



2011

SPONSORSHIP & VISIBILITY
& OFFERINGS

ARDA Sponsors are recognized as leaders in vacation ownership not just for their prominent position in the industry but also for their contributions to ARDA's premier annual events and meetings.

What's in it for me?

ARDA sponsorships offer the highest visibility opportunities focused directly at your target audience, the vacation ownership community. ARDA sponsorships are notably known for their success in recognizing and branding the leaders in the timeshare, fractional ownership, and private residence club industries.

Enjoy the recognition and returns of saturation-level promotion. ARDA sponsorships are your key to unlocking the vacation ownership industry. But don't just take our word—see what current sponsors have to say about the market exposure and results they've seen through sponsoring with ARDA.



"We actually can trace all of our success—95% of our clients—we can trace through ARDA. We could not be as successful as we are without ARDA."

Delaina Probus-Staley, President and
John Staley, Principal
Triton Software



"We live in an electronic age...but nothing beats being able to look somebody in the eye and say to them 'is there an opportunity for us to do business?' It's as simple as that."

Butch Gaudette, Director of Trade Relations
Whirlpool Corporation



"So when you look at the networking, the learning, the opportunity to connect with all these, it's a great opportunity and not one that you want to miss."

Jim Lewis, ARDA Chairman and President
Disney Vacation Club

ARDA Overview

The American Resort Development Association

The American Resort Development Association (ARDA) is the Washington, D.C.-based professional association representing the vacation ownership and resort development industries. Established in 1969, ARDA has nearly 1,000 members ranging from privately held firms to publicly traded companies and international corporations with expertise in shared ownership and an interests in leisure real estate. The membership also includes timeshare owner associations (HOAs), resort management companies, and owners through the ARDA Resort Owners Coalition (ARDA-ROC).

ARDA is a member of the following associations:



ARDA promotes the growth and development of the timeshare industry through a variety of capacities:

Advocacy

Actively involved in local, state, and national governmental affairs, ARDA monitors regulatory issues that effect timeshare. ARDA actively engages in lobbying efforts focused on the establishment of a legislative environment that fosters industry growth and further enhances consumer confidence and protection.

Networking

ARDA offers industry professionals educational and networking opportunities through its annual ARDA Convention and Exposition, the ARDA Fall Conference, committee meetings, and a variety of regional educational seminars throughout the year.

Business Partnerships/ Bridge-Building

Through alliances with organizations in related and complementary industries in North America and overseas, ARDA pursues business and growth opportunities on behalf of its members.

Outreach

ARDA reaches out to myriad audiences with news of the positive future and substantial economic impact of the timeshare industry and the increasing variety of vacation ownership opportunities available to consumers.

Knowledge

Through a variety of informational tools, including published research summaries, news updates and e-mail alerts, *Developments* magazine, and its Web site, ARDA shares market intelligence and keeps members informed of industry trends and current events.

Support and Development

The ARDA International Foundation (AIF) offers professional and educational development through a solid research program, as well as publications covering the industry's ethical, legal, regulatory, and operational intricacies; study courses; tests that assess industry knowledge; and recognition of continuing educational efforts.

**For more information about ARDA, visit the Web site at www.arda.org
or contact the association headquarters at (202) 371-6700.**

To secure your sponsorships call Bob Craycraft, VP Industry Relations at (202) 207-1079 or bcraycraft@arda.org

State of the Vacation Timeshare Industry

Industry Overview

There were 1,629 timeshare resorts in the United States in 2008, representing approximately 182,100 units for an average resort size of 112 units. Of these, 5% were studio units; 22% were one-bedrooms; 64% were two-bedroom; and 8% three bedroom or more. There were 7.0 million intervals owned.

Industry Size

| Measure | 2008 |
|---------------------|-------------|
| Resorts | 1,629 |
| Units | 182,121 |
| Average Resort Size | 112 |
| Intervals Owned | 7.0 million |

Geographic Overview

Florida, California and South Carolina remain as the three states that have the most resorts, representing 39% of all U.S. timeshare resorts.

Performance by Geographic Region

| Region | % of Resorts | Average Size | Total Sales Volume (\$B) | Sales Price per Interval | Average Occupancy | Average Maintenance Fees per Interval |
|----------------|--------------|--------------|--------------------------|--------------------------|-------------------|---------------------------------------|
| Florida | 23% | 153 | \$3.4 | \$21,974 | 83.9% | \$715 |
| California | 9% | 102 | \$0.7 | \$24,104 | 86.8% | \$727 |
| S. Carolina | 7% | 121 | \$0.8 | \$20,827 | 84.1% | \$599 |
| Mountain | 18% | 84 | \$1.3 | \$21,318 | 80.3% | \$616 |
| Northeast | 10% | 93 | \$0.4 | \$16,636 | 69.2% | \$575 |
| Pacific | 10% | 95 | \$0.8 | \$22,060 | 89.0% | \$769 |
| South Central | 9% | 116 | \$1.0 | \$16,809 | 71.7% | \$526 |
| Midwest | 8% | 116 | \$0.9 | \$16,048 | 80.7% | \$626 |
| South Atlantic | 7% | 100 | \$0.4 | \$17,916 | 70.1% | \$517 |
| Overall | 100% | 112 | \$9.7 | \$20,152 | 81.6% | \$646 |

Percent of 1,629 resorts — percentages may not add due to rounding

Industry Health

Year 2008 sales totaled \$9.7 billion, decreasing by 8% from 2007. There were nearly 482,500 timeshare intervals sold for an average price of \$20,152.

