



JCK Rocks the Beach! Welcome Reception
Friday, June 4, 2010
8:00 pm – 11:00 pm
Sponsorship Packages

Imagine feeling the sand on your feet and hearing the sound of waves crashing on the beach after a long first day of JCK Las Vegas. What better environment to mingle with the industry and network with your customers at JCK's future home ~ Mandalay Bay. Be part of an exclusive opportunity to show your support to the industry at JCK's opening night party, **JCK Rocks The Beach at Mandalay Bay**.

Eat, Drink and Be Merry

Take in the open air and enjoy the tastes of Mandalay Bay's signature restaurants including Mix, Stripsteak, Aureole, Fleur de Lys and RM Seafood. Each restaurant will present one signature tray passed menu item.

The evening signature drink will be the Peacock Julep, a refreshing cocktail with hints of berry and mint. JCK buyers attending the reception can acquire drink tickets only from reception sponsors.

Surprise entertainment awaits but trust us, the music will get everyone dancing. Get a photo with your top customers and Las Vegas show girls or Mandalay Bay's lovely "Parrot Whisperers."



You won't want to miss this unique opportunity – this party is going to **ROCK!**

JCK will provide shuttle service for all JCK badge holders from the Sands Convention Center to the party.

Act Now! Sign up for the 2010 sponsorship and have the opportunity to renew for 2011's blowout 20th Anniversary bash!

Sponsorship Options

□ Tier 1

Sponsorship Includes:

- 1 Beach Bungalow Cabana (168 sq. ft)
- 1 elegant model dressed in 3 pieces of jewelry and sash with company name printed on it circulating through party
- Red carpet VIP buyer access
- 200 drink tickets for your customers
- 50 VIP Invitations for you to hand out to your best customers
- 50 VIP glow necklaces to distribute to your VIPs
- Private Butler and roped off Bar Area
- Access to Moorea private pool (upperdeck) with VIP entertainment and bar
- Sign with company name affixed to cabana number header sign
- Furnishings: high table and chairs, cushioned love seat, cushioned chairs, coffee table and 3 deck lounge chairs
- Safe
- Changing Area
- Ceiling Fan
- 42" plasma television and DVD player to host sponsor DVD/commercial
- MP3 docking station
- Prime stage viewing location

Sponsorship Cost:

- \$15,500
- Available Cabanas: 10
- For cabana shares, please add an additional \$2,500 per shared company.
 - Shared company will enjoy sharing the same cabana space and receive one elegant model wearing up to three pieces of jewelry.



□ Tier 2

Sponsorship Includes:

- 1 Beach Garden Bungalow (100 sq. ft)
- 1 elegant model dressed in 3 pieces of jewelry and sash with company name printed on it circulating through party
- 50 drink tickets for your customers
- Sign with company name affixed to cabana number header sign
- Furnishings: Cushioned teak chaises on the patio as well as a day bed, table and dining chairs inside
- 42" plasma television and DVD player to host sponsor DVD/commercial

Sponsorship Cost:

- \$6,500
- Available Cabanas: 8
- For cabana shares, please add an additional \$2,500 per shared company.
 - Shared company will enjoy sharing the same cabana space and receive one elegant model wearing up to three pieces of jewelry.



A La Carte Sponsorship Items

Drink Sponsor

- Includes branded signature drink
- Company name/logo printed on cocktail napkins
- Company name/logo printed on plastic cups
- Signs at 20 bars with company name/logo printed as JCK's Signature Drink Sponsor
- Cost - \$8,000

Flip Flop Sponsor

- Company name/logo printed on flip flops for all guests to wear at the beach (qty. 2,000)
- Flip flops handed to each person as they enter the party
- Cost - \$5,000 plus production

Beach Ball Sponsor

- Company name/logo printed on 2,000 plastic beach balls
- One beach ball will be handed to each guest as they enter the party
- Cost - \$5,000 plus production

Beach Towel Sponsor

- Company name/logo printed on 2,000 beach towels
- One beach towel will be handed to each guest as they enter the party
- Cost - \$5,000 plus production

Tote Bag sponsor

- Company name/logo printed on 2,000 beach tote bags
- One tote bag filled with above sponsored items (not included in tote bag sponsorship) to be handed out to each guest as they enter the party
- Cost - \$5,000 plus production

Swag Bag Sponsor

- This exclusive sponsorship will include a beach tote bag handed to each guest entering the party
- Bag includes flip flops, beach ball, beach towel, and your company's literature/brochure
- Each item can be branded with your company name/logo
- Cost - \$15,000 plus production

Shuttle Bus Sponsor

- Your company's video advertisement (DVD) will play on roundtrip shuttle service to Welcome Reception
- Your company literature/brochure to be placed on each seat of the shuttle bus
- Cost - \$6,500

To reserve your sponsorship, contact Chris Gruttadauria at
203.840.5865 or cgruttadauria@reedexpo.com.

Company Name _____ Website _____
Contact Name _____ Address _____
Phone Number _____ City _____
Email _____ Country _____ State _____ Zip _____



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Sponsorship Package Q&A

What is a Welcome Reception Cabana?

These are cabanas located at Mandalay Bay's Beach that are available for purchase for the JCK Rocks the Beach! Welcome Reception in Las Vegas. They range in prices from \$6,500-\$15,500. By purchasing a JCK Rocks the Beach! Welcome Reception Cabana, you are supporting the JCK Las Vegas Welcome Reception while allowing your company additional and unique visibility to attendees at the event.

How do I purchase a Opening Night Reception Cabana?

To reserve your sponsorship, contact Chris Gruttadauria at (203) 840-5865 or cgruttadauria@reedexpo.com.

How many Cabanas are available?

There are a total of 17 Cabanas available.

Do I need to purchase a Cabana in order to participate in the Opening Night Reception?

No, the Welcome Reception is open to all JCK Las Vegas badge holders. Please note that badges are required by all attendees for entry into the Reception.

What Sponsorship Benefits do I receive by purchasing a Cabana?

Your company gets to support the JCK Rocks the Beach! Welcome Reception. It is an additional way to give your company visibility at JCK Las Vegas by having a designated spot location at the reception along with signage that will recognize of your company's cabana location. Your company will also be listed on the JCK Las Vegas website.

What are the amenities that come with the cabana?

Each cabana will include an elegant model dressed in 3 pieces of jewelry and sash with company name printed, circulating through the party, signage with your company name, furnishings, drink tickets and a 42" plasma television to play a DVD or commercial.

Is there a way to enhance my cabana?

Yes, there are numerous ways to enhance your cabana with additional food and beverage purchases (at additional costs). Please contact Todd Walton, Executive Director of Special Events at Mandalay Bay at 702.322.5951 or twalton@mandalaybay.com to discuss your needs.

What is the dress code for this event?

Beach Casual. Wear your flip flops.

Can I giveaway promotional products at my cabana?

You can give away promotional products as long as they are not china, glassware, loose paper, wrapping, sharp objects or anything lightweight that can conceivably take flight. Acrylic, plastics and non-breakables are acceptable.

When will I be able to "setup" my cabana for the Reception?

The Mandalay Bay beach and pool area will close at 6:00 pm. This will be when all beach, housekeeping staff and Cabana sponsors are allowed in to setup for the evening.

If I have additional questions about the Cabanas, who can I contact?

Please contact Desiree Hanson at 203.840.5651 or dhanson@reedexpo.com.