



Upper Midwest Association of Promotional Professionals

9292 Dartford Rd., Woodbury, MN 55125 • umapp.sue@comcast.net

Ph. 651.734.9767 • Fx. 651.734.9110



Website Home Page

Advertising
See page 2

The Navigator

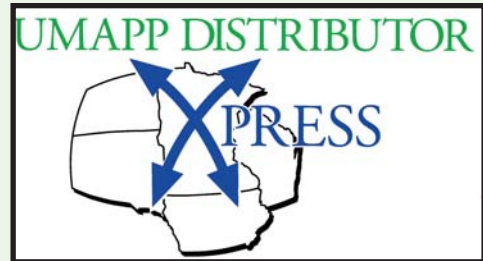
UMAPP Newsletter Published Every Other Month

Advertising
See page 3



"THE Show" (Booth Show)

Advertising and Sponsorship
See page 5



Quarterly Flyer Mailing

Advertising
See page 4



Room Show

Sponsorship and Product Pavilion
August 11, 2010
See page 7



Annual Golf Tournament

Sponsorship
May 19, 2010
See page 6

Advertising and Sponsorship Opportunities for 2010



Website Advertising

Link Traffic Directly to Your Website!

Four spots available every three months:

___ January/February/March Home Page (\$75)

___ April/May/June Home Page (\$75)

___ July/August/September Home Page (\$75)

___ October/November/December Home Page (\$75)

Ad size: 2 1/4" x 3"
Full color
Plus Link to your website

Send ad and link to umapp.sue@comcast.net two weeks prior to first month of advertisement. See examples at www.umapp.org.

Company Name: _____

Contact person for this form: _____

Email: _____ Phone: _____

Payment by Visa, AMEX, MC, or Check (circle one)

If by check: please mail this form and check to: UMAPP, 9292 Dartford Road, Woodbury, MN 55125. If by credit card, please mail to the above address, or fax to: UMAPP, 651-734-9110.

Name on credit card: _____

Billing address for card: _____

City: _____ State: ____ Zip: _____

Card No: ____ / ____ / ____ / ____ exp: ____ / ____

Amount to charge to card: \$_____

The Navigator Newsletter Advertising

Reach over 600 distributor sales reps with one ad!

The *Navigator* Newsletter is emailed to 1,600 contacts, and mailed via US Mail to 700+ UMAPP members.

UMAPP is one of the few regional associations in the country that continues to publish a newsletter, plus has it available on its website. Over 1,600 contacts receive a link each issue to view the newsletter online.

Ad space sells out fast . . . sign up for issues in advance and get a discount!

(Check and circle all that apply)

___ **January/February issue:** 1/2 page (\$120); 1/3 page (\$105); 1/4 page (\$90);

___ **March/April issue:** 1/2 page (\$120); 1/3 page (\$105); 1/4 page (\$90)

___ **May/June issue:** 1/2 page (\$120); 1/3 page (\$105); 1/4 page (\$90)

___ **July/August issue:** 1/2 page (\$120); 1/3 page (\$105); 1/4 page (\$90)

___ **September/October issue:** 1/2 page (\$120); 1/3 page (\$105); 1/4 page (\$90)

___ **November/December issue:** 1/2 page (\$120); 1/3 page (\$105); 1/4 page (\$90)

Ads are due to the UMAPP office by the 15th of the month prior to publishing month. Send in PDF, EPS, JPEG, or TIF format to: umapp.sue@comcast.net. Ads must be in black and white format. Ad sizes: 1/2 page: 7" wide x 4 3/4" high. 1/3 page: 7" wide x 3 1/4" high. 1/4 page: 7" wide x 2 1/4" high or 3-3/8" wide by 4-3/4" high. Sign up and pay for all six issues and take a 25% discount; three issues, take a 15% discount.

Company Name: _____

Contact Person for this form: _____

Email: _____ Phone: _____

Payment by Visa, AMEX, MC, or Check (circle one)
Name on credit card: _____
Billing address for card: _____
City: _____ State: _____ Zip: _____
Card No: _____ / _____ / _____ / _____ exp: ____ / ____
Amount to charge to card: \$_____ (6 ads less 25%, 3 ads less 15%)

Return to:
UMAPP
9292 Dartford Road
Woodbury, MN 55125
Fax: 651-734-9110

Questions:
Call Sue Selseth
651-734-9767
email:
umapp.sue@comcast.net

UMAPP DISTRIBUTOR



Quarterly Flyer Mailing

The UMAPP Distributor Xpress is a chance for suppliers to reach hundreds of distributors in the Upper Midwest at a small cost! The Xpress is UMAPP's alternative to inserts in the Newsletter-- and the flyers only go to distributors, saving you money on printing and mailing costs.

Single Sheet Flyers Only

8 1/2" x 11" -----\$55.00

11" x 17" -----\$95.00

Flyers larger than 11" x 17" will not be accepted.

Quantity Needed: 400

Please ship enough flyers or they will have to be returned at your expense.

___ January mailing (deadline for flyers is Jan. 11)

___ April mailing (deadline for flyers is April 12)

___ July mailing (deadline for flyers is July 12)

___ October mailing (deadline for flyers is Sept. 23)

Sign up and pay for 2 or more issues and receive a 5% discount!