Industry Outlook

Sales have seen compounded annual growth of 5%, since 2004. Compounded annual growth rates for sales price and average resort size grew in the same time period by 6 and 4%, respectively. Occupancy continues to be strong at 81.6%. Clearly, the industry outlook for 2009 is tied closely to the overall economic picture, especially the credit market. However, the industry appears to have fared this downturn relatively well so far.

Performance Metrics 2008

| Metric | 2008 |
|--------------------------------------|---------------|
| Sales volume | \$9.7 billion |
| Number of timeshare intervals sold | 482,549 |
| Average sales price per interval | \$20,152 |
| Points equivalent | \$20,399 |
| Weeks | \$19,836 |
| Occupancy | 81.6% |
| Average maintenance fee per interval | \$646 |

Source: *State of the Vacation Timeshare Industry: United States Study*, 2009 Edition, ARDA International Foundation (AIF)

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ARDA Signature sponsors

ARDA's Signature Sponsors are recognized as the ultimate leaders in the industry.

Companies representing every facet of vacation ownership—from resort development and exchange to financial services and in-unit products—participate as Signature Sponsors. With name and logo recognition throughout the year, Signature Sponsorship is the premier way to show your company's dedication to the industry and gain maximum exposure to vacation ownership decision makers.

Signature Sponsorship status can be reached through support of ARDA Convention, AIF Open Golf Tournament, ARDA Awards Program, ARDA Fall Conference, and ARDA Regional Meetings.

2011 Signature Sponsors



Signature sponsorship levels: \$50,000 and more

All Signature Sponsors receive these benefits:

- Recognition throughout the year on event promotional materials, *Developments* magazine, the ARDA Web site and on-site meeting materials. Includes promotional postcards, e-marketing, registration brochures and more*
- Logo on ARDA Web site with link to your company's home page
- Sponsorship recognition in an official ARDA press release pre-convention*
- Use of ARDA-created Signature Sponsorship logo on your promotional materials
- Complimentary attendee list pre- and post-event for all ARDA meetings
- Listing in the ARDA Convention On-site Program, Attendee Listing/ Industry Phonebook, ARDA Fall Conference Program, and all of ARDA's regional meetings*
- Company profile page in the ARDA Convention On-site Program distributed to all attendees*
- Complimentary full page ad in the On-site Program or the Attendee List/ Industry Phonebook
- Company logo listed on "Sponsorship Recognition Page" in three issues of *Developments* magazine*
- Company's name and logo displayed on a mega-banner at the ARDA Convention & Exposition*
- Logo recognition on signage and meter-boards throughout the exhibit hall and convention registration area*
- Sponsorship recognition during the convention State of the Industry opening session*
- Booth highlighted on the preliminary exhibit hall map that appears in the pre-convention issue of *Developments* magazine* and the On-Site Program
- Your booth highlighted on the on-site map outside exhibit hall*
- Priority placement for 2012 and bonus points towards booth selection in the 2012 exhibit area (number of points according to level of convention sponsorship)*
- First right of refusal to reserve (available) hospitality suites at the host hotel (Sponsors pay for all hotel-related expenses)*
- Ability to place one complimentary promotional piece in the ARDA Convention and the ARDA Fall Conference registration bags for all attendees*
- Complimentary registrations:
 - Eight registrations for Sponsors over \$100,000
 - Four registrations for Sponsors at \$50,000+
- 15% discount on all *Developments* magazine advertisements

*Date-sensitive benefits

2011 ARDA Convention sponsorships

2011 ARDA Convention & Exposition

March 27-31

Orlando World Center Marriott

Orlando, FL

Sponsorship Levels

Signature Sponsor: \$50,000 and higher

Contributing Sponsor: \$10,000 — \$49,999

Friends of Convention: \$2,500 — \$9,999

Attendees know and appreciate that ARDA Convention sponsorships make possible the cutting-edge programming, big-name speakers, innovative events, and high-end productions for which the ARDA Convention is famous. No other positioning opportunity reaches such a massive gathering of the industry.

As a sponsor of the ARDA Convention & Exposition, your company is showcased as an integral part of the entire convention experience. Highly visible sponsorship opportunities generate leads and help you achieve your marketing and sales objectives. Signature, Contributing, and Friends of Convention sponsors receive maximum exposure and a variety of benefits.

