



## POMA Conference Partnerships Offer Big Bang for the Buck

For more details, or to reserve a partnership, Contact Laurie Lee Dovey, 814-525-6989  
[lldovey@professionaloutdoormedia.org](mailto:lldovey@professionaloutdoormedia.org)

- **Partnerships are filled on a first-come, first-served basis.**
- POMA anticipates 190 - 210 conference attendees
- Each partnership includes
  - promotion in all printed, website and promotional materials before, during and after conference — estimated at providing more than 200,000 impressions
  - bannering at events/hotel
  - nine months of visibility as a conference partner via POMA website and press materials

### Educational Sessions – 6 Partnerships Open

**Holding For: Brownells, Federal, Hunt Comfort, Mule Deer Foundation**

\$800 for 10 sessions

There is no more important partnership to POMA than a session partnership. Session partners do more than garner substantial and continual visibility for the company/organization at conference. They help POMA directly meet its mission responsibility to provide high-level business-education sessions to ensure robust conference attendance. Session partners receive great benefit in return. Each of the 10 session partners, have 3x5-foot or 5x3-foot banners displayed for the full-length of conference, outside/inside the session rooms.

### Meal Partnerships – 1 Partnerships Open

From \$13 per person (estimated attendees listed after each meal)

Meal partnerships may be shared by several CPs. Enjoy the opportunity to take center stage, directly address attendees during a meal and distribute press materials. Cost is determined by the menu selected, facility service charges and fees for AV equipment. Meal prices range from \$12-\$35 per person. The hotel adds state sales tax and gratuity. POMA does not charge a fee beyond those charged by the facility.

Wed., Aug. 10, 2011	Welcome Event -- Night on the Town – Ogden CVB		
Thurs., Aug. 11, 2011 Sessions Day	Breakfast – 115 Breakfast	Lunch – 165 Sessions All Day	Heavy Hors d'oeuvres Product Showcase – 180
	US Sportsmen's	RAM Trucks & Mule Deer	Under Armour
Fri., Aug. 12, 2011 Shooting and Interactive Field Day	Breakfast – 75 Grab and Go Breakfast	Lunch – 145 At the Field Day	Dinner – 200 The Main Event Dinner
	HuntnFishRegs.com	NSSF	NRA
Sat., Aug. 13, 2011 Sessions Day	Breakfast – 50	Lunch – 85 Sessions All Day	Dinner – 75 Adios Dinner &
	OPEN	Sportsman Channel	OPEN

### **Transportation – 2 Partnerships Open**

\$600 each

Enjoy a captive audience of media members during

1. Travel to shooting day or (25 minutes)
2. Mid-day transport between Shooting Day and Interactive Field Day (25 minutes)

Hand out information, show a video, have a little fun with a company-based trivia contest. Strategic banner placement at all bus stops.

### **Registration - BOOKED**

**Holding For: Realtree**

\$800 – one partner

This opportunity is open to one company only. Partner's banners are placed in the registration/information desk area for the entire conference — Tues. – Sat. Information/welcome bag partnership is also included. Partner is provided space at the registration desk, throughout conference, to greet and visit with members and/or distribute press materials. If partner chooses, they may provide welcome bags for attendees.

### **Conference Program – 2 Partnerships Open**

**Holding For: Otis, Open, Open**

\$800 each

This sponsorship helps POMA by supplying the funds for printing of the conference program. Each sponsor receives a full-color, full-page in the program. Placement selection is first-come, first-served.

### **Product Showcase Beverage Breaks – BOOKED**

**Holding For: Hunt Comfort, Alpen Optics**

From \$5 per person (approx. 100 people)

Give your fellow POMA members a break; host one of the following refreshment breaks. Costs are based on the beverage and/or snack menu selected by the partner and service fees charged by the facility. POMA does not charge a fee above those incurred for the beverage break.

### **Shooting Day Targets & Clays – 1 Partnership Open (Clays)**

**Targets: Howard Communications**

Targets: \$300 Plus Product Donation; Clays: Actual Cost for Targets/Clays

Provide targets for all shooting stations. Provide clays for shotgun stations.