Company Name: _____ Flyer Size (circle): 8-1/2"x11 or 11"x17"

Contact Person for this form: _____

Address _____ City, State, Zip: _____

Email: _____ Phone: _____

___ Include one flyer as a sample, this registration form, and payment. Send by fax or mail to the UMAPP office by the deadlines above. UMAPP, 9292 Dartford Road, Woodbury, MN 55125 or fax: 651-734-9110

___ Ship 400 flyers and include your company name to: Braemar Mailing, Attn: UMAPP Distributor Xpress, 7665 Washington Avenue South, Edina, MN, 55439. Flyers must arrive by the deadlines above to be included in the mailing. Flyers can be received up to 4 weeks prior to the deadline for each mailing. There is no wiggle room on the deadline. Flyers are mailed the next day.

The Xpress mailing goes via Standard Mail. Distributors will receive the flyers approximately 8-12 business days after the deadline.

Payment by Visa, AMEX, MC, or Check (circle one) or Check

Name on credit card: _____

Billing address for card: _____

City: _____ State: _____ Zip: _____

Card No: ____ / ____ / ____ exp: ____ / ____

Amount to charge to card: \$ _____ (2 or more issues, deduct 5%)



**Booth Show Sponsorship
and Advertising Opportunities**
Show Date: May 20, 2010
RiverCentre, St. Paul, MN



Where else in the Upper Midwest could your logo be seen by over 600 serious, business-minded distributors?

Platinum Sponsor (2 Available) - \$250

Your logo on the entrance unit as a show sponsor, and noted as a sponsor in all marketing materials, show directory, and Navigator Newsletter.

Advertise in the Show Directory - \$75
3 x 4 Black and White Ad

Company Name: _____

Contact person for this form: _____

Email: _____ Phone: _____

_____ Platinum Sponsor - send full color and b&w logo to umapp.sue@comcast.net

_____ Coffee Sponsor/available to distributors as they wait for the show to open. \$150 (2 available)

_____ Show Directory Ad- send black and white logo in PDF format to umapp.sue@comcast.net

Deadline: May 1, 2010

Payment by Visa, AMEX, MC, or Check (circle one)
Name on credit card: _____
Billing address for card: _____
City: _____ State: _____ Zip: _____
Card No: _____ / _____ / _____ exp: ____ / ____
Amount to charge to card: \$ _____

Send form to:
UMAPP
9292 Dartford Rd.
Woodbury, MN 55125
Fax: 651-734-9110

Questions:
Sue Selseth
651-734-9767
umapp.sue@comcast.net



GOLF TOURNAMENT SPONSORSHIPS and Goodie Bag Donations Tournament Date: May 19, 2010

"UMAPP has an excellent golf tourney. It is one of the best attended in the country, I assure you. Keep up the good work!"

"The golf tournament provides a low-key environment for mingling with friends and competitors."

--Quotes from UMAPP members

____ Title Sponsor

Top billing on all marketing materials

- One exclusive product in the goodie bag.
- Logo on welcome sign

Cost: \$2,000 and includes a foursome for golf
\$1,600 without a foursome

____ Lunch Sponsor

Second billing on all marketing materials

- Sign at lunch
- Logo on welcome sign

Cost: \$1,000

____ Hole In One Sponsor

Recognition on all marketing materials

- Signage on the contest hole
- Logo on welcome sign

Cost: \$500

____ Beverage Cart Sponsor

Recognition on all marketing materials

- Signage on the beverage cart
- Logo on welcome sign

Cost: \$500

____ Golf Cart Sponsor

Recognition on all marketing materials

- Exclusive product in the goodie bags
- Logo on welcome sign

Cost: \$500

____ Golf 101 Sponsor

Recognition on all marketing materials

- Sign at the Golf 101 Class
- Logo on welcome sign

Cost: \$250.00

____ Hole Sponsor (\$90 for one/\$150 for 2).

includes sign on hole, recognition in the July/August newsletter, and sign at event.

____ **Goodie Bag Donation (Free)** – donate 130 of your favorite product to go in our golfer goodie bags. Recognition in the July/August newsletter. Item description: _____
_____. Ship items to: Jamie Kuklok, UMAPP Golf Donations, 1408
17th Street South, Sartell, MN 56377 Items must arrive by **May 7**. Please note there might be similar product categories accepted into the goodie bag.

Company Name: _____

Contact Person for this form: _____

Email: _____ Phone: _____

Payment by Visa, AMEX, MC, or Check (circle one) or Check

Name on credit card: _____

Billing address for card: _____

City: _____ State: ____ Zip: _____

Card No: ____ / ____ / ____ / ____

exp: __ / __ Amount to charge to card: \$_____

Return to:
UMAPP
651-734-9110 (fax)
9292 Dartford Road
Woodbury, MN 55125

Questions:
Sue Selseth
umapp.sue@comcast.net



2010 Show Sponsorship and Product Pavilion Form

Get your company logo out in front of 250+ serious distributor attendees at the Selling Solutions Showcase. This all-day event features UMAPP's most dedicated members who pay to attend this educational show. Your logo will be on a welcome sign at registration and all marketing materials.