Build and reinforce name recognition for your company and your products. Enhance your visibility beyond the exhibit hall to achieve maximum exposure. How can you afford not to showcase your company in front of these industry professionals?

| Sponsor Benefits | Friends of Convention | Contributing Sponsor | Signature Sponsor |
|--|-----------------------|----------------------|-------------------|
| Complimentary convention registration | | 1 | 4 - 8 |
| Ad in the On-site Program or the Attendee List/Industry Phonebook | | ½ page | Full page |
| Registration bag insert | | ✓ | ✓ |
| Bonus points toward booth selection in 2012 | ✓ | ✓ | ✓ |
| Pre- and post-convention attendee list | ✓ | ✓ | ✓ |
| Recognition on the ARDA Web site | Name | Name | Logo |
| Recognition on the sponsor appreciation pages of three issues of <i>Developments</i> magazine, On-site Program, and Attendee List/Industry Phonebook | Name | Name | Logo |
| Signage throughout the convention, exhibit hall, registration area, and hallways posted on mega-banners and meter-boards | Name | Name | Logo |
| Credit toward an advertisement in the On-site Program, Attendee List/Industry Phonebook, or Convention edition of <i>Developments</i> (1/2 page or larger) | \$500 | \$1,000 | \$2,000 |

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2011 ARDA Convention sponsorships

(See pp. 9-14 for descriptions)

| Convention sponsorships | | Benefits level | Cost |
|--|-------------|----------------------|----------|
| General Session and Keynote Speaker Sponsor | SOLD | Signature Sponsor | TBD |
| RCI/AIF Golf Tournament Title Sponsor | SOLD | Signature Sponsor | TBD |
| Awards Program Presenting Sponsor | SOLD | Signature Sponsor | TBD |
| Exhibit Hall Grand Opening Ceremony (can be co-sponsored) | SOLD | Signature Sponsor | \$60,000 |
| All-Attendee "Lunch & Win" Sponsor | | Signature Sponsor | \$50,000 |
| Breakfast of Champions Sponsor | SOLD | Signature Sponsor | \$50,000 |
| Trustee Reception Sponsor | SOLD | Contributing Sponsor | \$30,000 |
| Awards Program Celebration of Excellence | SOLD | Contributing Sponsor | \$25,000 |
| Board of Directors Breakfast Sponsor | SOLD | Contributing Sponsor | \$25,000 |
| Daily Planner Sponsor | SOLD | Contributing Sponsor | \$25,000 |
| Room Key Cards Sponsor | SOLD | Contributing Sponsor | \$25,000 |
| All-Attendee Continental Breakfast Sponsor | | Contributing Sponsor | \$20,000 |
| Attendee List/Industry Phonebook Sponsor | SOLD | Contributing Sponsor | \$20,000 |
| Principles of Timeshare Underwriter | | Contributing Sponsor | \$20,000 |
| Registration Bag Cosponsor | SOLD | Contributing Sponsor | \$17,500 |
| RCI/AIF Golf Tournament Course Sponsor | SOLD | Page 12 for benefits | \$15,000 |
| Lanyards/Neck Cords Sponsor | SOLD | Contributing Sponsor | \$15,000 |
| State Regulators Breakfast Sponsor | SOLD | Contributing Sponsor | \$15,000 |
| RCI/AIF Golf Tournament Eagle Sponsor | | Page 13 for benefits | \$10,000 |
| Awards Program Photo Sponsor | | Contributing Sponsor | \$10,000 |
| Awards Program Platinum Sponsor | | Contributing Sponsor | \$10,000 |
| Committee Meetings Refreshment Break Sponsor | | Contributing Sponsor | \$10,000 |
| Educational Underwriter (can be co-sponsored) | | Contributing Sponsor | \$10,000 |
| On-site Program Sponsor | SOLD | Contributing Sponsor | \$10,000 |
| Exhibit Hall Refreshments Break Sponsor | | Contributing Sponsor | \$10,000 |
| Fractional/Private Residence Club Forum Sponsor | | Contributing Sponsor | \$10,000 |
| Convention NewsFlash! Sponsor | | Contributing Sponsor | \$10,000 |
| Resale Forum Sponsor | | Contributing Sponsor | \$10,000 |
| Sales & Marketing Forum Sponsor | SOLD | Contributing Sponsor | \$10,000 |

New for 2011 - CALCULATE YOUR OWN DISCOUNT up to 75%

25% Discount - Sole Sponsorship

50% Discount - Up To Two Cosponsors* Permitted

75% Discount - Up To Four Cosponsors* Permitted

*ARDA assumes all responsibilities for soliciting non-competitive cosponsors. If no cosponsors are secured, committed cosponsor(s) receive full sponsor visibility.

2011 ARDA Convention sponsorships

(See pp. 9–14 for descriptions)

| Convention sponsorships | | Benefits level | Cost |
|--|-------------|----------------------|---------|
| WIN Networking Reception | SOLD | Friend of Convention | \$5,000 |
| RCI/AIF Golf Tournament Beverage Cart Sponsor | SOLD | Page 13 for benefits | \$5,000 |
| RCI/AIF Golf Tournament Birdie Sponsor | | Page 13 for benefits | \$5,000 |
| RCI/AIF Golf Tournament Golf Cart Sponsor | | Page 13 for benefits | \$5,000 |
| RCI/AIF Golf Tournament Trophy Sponsor | SOLD | Page 13 for benefits | \$5,000 |
| Awards Program Diamond Sponsor | | Friend of Convention | \$5,000 |
| Press Room Sponsorship | | Friend of Convention | \$5,000 |
| Speaker Directory Sponsor | | Friend of Convention | \$5,000 |
| RCI/AIF Golf Tournament Hole-in-One Sponsor | | Page 14 for benefits | \$3,000 |
| RCI/AIF Golf Tournament Par Sponsor | | Page 14 for benefits | \$2,500 |
| RCI/AIF Golf Tournament Specialty Hole Sponsor | | Page 14 for benefits | \$2,500 |
| ARDA International Co-sponsor | SOLD | Friend of Convention | \$2,500 |
| Awards Program Gold Sponsor | | Friend of Convention | \$2,500 |
| RCI/AIF Golf Tournament Hole Sponsor | | Page 14 for benefits | \$1,800 |
| ARDA Registration Bag Insert | | Page 14 for benefits | \$1,500 |

General Session & Keynote Speaker Sponsor

Signature Sponsor: TBD
Your company will be in a class of its own with this important sponsorship. Your logo will be the first thing attendees see as they walk into the general session and the last thing they see as they exit. The largest official attendee gathering at the convention, the general session is a sure sponsorship win!

