



## 2010 CAI CONNECT WEBINAR SPONSORSHIP

### **Program Overview:**

The CAI Connect Webinar Sponsorship is an exciting opportunity for you to get repeated exposure to CAI members throughout the year while partnering with us to provide much needed education and training to the industry using cutting-edge technology – without leaving the home or office.

CAI launched the CAI Connect webinar program in October 2008, and since that time we have offered at least 1-2 webinars every month. The program continues to grow in popularity as CAI members discover they can get redesignation credit for their CMCA, AMS, and PCAM by participating in our online webinars – while learning key tips and techniques from industry experts. We average approximately 75 attendees per program, and have had as many as 150+ people on a single webinar broadcast. We also continue to reach more people after the live event is over – CAI provides on-demand recordings and/or a four-CD Box set for every webinar. To see a list of upcoming and archived webinars please visit <http://webinars.caionline.org>.

Sponsors will be given repeated recognition throughout the year. Promotions will include exposure in blast e-mails, website promotion and much more! See below for details.

**Sponsorship: \$5,000(*exclusive*) or \$2,500(*non-exclusive*)**

- Company logo with hyperlink to your website included on the CAI Connect webinar homepage: <http://webinars.caionline.org>\*
- Company logo with hyperlink to your website in all electronic marketing. Every webinar is promoted with at least two marketing e-mail promotions that reach all CAI manager members, management company CEOs, and board members\*
- Company verbally introduced as CAI's webinar sponsor in EVERY CAI Connect webinar.
- Company logo displayed on a PowerPoint slide in EVERY CAI Connect webinar – while your company is verbally introduced.\*
- Company website placed in our "Links Box" in EVERY webinar – which is visible to attendees throughout each presentation.
- Company logo displayed on a rotating slide which appears while attendees wait for the program to start.
- Use of "official sponsor of the CAI Connect Webinar programs" in your marketing literature.
- One (1) free seat to EVERY CAI Connect webinar in 2010 to use for your staff or distribute to a client as you see fit.

\*Company logo and web address should be sent to James Allgood at [jallgood@caionline.org](mailto:jallgood@caionline.org).



## 2010 CAI CONNECT WEBINAR SPONSORSHIP AGREEMENT

Company Name \_\_\_\_\_  
Contact Name / Title \_\_\_\_\_  
Address \_\_\_\_\_  
City / State / Zip \_\_\_\_\_  
Contact Email \_\_\_\_\_  
Contact Phone / Fax \_\_\_\_\_  
Web Address \_\_\_\_\_

**SPONSORSHIPS:** My Company agrees to sponsor CAI's 2010 Webinar Program:

One Year, Exclusively \$5,000      One Year, Non-Exclusive \$2,500

**PAYMENT METHOD:**

Check Enclosed (made payable to CAI)      Visa      MasterCard      American Express      Discover

\_\_\_\_\_  
ACCOUNT #

\_\_\_\_\_  
EXP. DATE

\_\_\_\_\_  
NAME ON CARD

\_\_\_\_\_  
SIGNATURE

**TERMS: Full payment is due at the time agreement is signed.** Once payment is made, your logo will be placed on the CAI Connect Webinar homepage at <http://webinars.caionline.org> with a hyperlink to your company website. CAI reserves the right to refuse any sponsorship application or to cancel any prepaid sponsorship it deems appropriate to avoid conflicts of interest. Sponsorship refunds or cancellations cannot be made after the contract is signed as potential sponsors will be "turned-away" as a result of your acceptance.

**Please remit with payment to:** CAI, Attn: Marc Ingram, Senior Manager, Advertising and Exhibit Sales, 225 Reinekers Lane, Suite 300, Alexandria, VA 22314 • Phone 703.797.6254 • Fax 703.836.6907

**Submit your company logo in color and black/white to [jallgood@caionline.org](mailto:jallgood@caionline.org).** Logos should be sent as an .eps, .tif or .jpg file.

I acknowledge and accept all terms and policies on this form.

\_\_\_\_\_  
AUTHORIZED SIGNATURE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
PRINT NAME

\_\_\_\_\_  
TITLE