



2011 Marketing Prospectus

Why SAPOR?

SAPOR is the premier professional organization for survey researchers in the South. The SAPOR membership encompasses approximately 140 individuals representing over 20 universities and over 25 survey research/polling organizations.

This year we anticipate even greater attendance and are proud to offer several new ways to showcase your organization.

Please review our 2011 Marketing Prospectus to see how sponsorship at SAPOR will allow you to connect your organization to some of the best minds in the business!

Who Attends?

- D3 Systems
- A. L. Burris Institute of Public Service
- Accurus Research Systems
- Avar Consulting, Inc.
- Bank of America
- Barcelo & Co.
- Battelle
- Bledsoe Technology Services
- Center for Community Research & Development
- Centers for Disease Control
- Clark & Chase Research, Inc.
- Clemson University
- Columbia University
- Decision Analyst, Inc.
- Duke University
- Elon University
- Equipos Consultores
- Florida International University
- Florida State University
- Fulton County Human Systems
- Georgia State University
- Grand Valley State University
- Harker Research
- Harvard School of Public Health
- Highlands College
- ICR
- Kennesaw State University
- KPC Research
- Louisiana State University
- Macro International Inc.
- Market Point, Inc.
- Marketing Systems Group
- Medical University of South Carolina
- Metromark Market Research, Inc.
- Midwestern University
- Mississippi State University
- MRT Services, Inc.
- N.C. Wildlife Resources Commission
- National Ass. of Academic Advisors for Athletics
- National Opinion Research Services
- NC State University - University Planning & Analysis
- New England Institute of Technology
- Nielsen Media Research
- North Carolina Central University
- North Carolina State University
- Panacea Consulting Group, LLC
- PEG, Ltd.
- Polaris Marketing Research, Inc.
- Promark Research Corp.
- RTI International
- Savannah State University
- Scarborough Research
- Social & Scientific Systems, Inc.
- South Texas College
- Sterling Research Group, Inc.
- Survey Research Ctr., University of Arkansas
- Survey Research Ctr., University of Georgia
- Survey Sampling International LLC
- Touchpoll - FYI, Inc.
- University Chicago
- U.S. Bureau of Labor Statistics
- University of Arkansas At Little Rock
- University of Florida
- University of Georgia
- University of Miami
- University of Nebraska - Lincoln
- University of Texas - Arlington
- University of Texas At El Paso
- University of Texas-Pan America
- University of Alabama
- University of Michigan
- University of New Orleans
- University of North Carolina - Chapel Hill
- University of North Carolina at Asheville
- University of North Carolina Odum Institute
- University of South Carolina
- Vanderbilt University
- Virginia Commonwealth University
- Walt Owens & Associates
- Westat

2011 Sponsorship Opportunities

The SAPOR conference is a uniquely intimate conference where attendees spend a great deal of time interacting with one another, discussing topics of interest, and sharing opinions on resources. This year we are offering several new sponsorship opportunities. These give your organization a chance to be showcased to the premier survey researchers in the South. We are pleased to offer many new ways in which your organization can present itself to SAPOR members. Sponsorship is accepted on a first-come, first-paid basis.

In addition to featuring their logo at the sponsored event, all sponsors will be showcased in the sponsorship section of the conference program book and will have an exhibit booth to place brochures and other materials. If you are interested in one of these options, please contact Kristin Fuller at kristinf@rti.org or 919-541-8801. We appreciate your interest and support.

Sponsorship Recognition

| | Advertising in Conference Program Book | Exhibit Booth | Recognition (Signage, Pro- gram Book, Website) |
|--------------------------------------|--|------------------|---|
| Platinum Level (\$800 or greater) | Full-page | ✓ | ✓ |
| Gold Level (\$600 to \$799) | Half-page | ✓ | ✓ |
| Silver Level (\$500 to \$599) | Quarter-page | ✓ | ✓ |
| Bronze Level (\$250) | Quarter-page | | ✓ |

2011 Sponsorship Opportunities

1. Short Course – \$800.00

SAPOR is committed to offering professional development opportunities to its members. This year's short course is Introduction to Usability Testing for Survey Research. This sponsorship opportunity will help cover the expenses of our course instructors. The sponsor's logo will be prominently displayed on the front cover of the short course handouts and lends the sponsor a great opportunity to gain long term exposure since most participants refer to the short course materials long after the conference has ended.