Awards Program Presenting Sponsor

Signature Sponsor: TBD
With recognition throughout the year, this premium sponsorship is like no other. Your company receives logo recognition on all gala promotional materials, press releases, nomination guides, exhibit hall, and at the Awards Gala itself.

Exhibit Hall Grand Opening Ceremony

Signature Sponsor: \$60,000
Make the Exposition Grand Opening Ceremony one of the high points of the convention—complimentary food and drink for all attendees with your company logo(s) on every bar and on signage throughout the exhibit hall.

All-Attendee “Lunch & Win” Sponsor

Signature Sponsor: \$50,000
In addition to having recognition/signage at the lunch, in the convention materials, and on the ARDA Web site, you will have the opportunity to hold a lunch time raffle, where your company will welcome attendees over the P.A. system. During lunch, attendees will be able to enter a

raffle for a special prize your company and ARDA provides.

Breakfast of Champions Sponsor

Signature Sponsor: \$50,000
The ARDA Breakfast of Champions event has showcased motivational sports legends such as Don Shula or Rudy Ruettiger. As the sponsor, your company logo will be featured throughout the event and your company representative will be asked to introduce the sports hero/legend and will be seated with the speaker.

Convention sponsorship descriptions

Educational Underwriter Sponsor

Signature Sponsor: \$50,000

Have your company name associated with every sector of the industry. Educational Underwriter(s) will have their company logo on-screen as attendees arrive to each session. You may provide a one-page company profile that will be included with the speaker biographies handed out to each session attendee. Sponsor(s) will also have recognition within the On-site Program.

Anticipating tracks include:

- Sales and Marketing
- Fractional/ Private Residence Club
- Technology
- Resort Management Operations
- Finance
- Design
- International & Research
- Resort Development

Trustee Reception Sponsor

Contributing Sponsor: \$30,000

Networking, cocktails, and the recognition of ARDA's newest Trustee members are the main purpose of this event. Your company representative will be asked to welcome this group of decision makers. Your logo will be featured on signage as well as the elegant invitation that is sent out prior to the convention.

Awards Program Celebration of Excellence Reception

Contributing Sponsor: \$25,000

A "see and be seen" event, this private, black-tie, reception will offer your company the chance to shine! Your company is



recognized through signage, on the invitations and in the Awards Gala Program. Also includes invitations for 20 attendees of your choice and the opportunity to address attendees at the event.

Board of Directors Breakfast Sponsor

Contributing Sponsor: \$25,000

Get in front of the developer 'Top 40' with this very coveted sponsorship. No other convention event has this many developers in one place! Your company's color logo will be featured on signage at the event and you may welcome ARDA's Board.

Daily Planner Sponsor

Contributing Sponsor: \$25,000

The Daily Planner sponsor receives an additional 100-word company profile and prominent logo placement on this handy and well-used reference piece that goes in each attendee's registration bag.

Room Key Cards Sponsor

Contributing Sponsor: \$25,000

Fantastic brand recognition! Attendees will see your company name and color logo each time they enter their

rooms.

All-Attendee Continental Breakfasts Sponsor

Contributing Sponsor: \$20,000

Your company receives color logo signage on tables and exposure to virtually all convention delegates.

Convention Attendee List/ Industry Phonebook Sponsor

Contributing Sponsor: \$20,000

This publication has a longer shelf life than any other publication at the ARDA Convention! Kept on attendees' desks all year long, everyone wants a copy for reference. Your logo appears on the front cover and your full-page ad on the inside front and back cover.

Convention sponsorship descriptions



Principles of Timeshare Underwriter

Contributing Sponsor: \$20,000
The single best opportunity to reach new entrants to the industry. Underwriter may welcome attendees and may provide a one-page company profile that will be included with the speaker biographies handed out to each session attendee.

Registration Bag Cosponsor

Contributing Sponsor: \$17,500
Sponsors have their company logo—in full color—on the carrying case that attendees carry during and after the convention.

RCI/AIF Golf Tournament Course Sponsor

\$15,000
Sponsor receives recognition on the ARDA Web site, in three issues of *Developments* magazine, On-site Program, and Attendee List/Industry Phonebook. Tee gift package and lunch/reception access are provided for each player. Course sponsor also receives exclusive banner at tournament, as well as

company logo on all-sponsor banner, company logo recognized on four different holes on the course and 12 complimentary players.

Lanyards/Neck Cords Sponsor

Contributing Sponsor: \$15,000
One of the most visible sponsorships at the ARDA Convention, the neck cords will feature your company logo and/or Web site. Sponsor provides lanyards to ARDA specifications.

State Regulators Breakfast Sponsor

Contributing Sponsor: \$15,000
Put your company in front of those decision-making legislators. Sponsor receives signage at the breakfast and the ability to welcome the regulators and attendees.

