

Presenting Sponsors:



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Dear Mod '11 Sponsor,

With Mod only eight weeks away, pre-event publicity is moving into high gear. We need your help to make MOD '11 the biggest and best exhibit industry awards and networking event ever.

Exhibit City News and Abex are sending out weekly "Save the Date" email blasts along with a "Call for Entries" e-mailer. Please send the e-mailers to your clients and customers over the coming weeks leading up to the event to help generate design entries, awareness, and registration for MOD '11.

MOD banner ads are running on both Exhibit City News and Abex websites. You may download the MOD banner ad for placement on your website along with the e-mailers by following the link below. Should you require a different size banner, please let us know and we will be happy to prepare it for you.

As a Presenting or Participating sponsor of MOD '11, you will receive a kiosk with LCD monitor in the MOD Sponsor Pavilion. Internet will be available; please bring a laptop so you will be able to share your company website with MOD attendees. We would also recommend you prepare a brief, thirty second Powerpoint or video showcasing your company's products or services. We will provide a custom graphic for your kiosk; artwork template and graphic guidelines can also be found on the sponsor resources page at the location below:

modawards.com/sponsor_resources

Please don't forget to submit your entries to The Mod Awards as well! The cost this year is \$99 for up to two entries in any single category. A portion of the proceeds from the entry fees will be donated to Sustainable Travel Inc. You may enter up to two designs in a single category at one time at <http://modawards.com/modentry.html>.

To enter multiple categories, simply refresh the form after you have submitted your entries for your first category.

This year's MOD categories include:

- Best 10 x 10' design
- Best 10 x 20' design
- Best 20 x 20+ design
- Best extrusion-based design
- Best fabric anchored design
- Best Green exhibit

We also have two new categories this year:

- Best portable modular (at least 50% of exhibit must be comprised of pop ups, banner stands, & other "true" portables)
- Best custom design

The prestigious Best of MOD Award will be selected from the category winners by our audience at MOD '11.

We also have a two page four color spread ad coming up in the March issue of Exhibit City News which will feature both Save the Date!, Call for Entries, and sponsor logos. As a Presenting or Participating sponsor, you will also receive your own separate one-half page four color ad in the same issue.

The template for your free ad and artwork submission guidelines are attached and can also be found on the Sponsor resources page on the modawards.com website at modawards.com/sponsor_resources. Please submit your artwork by February 10 to santlago@abex.com or upload it at the link on the sponsor resources page on the website.

Also, please upload or e-mail your fifty word company description to Jessica. As soon as we receive it, we will post on the modawards.com website.

This year we will also be distributing a gift bag to attendees at the event in which you may include giveaways, literature, or special offers. Please start thinking about what you would like to include now.

As always, should you have any questions, please contact your MOD team at Abex: Jessica Santlago (santlago@abex.com) or Gary Koralek (gary@abex.com).