Company: _____

Address: _____

Contact Person: _____

Phone: _____ Email: _____

_____ **Breakfast Sponsor** (includes pre-show marketing and recognition at event) Cost: \$300.

_____ **Luncheon Sponsor** (includes pre-show marketing and recognition at event) Cost: \$300.

_____ **Snack Sponsor** (includes pre-show marketing and recognition at event) Cost: \$300.

_____ **Networking Party Sponsor (appetizers).** Includes pre-show marketing and recognition at event. Cost: \$300.

Another way to participate in the Selling Solutions Showcase is through the Product Pavilion. It's easy.

- Your product along with a case history will be on display for distributor browsing during show hours (case history template is on the following pages).
- Product image and electronic version of the case history will be available on UMAPP's website for distributor viewing until the end of 2010.

See the next pages for Product Pavilion Entry Forms.

To register for a sponsorship, please return this form to: UMAPP, 9292 Dartford Road, Woodbury, MN 55125
Phone: 651-734-9767 / Fax: 651-734-9110

Deadline for Sponsorships and for the Pavilion is Monday, August 2, 2010.

Payment Information: Checks payable to UMAPP and mailed to: UMAPP, 9292 Dartford Road, Woodbury, MN 55125; complete the credit card information below, or pay online at www.umapp.org (click "pay your dues" and type the company name and reason for payment in the "comments" section).

Type of Card – circle one: Visa / MasterCard / American Express

Name on Credit Card: _____

Billing address for card: _____

City _____, State _____, Zip _____

Credit Card Number: _____ exp: _____ Mo/Yr

Amount to Charge to Card: \$ _____

REGISTRATION FORM

Product Pavilion August 11, 2010



Please make sure the Case History Form (see next page) is typed. It will be displayed along with the product. See last page for a sample Case History. Deadline is Monday, August 2, 2010.

Company Name: _____

Contact Person for this Form: _____

Email: _____ Phone: _____

Number of Products Entered in Pavilion: _____ (optional: you may also send up to 200 samples of the entry for giving to distributor attendees at the show).

Product category options for case history form (next page): awards, bags, beverage, calendars, clothing, desk accessories, food, gift/lifestyle, golf/sports, green/eco-friendly, healthcare, new products, USA made, technology, tradeshow, travel, writing instruments or other.

____ Return this form, email a picture file of the product(s) and the Case History to: UMAPP, 9292 Dartford Road, Woodbury, MN 55125, Email:

umapp.sue@comcast.net

Questions: 651-734-9767 / Fax: 651-734-9110

____ For arrival by August 2, print off and ship typed Case History, Pavilion Item, and (optional) 200 samples of the product to: Brown & Bigelow, Attention: Deb Meier, UMAPP Show, 345 Plato Boulevard East, St. Paul, MN 55107

Image, case history, and link to your website will be on UMAPP's website until the end of 2010.

Payment Information: Checks payable to UMAPP and mailed to: UMAPP, 9292 Dartford Road, Woodbury, MN 55125; complete the credit card information below, or pay online at www.umapp.org (click "pay your dues" and type the company name and reason for payment in the "comments" section).

Type of Card – circle one: Visa / MasterCard / American Express

Name on Credit Card: _____

Billing address for card: _____

City _____, State _____, Zip _____

Credit Card Number: _____ exp: _____ Mo/Yr

Amount to Charge to Card: \$ _____

2010 Product Pavilion Case History



Supplier	
Address	
Contact Person	
Phone	
Email	
Web Site	
Item	
Description	
Minimum Quantity	
List Price / discount code	
Product Category: See registration form for options.	
Case History or Selling Ideas	

**Product Pavilion
August 11, 2010**



Case History Sample Form

Supplier	Sanford B2B
Address	2200 Foster Ave Janesville, WI 53545
Contact Person	Customer Service: Angelina Helling Sales rep: Melinda Marr
Phone	Customer Service/Factory: 800-356-9466 Melinda Marr: 952-854-3221
Email	Customer Service: b2b.custserv@sanford.com Melinda Marr: Melinda.marr@sanford.com
Web Site	www.sanfordb2b.com

Item	Sharpie Ultra Fine Retractable
Description	<i>Marking has never been this easy until the Sharpie Retractable Ultra Fine Permanent Marker. Now you can write precisely in small spaces with no more caps to lose, just quick-drying, bright colored inks with imprint-friendly barrels and trims to match the ink color at the click of a button. To keep you worry free, the Sharpie RT uses a signature Safety Seal feature to prevent drying out and allow you convenience.</i>
Minimum Quantity	200
List Price / discount code	\$2.00 (a)
Product Category: See registration form for options.	Writing Instruments

Case History or Selling Ideas

New for 2008! The Sharpie Ultra Fine Marker is perfect for:

- ✧ Trade show give-aways or sales rep leave behinds
- ✧ Pre-schools to give to parents to mark their children's belongings
- ✧ Office workers to mark file folders
- ✧ Lab workers to mark electronic components, vials or microscope slides
- ✧ Teachers to mark papers