RCI/AIF Golf Tournament Eagle Sponsor

\$10,000
Sponsor receives recognition on the ARDA Web site, in *Developments* magazine, On-site Program, and Attendee List/Industry

Phonebook. Tee gift package and lunch/reception access are provided for each player. Eagle sponsor also receives exclusive banner at tournament, as well as company logo on all-sponsor banner, company logo recognized on two different holes on the course and eight complimentary players.

Awards Program Photo Sponsor

Contributing Sponsor: \$10,000
Your support will be long remember by the top performers in the industry when they receive their Awards Gala photo with your company name or logo on the frame.

Awards Program Platinum Sponsor

Contributing Sponsor: \$10,000
As a Platinum Awards sponsor, you will receive 10 Gala tickets with preferred seating, and recognition on the back of the Gala tickets for all attendees to see.

Committee Meetings Refreshments Break Sponsor

Contributing Sponsor: \$10,000
ARDA's volunteers are also many of the prominent decision makers for the timeshare industry. Join ARDA in thanking them for their service by providing a much needed refreshment break. Stations will be set up right outside committee meeting rooms with your company's signage at each table.

ARDA sponsorship descriptions

Convention On-site Program Sponsor

Contributing Sponsor: \$10,000
Your logo will be in everyone's hands; the convention's main source of information. Benefits include your company's logo on the cover as well as your ads on the inside front and back covers.

Exhibit Hall Refreshments Break Sponsor

Contributing \$10,000 per break
If you want to brand your company in front of all the convention attendees, being associated with an exhibit hall refreshment break is the way to do it. Your company's color logo will appear on signage at every refreshment station in the exhibit hall.

Fractional/Private Residence Club Forum Sponsor

Contributing Sponsor: \$10,000
One of ARDA's most targeted events; establish thought leadership with the leading luxury developers and operators. As a sponsor, you will have your company logo on-screen, signage at the event, and recognition at the podium as well as recognition within the On-site Program. Your logo will appear on tent cards on every table and on the Forum information web page. You may provide a one-page company profile that will be included with the speaker biographies handed out to each session attendee.

Convention NewsFlash! Sponsor

Contributing Sponsor: \$10,000
Your company name, color logo, and a link to your website will be included on over 30,000 e-mails as the excitement builds for the annual ARDA Convention.

Resale Forum Sponsor

Contributing Sponsor: \$10,000
As a Resale Forum sponsor, you will have your company logo on-screen, signage at the event, and recognition at the podium as well as recognition within the On-site Program. Your logo will appear on tent cards on every table and on the Forum information web page. You may provide a one-page company profile that will be included with the speaker biographies handed out to each session attendee.



Convention sponsorship descriptions

Sales & Marketing Forum Sponsor

Contributing Sponsor: \$10,000
Have your company associated with the sales and marketing timeshare professionals. As a sponsor, you will have your company logo on-screen, signage at the event, and recognition at the podium as well as recognition within the On-site Program. Your logo will appear on tent cards on every table and on the Forum information web page. You may provide a one-page company profile that will be included with the speaker biographies handed out to each session attendee.

RCI/AIF Golf Tournament Beverage Cart Sponsor

\$5,000
Sponsor receives recognition on the ARDA Web site, in three issues of *Developments* magazine, On-site Program, and Attendee List/Industry Phonebook. Tee gift packages and lunch/reception access are provided for each player. Beverage Cart sponsors also

receives 50 complimentary drink tickets to distribute to players, company logo on beverage cart, as well as company logo on all-sponsor banner, the use of golf cart for your company representative to follow the beverage cart and four complimentary players.

RCI/AIF Golf Tournament Birdie Sponsor

\$5,000
Sponsor receives recognition on the ARDA Web site, in three issues of *Developments* magazine, On-site Program, and Attendee List/Industry Phonebook. Tee gift packages and lunch/reception access are provided for each player. Birdie sponsor also recognized on one hole, company logo on all sponsor banner, and four complimentary players.

RCI/AIF Golf Tournament Golf Cart Sponsor

\$5,000
Sponsor receives recognition on the ARDA Web site, in three issues of *Developments* magazine, On-site Program, and Attendee List/Industry

Phonebook. Tee gift packages and lunch/reception access are provided for each player. Golf Cart sponsor also receives the ability to place a promotional gift on each cart, company logo on all players' carts, as well as company logo on all-sponsor banner, and four complimentary players.

RCI/AIF Golf Tournament Trophy Sponsor

\$5,000
Sponsor receives recognition on the ARDA Web site, in three issues of *Developments* magazine, On-site Program, and Attendee List/Industry Phonebook. Tee gift packages and lunch/reception access are provided for each player. Trophy sponsor also receives company logo on signage displayed at post tournament reception, as well as company logo on all-sponsor banner, and four complimentary players.

Awards Program Diamond Sponsor

Friend of Convention: \$5,000
As a Diamond Awards sponsor, you will receive six Gala tickets with preferred seating.

Press Room Sponsorship

Friend of Convention: \$5,000
Get your company in front of those that have their finger on the pulse of vacation ownership—the Press! Your company's logo will appear on signage inside and outside the press room, and on the desktop of the computers.