### **Cocktail Reception & Auction – 1 Partnership Open**

**Holding For: Aimpoint Booked Fri.**

\$900 each

Host the cocktail reception before the Friday or Saturday evening dinners. Partner banners are placed in the dining hall and partners have an opportunity to address attendees or show AV presentation during the pre-dinner reception time frame.

### **Keep-the-Bugs-Off Partnership – BOOKED Partnership**

**Holding for: ThermaCELL**

\$300 Plus Product Donation

This partnership allows the partner to place bug repellent products at the Welcome Event, Interactive Field Day and/or use other products at same as partner sees fit. This partnership is available to one company.

# CONFERENCE PARTNERSHIPS OFFER GREAT OPPORTUNITIES AND BENEFITS

<p style="text-align: center;"><b>Session Partnerships</b></p> <p>There is no more important partnership to POMA than the session partnership.</p> <p>Session partnership allows POMA to bring in top-rated speakers, which helps to ensure strong conference attendance.</p> <ul style="list-style-type: none"> <li>• Allows each partner placement of 3x5-foot banners inside and outside session rooms for the duration of conference</li> <li>• Provides an opportunity for placement of promotional materials in the session rooms during all sessions</li> <li>• Garners partner coverage/visibility in all conference promotional materials — pre-conference, at conference and post-conference</li> </ul>	<p style="text-align: center;"><b>Beverage-Break Partnerships</b></p> <p>Provides a value-priced venue for garnering visibility</p> <ul style="list-style-type: none"> <li>• Allows for banner placement at event</li> <li>• Provides additional opportunity to distribute promotional materials</li> <li>• Garners partner coverage/visibility in all conference promotional materials — pre-conference, at conference and post-conference.</li> </ul>	<p style="text-align: center;"><b>Registration Partnership</b></p> <ul style="list-style-type: none"> <li>• Provides banner placement at the registration desk for the duration of conference</li> <li>• Allows placement of promotional materials in every attendees' welcome packet</li> <li>• Garners partner coverage/visibility in all conference promotional materials — pre-conference, at conference and post-conference.</li> </ul>
	<p style="text-align: center;"><b>Conference Program Partnerships</b></p> <ul style="list-style-type: none"> <li>• Full-color, full page in conference program</li> <li>• Inside front cover or back cover</li> <li>• Garners partner coverage/visibility in all conference promotional materials — pre-conference, at conference and post-conference</li> </ul>	<p style="text-align: center;"><b>Beverage Partnerships</b></p> <ul style="list-style-type: none"> <li>• Allows for banner placement at events</li> <li>• Provides additional opportunity to address attendees and distribute promotional materials</li> <li>• Garners partner coverage/visibility in all conference promotional materials — pre-conference, at conference and post-conference.</li> </ul>
<p style="text-align: center;"><b>Meal Partnerships</b></p> <ul style="list-style-type: none"> <li>• Puts your company front and center</li> <li>• Provides a captive audience of all conference attendees</li> <li>• Offers a 15-minute presentation segment</li> <li>• Presents a platform for branding, product introduction, policy statements and more</li> <li>• Allows for distribution of promotional materials to each attendee</li> <li>• Garners partner coverage/visibility in all conference promotional materials — pre-conference, at conference and post-conference.</li> </ul>	<p style="text-align: center;"><b>Cocktail Reception</b></p> <ul style="list-style-type: none"> <li>• Provides a captive audience of all conference attendees</li> <li>• Offers a 5-minute presentation segment</li> <li>• Presents a platform for branding, product introduction, policy statements and more</li> <li>• Allows for distribution of promotional materials to each attendee</li> <li>• Garners partner coverage/visibility in all conference promotional materials — pre-conference, at conference and post-conference</li> </ul>	
<p style="text-align: center;"><b>Transportation Partnerships</b></p> <ul style="list-style-type: none"> <li>• Puts your company/organization front and center during key travel segments of Field Day</li> <li>• Presents a platform for branding</li> <li>• Allows for distribution of promotional materials to each attendee on bus</li> <li>• Garners partner coverage/visibility in all conference promotional materials — pre-conference, at conference and post-conference.</li> </ul>		