2. SAPOR Social Hour – \$800.00

At the conclusion of the first day of the conference, attendees enjoy a chance to wind down and socialize before dinner and the keynote address. The social hour includes live entertainment and hors d'oeuvres. The sponsor's logo will be prominently displayed amongst the hors d'oeuvres as well as on the presentation screen prior to the keynote address.

3. Program Book and Other Printed Materials – \$800.00

The SAPOR conference program book is an indispensable part of each conference attendees materials. It includes not only the conference agenda but abstracts of presentations, bios of conference presenters and discussants, and a directory of conference attendees. Because the conference program book provides essential information that attendees will use after the conference has ended, it provides the sponsor the opportunity for long-term exposure. The sponsor will receive a full page black and white ad on the back cover of the program book.

2011 Sponsorship Opportunities

4. Meeting Space (3 Total) – \$600.00

SAPOR will reserve a spacious meeting room to allow for increased conference participation in 2011. Separate sponsorships are available for Thursday morning, Thursday afternoon and Friday morning. The sponsor may opt to have their logo displayed on the presentation screen as wallpaper and/or as a screensaver.

5. Thursday Evening Wine – \$600.00

SAPOR is pleased to offer wine with the Thursday dinner, in keeping with a long standing tradition at the AAPOR national conference. A bottle of red and a bottle of white will be provided to each table. This will be a great opportunity to take note of the sponsor's logo, which will be affixed to each bottle.

6. Refreshment Breaks (3 Total) – \$500.00

Snack breaks give our attendees a chance to meet new colleagues and catch up with old friends. Since food and drink is limited to what we provide on-site, these refreshment breaks are very popular and provide a fantastic opportunity to showcase the sponsor's logo.

2011 Sponsorship Opportunities

7. New Attendee Drink Tickets – \$250.00

SAPOR is proud of its reputation as a warm and collegial conference. We try very hard to make our first-time attendees feel relaxed and welcomed and as such, we provide one “free drink” ticket for the Thursday night social hour. This ticket encourages our new attendee to spend time socializing and getting to know the other SAPOR members. The sponsor’s logo will be printed on each individual drink ticket provided to all new attendees.

8. Student Registrations – \$250.00

The future of our industry depends on the infusion of new intellect and talent. We take great strides to encourage student attendance at our conference. As part of this effort, we significantly reduce the cost of registration for students. Recognition for this sponsorship will include a sign at the registration table.



SAPOR

Southern Association for Public Opinion Research

2011 Marketing Prospectus

Sponsorship Registration

Step 1: Contact Information

Company Name: _____

Contact Name: _____

Mailing Address: _____

City, State, Zip Code: _____

Email Address: _____

Phone Number : _____

Website: _____

Step 2: Sponsorship Level

Sponsorship Level:

Platinum (\$800 or greater)

Gold (\$600-\$799)

Silver (\$500-\$599)

Bronze(\$250)

Number and name of activity you wish to sponsor:

Amount \$ _____

Step 3: Advertising Upgrade

If you would like to upgrade the advertising for your organization, please check one of the following:

Half-page to full-page \$50.00

Quarter-page to half-page \$25.00

Quarter-page to full-page \$75.00

Step 4: Total Fees

Total Sponsorship (step 2) \$ _____

Total Advertising Upgrade (step 3) \$ _____

Total Payment Enclosed \$ _____

(Payment is due with the sponsorship form)

Step 5: Send In Your Sponsorship Form

To pay by credit card through paypal, please email completed form to Jennifer Marks at sapor.treasurer@gmail.com. To pay by check or money order, please mail completed form and payment to:

Jennifer Marks
SAPOR
PO Box 6615,
Raleigh NC 27628