

As a new industry entrant, you want to make a big splash but only in the most cost-effective way.

ARDA is pleased to offer a comprehensive participation plan that offers new Associate members the opportunity to put their company in the spotlight. This customized plan is our New Supplier Package.

The package combines the most important element of industry access and ARDA membership with visibility options based on your company's individual needs. For more information or to reserve your New Supplier Package today, contact Bob Craycraft at bcraycraft@arda.org or 202/207-1079.



**Take the next step...
get involved!**

ARDA New Supplier Package—\$5,500

- 10x10 preferred booth space at 2010 ARDA Convention (\$2,800 value)
- ARDA corporate membership for the 2009-2010 year (\$1,650 value)

Plus, your choice of one of the following:

Friend of Convention Sponsorship—Limited Number Available

Ideal for: New entrant brand development

Includes: Recognition on the ARDA Web site, on the Sponsor Appreciation pages of three issues of Developments magazine, in the On-Site Program and Attendee Listing/Industry Phonebook, and on the mega-banner in the exhibit hall; complimentary attendee listing in electronic format both pre- and post-convention; \$500 credit towards an advertisement in the Convention Program, Attendee Listing, or the Convention edition of Developments magazine (1/2 page or larger) (\$1,800 value; \$2,500 for non-exhibitors); **OR**

Hole Sponsorship at AIF Open Golf Tournament

Ideal for: Senior Executive networking access

Includes: One complimentary player, access to all of the day's events, your company name and logo on one hole at the tournament and on the AIF Open Golf Tournament Web site (\$1,800 value); **OR**

Advertising Package

Ideal for: Product and booth awareness

Includes: ½ page four-color ad in the Convention Program, Attendee Listing, or Convention issue of Developments magazine (\$2,020 value); **OR**

Registration bag insert

Ideal for: Product and booth awareness

Includes: One item in convention attendee registration bag—brochure, flyer, or promotional item accepted. (\$1,200 value); **OR**

Gold Sponsor at ARDA Awards Gala

Ideal for: Brand development with marketing and design executives

Industry professionals know the networking opportunities as the vacation ownership community gathers to honor its best. Includes three tickets to the Gala, recognition on-screen, and pre-and post convention attendee listing in electronic format. (\$2,500 value)

Please complete & return to Bob Craycraft by
fax: (202) 289-8544 or e-mail: bcraycraft@arda.org

2010 New Supplier Package Application Form

Yes! I want to get involved with ARDA and the vacation ownership industry by participating in a New Supplier Package!

Company Name

Contact Person

Phone

Fax

E-mail

For my New Supplier Package Promotional Opportunity I choose:

Please check one

- Friend of Convention Sponsorship
- AIF Golf Tournament Hole Sponsorship with one complimentary player slot
- ½ page, 4-color- ad in On-Site Program, Attendee List/Industry Phonebook, or 2010 ARDA Convention edition of *Developments*
- Gold Sponsor at the 2010 Awards Program with three complimentary Gala Tickets
- Registration Bag Insert

Checklist for New Supplier Package

- I have completed the New Supplier Package application and faxed to Bob Craycraft at 202-289-8544
- I have completed the ARDA Membership application at www.arda.org/join and faxed to 202-289-8544 (WITHOUT PAYMENT INFORMATION)
- I have completed the ARDA Booth Space Application at www.arda.org/convention2010 and faxed to 202-367-2137 (WITHOUT PAYMENT INFORMATION)

Please Check one option below:

- I authorize ARDA to charge my credit card in the amount of \$5,500 for a New Supplier Package

Name of Credit Card Holder: _____

Credit Card #: _____

Expiration: _____

- I would like to be invoiced for \$5,500 and will pay by check. I understand my promotional opportunity will not be activated until full payment is received by ARDA, and that some benefits are date-sensitive.