ARDA sponsorship descriptions

Speaker Directory Sponsor

Friend of Convention: \$5,000

This convention publication features the contact details, biographies and additional information on every speaker. This publication will stay on attendees' desks all year long. Benefits include company logo on Speaker Directory cover, full page, black & white ads on inside front and back covers.

WIN Networking Reception*

Friend of Convention: \$5,000

ARDA's best opportunity to target up-and-coming industry leaders, the WIN outreach program is unique in its appeal to tomorrow's executives as they come together for networking and education. Reception attendance limited to ARDA members and sponsors only.

(*25% discount unavailable)

RCI/AIF Golf Tournament Hole-in-One Sponsor

\$3,000

Sponsor receives recognition on the ARDA Web site, in three issues of *Developments* magazine, On-site Program, and Attendee List/Industry Phonebook. Tee gift packages and lunch/reception access are provided for each player. Hole-in-One sponsor also receives exclusive logo recognition on a hole-in-one tee sign, as well as company logo on all-sponsor banner, and two complimentary players.

RCI/AIF Golf Tournament Par Sponsor

\$5,000

Sponsor receives recognition on the ARDA Web site, in three issues of *Developments*

magazine, On-site Program, and Attendee List/Industry Phonebook. Tee gift packages and lunch/reception access are provided for each player. Par sponsor also receives company logo recognition on one tee, as well as company logo on all-sponsor banner, and two complimentary players.

RCI/AIF Golf Tournament Specialty Hole Sponsor

\$2,500

Sponsor receives recognition on the ARDA Web site, in three issues of *Developments* magazine, On-site Program, and Attendee List/Industry Phonebook. Tee gift packages and lunch/reception access are provided for each player. Specialty Hole sponsor also receives exclusive logo recognition on a specialty hole tee, as well as company logo on all-sponsor banner, and two complimentary players.

ARDA International Co-sponsor

Friend of Convention: \$2,500

A comprehensive, annual program to target resort executives from international high-growth markets. Benefits included co-sponsoring every committee meeting, educational session, and social activity tailored for international delegates. Sponsors may include a 75-word company profile to be included in attendee materials. Company logo on signage at each meeting, session, and activity; and name recognition within the On-site Program.

Awards Program Gold Sponsor

Friend of Convention: \$2,500

As a Gold Awards sponsor, you will receive three Gala tickets with preferred seating.

RCI/AIF Golf Tournament Hole Sponsor

\$1,800

Sponsor receives recognition on the ARDA Web site, in three issues of *Developments* magazine, On-site Program, and Attendee List/Industry Phonebook. Tee gift packages and lunch/reception access are provided for each player. Hole sponsor also receives company logo recognition on one tee sign, as well as company logo on all-sponsor banner, and one complimentary player.

ARDA Registration Bag Insert

\$1,500

Insert opportunities will be limited. Registration bag inserts will be accepted on a first-come, first-served basis. All promotional items must be approved by ARDA. Please contact Augustus Bostick at 202-207-1074 or abostick@arda.org.



New Supplier Package

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, and is only offered once to new members who are also first-time exhibitors exhibiting at the ARDA Convention.

2011 ARDA New Supplier Package—\$5,900

- 10'x10' top-category space at the ARDA Convention's exhibit hall
- ARDA corporate membership for the 2010-2011 year
- **Plus your choice of one of the following:**

Friend of Convention Sponsorship

Ideal for: New entrant brand development

- Recognition on the ARDA Web site
- Recognition on the sponsor appreciation pages of *Developments* magazine, On-site Program and Attendee List/Industry Phonebook
- Signage throughout the convention, exhibit hall, registration area, and hallways, posted on mega-banners and meter boards
- Pre- and post-convention attendee list
- \$500 credit towards an advertisement in the On-site Program, Attendee List/Industry Phonebook, or the Convention edition of *Developments* magazine (1/2 page or larger)

ARDA Awards Gold Sponsor

Ideal for: Brand development with marketing and design executives

- Three tickets to the Awards Gala
- On-site recognition on the ARDA Awards display board
- Recognition in the ARDA Awards nomination guide mailed to all members
- Recognition on-screen at the Gala Dinner
- Recognition on the ARDA Web site
- Pre- and post-convention attendee list
- Bonus points towards 2012 booth selection

Advertising Package

Ideal for: Product and booth awareness

- ½ page four-color ad in any one of the three ARDA Convention focused editions of *Developments*

Hole Sponsorship

AIF Open Golf Tournament

Ideal for: Senior executive networking access

- Company name and logo on one hole at the tournament
- One complimentary player
- Access to all of the day's events
- Recognition on the AIF Open Golf Tournament Web site

Registration bag insert

Ideal for: Product and booth awareness

- One item in convention attendee registration bag—brochure, flyer, or promotional item accepted



Advertising Package

With so many companies exhibiting at the timeshare industry's only tradeshow, your company may be looking for a way to stand out from the crowd. Advertising in any of the ARDA Convention publications, or the three Convention-focused editions of *Developments*, is a great way to get that recognition! The On-site Program, Attendee List/Industry Phonebook, and the convention issue of *Developments* are each placed in attendees' registration bags at the 2011 ARDA Convention.

The On-site Program

The most referred to publication at the convention, this contains all the information for the educational sessions, special events, exhibit hall map, exhibitor index, speaker listing and more. Use your ad to draw traffic to your booth by including your booth number.

