be recognized as a supporter of the Expo. The top level of sponsorship, at \$650, offers the greatest visibility and benefits for your company. See the enclosed information on Sponsorship Levels and Sponsor Benefits for details. There is a limited amount of exhibitor space and from past experience I can say these spots will fill quickly. 2008 exhibitors have the first option to retain the space they occupied last year. Afterwards exhibit space is available on a first-come first-served basis. Please keep in mind that full payment is due by December 31. See Registration form for details.

Sponsors have the option to sell goods and services from their exhibitor booth. If you have any questions or special requests contact the Sponsor Coordinator, Ellis Rosenberg (703.855.4008 or erosenberg@cox.net).

The enclosed information provides details about sponsorship levels, additional sponsor opportunities and the Expo's attractive setting, Meadowlark Botanical Gardens. The Expo website (www.MeadowlarkPhotoExpo.org) will list lectures and activities for the 2009 Expo, as well as sponsors. The site also contains highlights from past years' events. I encourage you to visit it to see the attractive and user-friendly interface it offers for attendees.

Did you know...

- 100% of attendees visit the Visitor Center where the majority of sponsor exhibits are located. This serves as the only point of entry and the first impression attendees receive.
- The photographic societies responsible for organizing the Expo have garnered national recognition. The Northern Virginia Photographic Society was a winner of the Camera Club category in the prestigious Nature's Best Photography Awards.
- Your company receives face-to-face contact with as many as 2,000 attendees to help grow your market share.
- To increase traffic in the Visitor Center, the expo organizers are offering prize-drawing programs in which attendees have the chance to win valuable prizes.

Please don't miss this chance to participate in such a worthwhile event. We know you will be delighted. If you have any questions, or would like to request referrals, please call me at 443.942.2717.

We look forward to hearing from you!

Sincerely,

Joseph Rossbach

Joseph Rossbach
President
Meadowlark Nature Photography Expo

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What is the Meadowlark Nature Photography Expo?

- The Expo is coordinated by six (6) allied Northern Virginia photography societies, with a combined membership of more than 600 members. www.nvacc.org
- The Expo showcases 200 juried, high caliber nature photographs, surrounded by the lush indoor garden setting and cathedral ceiling of the Atrium at Meadowlark Botanical Gardens.
- The event is open to the public and provides all levels of photographers with access to stimulating lectures, photographic opportunities and the chance to purchase fine art prints.
- It is unlike any other photography event, offering a uniquely interactive, two-day opportunity to reach the market you wish to target.
- **Members of the photographic societies and Meadowlark Nature Photography Expo** attendees support our sponsors, and welcome new sources for the products and services they need.

We appreciate your interest and support!

CONTACT INFORMATION

All sponsor inquiries should be directed to:

Ellis Rosenberg
Sponsor Coordinator
4353 Majestic Lane
Fairfax, VA 22033
Phone: 703-855-4008
Fax: 703-968-3501
erosenberg@cox.net

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2009 Sponsorship Levels

See Sponsor Benefits page for details.

	\$100	\$200	\$400	\$550	\$650
Web Site Listing	*	*	*	*	*
Listing in Event Literature	*	*	*	*	*
Sponsor's Choice Ribbon		*	*	*	*
Invitations to Saturday evening reception		*	*	*	*
Half of a Shared Display Table			*		
Full Private Display Table/Area				*	*
Logo displayed on Expo website home page (through August 2009)					*

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Sponsor Benefits

Web Site Listing

Your company's name, logo (if provided) and contact information is listed on the Sponsors page of the Meadowlark Nature Photography Expo website: www.MeadowlarkPhotoExpo.org. Your company's name/logo is also linked to your company's website.

Listing in Event Literature

Your company's name will be listed on posters and other promotional literature created for the Expo.

Sponsor's Choice Ribbon

Sponsors receive a Sponsor's Choice ribbon that they award to one of the photographs juried into the main exhibition.

Invitations to Saturday evening reception (March 7)

Sponsors are invited to the reception on Saturday evening. Your company will receive invitations to distribute to clients, friends or company employees.

The reception takes place in the Atrium at Meadowlark. You will have the opportunity to mingle with the exhibiting photographers and enjoy an intimate viewing of the photographs. During this catered reception the Best of Show and other photography award winners will be recognized.

A detailed schedule of the Expo, including the reception, is provided for confirmed sponsors.

