



## *New for 2009: Escalator “Banner” Sponsorship*

### **Escalator Sponsorship**

AACC is introducing a new sponsorship/recognition opportunity for the 2009 Clinical Lab Expo. There are two sets of escalators that run from the ground floor entrance of the McCormick convention center up to the exhibit hall level. Banners can be mounted on the flat spacer that divides the individual escalators. The attachment illustrates the view down from the top of an escalator with a banner on one of the flat spacer panels. Each set of escalators includes three individual escalators, hence two flat spacers between the three escalators. In the morning, two escalators go up towards the exhibit hall and one goes down towards the entrance and shuttle bus stops. In the afternoon, two go down and only one goes up.

Go to this website, <http://www.mccormickplace.com/facilities/Floorplan.html#>, click on Floorplans, then click on Gallery. You will get a photo gallery of McCormick Place and the second photo is of one of the escalator sets. The sponsor name/logo/message can be reproduced in full color or approximate matched colors\* per the sponsor's requirements. Escalator Bank A connects the lower level building entrance to the mezzanine level. The banners in this location are 15" x 40'. Escalator Bank B connects the mezzanine level to the exhibit hall level. The banners in this location are 15" x 30'.

\* Sponsor must provide acceptable artwork for reproduction. Freeman will make every effort for accurate rendition of colors. Prior to production, the sponsor will have the opportunity to accept or cancel sponsorship if not satisfied with the design and color reproduction. Freeman will provide reduced size samples on the same material as the planned aisle signs for this approval process.

Sample production and the approval process will commence immediately upon sponsor commitment.

### **Sponsorship Fee**

The fee for each individual banner, regardless of location/size: \$10,000. This fee covers production by Freeman (a requirement), and labor to install/remove. The sponsor must provide suitable art.

- If a company takes both banners in Location A, the rate drops to \$15,000 for the two banners
- If a company takes both banners in Location B, the rate drops to \$15,000 for the two banners
- If a company takes all banners (4), the total rate becomes \$25,000

### **Commitment and Cancellation Terms**

Written commitment is required by May 20, 2009. Cancellation after June 1, 2009, is not possible.

I agree to the sponsorship terms above.

Print name: \_\_\_\_\_

Signature: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_