Ads Close: January 31, 2011.

| Ad Size | Ad Color Process | Rate |
|----------|------------------|---------|
| Full | 4 | \$2,300 |
| 2/3 page | 4 | \$2,000 |
| 1/2 page | 4 | \$1,800 |
| 1/3 page | 4 | \$1,300 |
| 1/6 page | 4 | \$900 |

Attendee List/Industry Phonebook

This publication has the most longevity of any ARDA publication the—'phonebook' that sits on industry professionals' desks all year long.

Ads Close: January 31, 2011.

| Ad Size | Ad Color Process | Rate |
|----------|------------------|---------|
| Full | 4 | \$2,300 |
| 2/3 page | 4 | \$2,000 |
| 1/2 page | 4 | \$1,800 |
| 1/3 page | 4 | \$1,300 |
| 1/6 page | 4 | \$900 |

Developments Package

- April/May 2011 Convention issue
- June 2011 Convention Wrap-up

| Ad Size | Ad Color Process | Rate |
|----------|------------------|---------|
| Full | 4 | \$4,400 |
| 2/3 page | 4 | \$3,700 |
| 1/2 page | 4 | \$3,000 |
| 1/3 page | 4 | \$2,400 |
| 1/6 page | 4 | \$1,900 |

Package Deals:

Combine the *Developments* package with the On-site Program Guide or the Attendee List/Industry Phonebook and take **20% off the total**.

Advertise in all four publications and take **25% off the total**.

To request a contract and to book advertising space, please contact Augustus Bostick at abostick@arda.org or 202-207-1074.

To secure your sponsorships call Bob Craycraft, VP Industry Relations at (202) 207-1079 or bcraycraft@arda.org

2011 ARDA Awards Program Sponsorships

The ARDA Awards Program is committed to recognizing the nominees submitted in overall professional excellence, outstanding sales accomplishments, product design, advertising, and staff. Industry professionals know how important it is that ARDA has a venue to recognize the best and brightest in vacation ownership. ARDA Awards Program sponsorships highlight your company's commitment to honoring those achievements.

Your contribution guarantees you complimentary tickets with preferred seating, recognition throughout the year and most importantly, a chance to give back to the industry's only awards program.

Ideal for brand development with marketing and design executives!

All Awards Program Sponsors receive the following benefits:

- ARDA Convention on-site recognition on the ARDA Awards display board in registration area
- Recognition in the ARDA Awards nomination guide mailed to all members
- Recognition on-screen at the 2011 ARDA Awards Gala Dinner*
- Recognition on the ARDA Web site
- Pre- and post-convention attendee list
- Bonus points towards 2012 booth selection

| Platinum \$10,000 | Diamond \$5,000 | Gold \$2,500 |
|---|--|--|
| 10 complimentary Gala tickets with preferred seating at the Gala dinner | Six complimentary Gala tickets with preferred seating at the Gala dinner | Three complimentary Gala tickets with preferred seating at the Gala dinner |
| Company name usage upgraded to color logo. | | |
| A recognition of your company as a Platinum Sponsor on the back of the Gala tickets | | |

2011 ARDA Trustee Retreat Sponsorships

June 16-17

**Four Seasons Hotel
Philadelphia, PA**

The ARDA Trustee Retreat is a two day “invitation only” business meeting for ARDA’s VIP Trustee members. The ARDA Trustee Retreat is packed with networking opportunities, professional development, and social outings.

Trustee members represent the vacation ownership industry’s premier leadership and decision makers. Trustee members represent all the segments of the industry, including developers, property management, sales and marketing organizations and companies that provide a variety of value-added services and products such as law firms, financial institutions, title insurance providers, architecture and design firms.

Your sponsorship guarantees you the opportunity to network among these high level executives and to spotlight your company in front of the industry’s most prominent ARDA members.

Ideal for high level visibility and networking opportunities with senior executives!

All Trustee Retreat Sponsors receive the following benefits:

- Two complimentary registrations
- Pre- and post-event attendee lists in electronic format
- Company logo usage in signage, on ARDA’s website and in the meeting program as a Sponsor
- Opportunity to have sales material available throughout the meeting
- Opportunity to address the attendees

| Event Sponsor \$15,000 | Retreat Underwriter \$25,000 |
|--|---|
| Sponsor Event | All Events -- Both Thursday and Friday |
| Thursday, June 16 | |
| <ul style="list-style-type: none">• Welcome Reception• Dinner• Entertainment | |
| Friday, June 17 | |
| <ul style="list-style-type: none">• Breakfast• Guest Speaker(s)• Boxed Lunch | |

2011 ARDA National Outreach Program Sponsorships

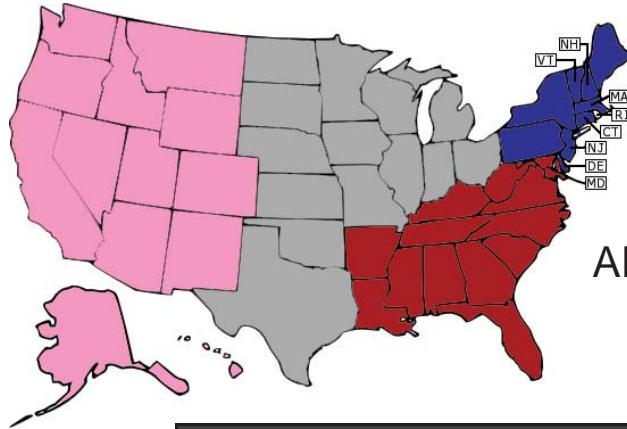
Education and networking - important reasons why participation in ARDA's national outreach programs is a critical component for your marketing plan.