Logo displayed on Expo website homepage

Your company's name or logo (if provided) is listed on the Expo website **home page**. The company name/logo will be linked to your company's website to provide individuals direct access to your products and services. This is in addition to the listing of your company on the Sponsors page. This prominent display of your company name will insure visibility throughout the year. The name/logo will remain on the Expo home page through August 2009. Your company will be listed on the home page as soon as payment is received.

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Additional Sponsor Opportunities

Take advantage of these options to receive further visibility for your company:

Sponsor a Lecture

Fee: \$150/lecture

Your company will be listed on the website and on printed schedules as the sponsor of a specific lecture. Your company may display signs and promotional items during the sponsored lecture.

You may select the lecture your company sponsors as soon as the lecture schedule is finalized.

\$650 Level Sponsors: Your Company may sponsor a lecture for **only \$75**

Additional Display Tables/Areas

Fee: \$550/table or area

Would your company like more space than what is offered by a single table or comparable floor space? Purchasing additional space allows you to create an even more prominent display for your company.

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Sponsor Information

Confirmation

Confirmation of your sponsorship level and assigned exhibitor space (if applicable) will be provided.

Exhibitor Space and Location

Sponsor exhibits will be located in the Visitor Center at Meadowlark Botanical Gardens.

\$550 and \$650 Level Sponsors: Each exhibitor is provided with one draped 72" x 30" table and two chairs. Your company may also elect not to have a table, but use a comparable area of floor space (84" x 60") for your own display.

\$400 Level Sponsors: Each exhibitor is provided with half of a draped 72" x 30" table and one chair, or the equivalent space in a single table.

Exhibitors' Schedule

The Meadowlark Expo reserves the right to make changes at its discretion.

Set-up:	Friday, March, 6	2:00pm – 5:00pm
Expo Hours:	Saturday, March, 7	9:00am – 4:30pm
	Sunday, March, 8	10:00am – 4:30pm
Tear-down:	Sunday March, 8	4:30pm – 6:00pm

Accommodations

The **Tyson's Corner Marriott** is a suburban Washington DC hotel that provides a comfortable "home away from home" experience and the quality service you expect from Marriott. It is only a ten-minute drive from the Marriott to Meadowlark Botanical Gardens. The hotel is adjacent to the some of the best shopping and dining in the DC area. The Marriott's superb location provides easy access to the entire Metropolitan region.

Sponsors and attendees can stay at the Marriott for the Expo rate of \$89/night. When making your reservations, simply identify yourself as being with the Meadowlark Nature Photography Expo. To make your reservations call **1-800-228-9290** or visit www.MeadowlarkPhotoExpo.com and select "Accommodations".

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SPONSOR REGISTRATION

CONTACT INFORMATION
(Please Print)

Company: _____

Main Contact: _____

Address: _____

City: _____

State & Zip: _____

Phone: _____

Fax: _____

Email: _____

Website: _____

SPONSORSHIP LEVEL

(see Sponsorship Levels chart for details)

- | | |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> \$100 | <input type="checkbox"/> \$550 |
| <input type="checkbox"/> \$200 | <input type="checkbox"/> \$650 |
| <input type="checkbox"/> \$400 | |

ADDITIONAL OPPORTUNITIES

(see Additional Sponsor Opportunities page for details)

- Additional Booths - \$550 each
Number of additional booths _____
- Lecture Sponsorship - \$150 each
Number of lectures _____

Discounts for lecture sponsorships:

- \$75 each for sponsors at \$650

TOTALS

Sponsor Level: \$ _____
Additional Booths: \$ _____
Lecture Sponsorship(s): \$ _____
Total: \$ _____

PAYMENT

Payment is due by December 31, 2008.

Make check payable to:
Meadowlark Photo Expo

Send check and registration form to:
Ellis Rosenberg
Sponsor Coordinator
4353 Majestic Lane
Fairfax, VA 22033

SPONSOR REPRESENTATIVES

ID Badges will be provided for sponsors with a booth at the Expo.
List the names of the representatives who will be attending the Expo.
(Please print)

- 1. _____
- 2. _____
- 3. _____

CANCELLATION

Cancellations must be received in writing. Cancellations received by January 7, 2009, receive an 80% refund of the total amount paid. Cancellations received between January 7, 2009 and January 12, 2009, receive a 60% refund of the total amount paid. There will be no refund for cancellations received after January 12, 2009.

Signature _____

Date _____

Print Name _____