ARDA Regional Seminars

Local and regional decision-makers have whole-heartedly endorsed our regional seminars for over a decade. Our new, wider geographical scope ensures the value of your sponsorship. With active chapters across the country, regional meetings are a great way to have national issues brought to a more intimate setting while looking at concerns specific to the vacation ownership industry.

ARDA-West

October 24/25
Denver, CO



ARDA-Northeast

June 6/7
Providence, RI
Marriott Providence Downtown

ARDA-Southeast

September 26/27
Myrtle Beach, SC
Marina Inn at Grande Dunes

| Event Sponsor \$1,500 | Regional Sponsor \$1,000 |
|---|---|
| Two complimentary registrations | One complimentary registration |
| Pre- and post-event attendee lists | Pre- and post-event attendee lists |
| Recognition on ARDA website, signage, printed materials, and from event Chair | Recognition on ARDA website, signage, printed materials, and from event Chair |
| Color logo use | Company name |

ARDA Town Hall Meetings

In a new format for 2011, ARDA town hall meetings will be half-days consisting of a presentation by a top industry leader and a meal or reception. We anticipate at least three town hall meetings at key resort marketplaces throughout the U.S.

| Town Hall Sponsor \$500 |
|---|
| One complimentary registration |
| Pre- and post-event attendee lists |
| Recognition on ARDA website, signage, printed materials, and from event Chair |
| Company name |



All dates and locations are to be determined. For up to date information on regional seminars and town hall meetings, visit www.arda.org/regionalmeetings.

To secure your sponsorships call Bob Craycraft, VP Industry Relations at (202) 207-1079 or bcraycraft@arda.org

2011 ARDA Fall Conference Sponsorships

2011 ARDA Fall Conference

November 9-11

The Fairmont Hotel

Washington, D.C.

This three-day conference brings together vacation ownership industry senior executives to meet on the current economic and political issues facing the industry. Members attend committee meetings, social functions, keynote addresses and state of the industry updates. Sponsorships are available to put your company in front of the industry's 300 top decision makers.

Your best vehicle to reach the industry's senior executives in an exclusive environment!

All ARDA Fall Conference sponsors enjoy benefits including:

- Registration bag insert
- Sixth-page black & white ad in the On-site Program
- Pre- and post-event attendee lists in electronic format
- Company name in signage, on ARDA's Web site and in the On-site Program as a Sponsor
- Recognition on the sponsor appreciation pages of the ARDA Fall Conference issue of *Developments*

| Event Sponsor \$10,000 | Contributing Sponsor \$5,000 | Friend of Fall Conference \$1,500 |
|---|---|-----------------------------------|
| Four complimentary registrations | Two complimentary registrations | One complimentary registration |
| Full-page ad in the ARDA Fall Conference edition of <i>Developments</i> magazine | Half-page ad in the ARDA Fall Conference edition of <i>Developments</i> magazine | |
| Your company identified as the Sponsor of a major ARDA Fall Conference event of your choice | Your company identified as the Sponsor of a session or refreshment break of your choice | |
| Company name usage upgraded to color logo usage | | |

For up-to-date information visit www.arda.org/fallconference

AIF Sponsorships

The ARDA International Foundation relies on the generosity of members and friends to produce the essential research and education programs that advance the industry.

AIF Friend of the Foundation

The AIF provides opportunities for both individuals and corporations to sponsor Foundation research and education programs. As a contributor to the Friend of the Foundation Sponsorship Program, you will receive both Web and print recognition.

| Sponsor Level | |
|------------------|----------|
| Platinum Sponsor | \$15,000 |
| Gold Sponsor | \$10,000 |
| Silver Sponsor | \$5,000 |
| Bronze Sponsor | \$2,500 |
| Contributor | \$1,000 |
| Donor | \$500 |
| Friend | \$250 |

2011 RCI/AIF Golf Tournament

\$1,800 – \$15,000

Here's your chance to add to your network of timeshare industry professionals or reconnect with old friends while supporting timeshare industry research by participating in the annual AIF Open Golf Tournament. Help support our industry research and education programs and be a part of this exciting tournament by becoming a sponsor. Each sponsorship opportunity is designed to maximize your presence at this event.

AIF Student Outreach

\$1,500

As ARDA continues to increase its presence within the academic community, AIF has expanded its Student Scholarship program. Present your company as an underwriter of ARDA Convention's AIF Student Outreach. As a underwriter, you company will receive recognition through an appreciation ad in the convention issue of *Developments* magazine; an opportunity to provide a mentor for a student during Convention; and recognition at the Convention's Student Breakfast.

AIF Webinar Underwriter

\$3,500

To meet the need for professional development, AIF will introduce a new series of Webinars to the ARDA community. Underwrite a Webinar track and have your company associated as an industry expert. As a Webinar underwriter, have your logo on all marketing information and on the webinar page with an active linked to your Web site. Enjoy the benefit of having a representative from your company present a 30-second company overview as well as, introducing the speaker at the beginning of the session.