

INTRODUCING THE GAY PHOENIX FORUM

Same Forum... Different Flavor

Over the years, as the Phoenix Forum has evolved, we are proud to say that we were one of the first events to recognize the benefits of bringing the Gay and Straight sectors closer together in both a social and a business environment. Today, representation by the gay market at the Phoenix Forum has been phenomenal, making up approximately a third of the attendance in 2006. We are thrilled to announce that this participation has opened the door for a second Phoenix Forum, focusing specifically on the continually growing Gay business sector of the market.

This year, we are excited to introduce the 1st Annual Gay Phoenix Forum, which will be held from **October 5-7, 2006** in downtown Phoenix. Just as the Spring Forum has benefited from the diverse attendee base of both straight and gay companies, the **Gay Forum** will follow the same philosophy and encourage the same diversity on both the attendee and sponsor side.

WHY ATTEND?

The three-day event will provide a unique networking opportunity for participants, combining the intimacy and relaxation afforded by smaller, informal industry gatherings with unsurpassed educational and promotional opportunities geared specifically to businesses operating in the Gay market. Bringing together companies that represent all aspects of the Adult Industry, the Gay Phoenix Forum offers attendees the chance to rub shoulders with and learn from the most successful and creative leaders in the industry.

We invite you to be a part of this exciting event and to increase your company exposure in front of an extremely targeted audience by becoming a corporate sponsor of the 2006 Gay Phoenix Forum. For more information, please contact us at questions@gayphoenixforum.com or visit the website at www.gayphoenixforum.com.

2006 Gay Phoenix Forum
October 5-7, 2006
Central Phoenix Inn & Suites
www.gayphoenixforum.com



THE CENTRAL PHOENIX INN WELCOMES THE GAY PHOENIX FORUM

Central Phoenix Inn & Suites
1100 North Central Ave
Phoenix, AZ 85004
Phone: 602.252.2100
Fax: 602.252.2731

The 1st Annual Gay Phoenix Forum will be held at the Central Phoenix Inn, located in the heart of downtown Phoenix, just walking distance from some of the hottest Gay Bars and Dance Clubs in Arizona.

The Central Phoenix Inn & Suites was selected as the host hotel for the inaugural event because of its intimate size and prime location amid Arizona's most hip and happening gay community known as the Central Corridor. From sun-up to sundown and well into the night, the Central Corridor district provides a truly unique urban environment, offering attendees the ability to experience and enjoy the gay-friendly lifestyle, attractions and culture that characterizes the growing downtown Phoenix area.

During the event, attendees can break away to enjoy First Fridays, the largest monthly artwalk in the country, featuring over 90 arts venues all located in the downtown area. Free transportation is available and Central Phoenix Inn is conveniently located right on the artwalk Route. Plus, the Rainbows Festival, Gay and Lesbian Downtown Street Fair is also scheduled for the same weekend and will be located less than a mile away from the hotel at historic Heritage Square.

In addition, the intimate size of the Central Phoenix Inn & Suites gave us the ability to buy out the entire property for our group's exclusive use throughout the event. The hotel will be transformed for the event to showcase our sponsors and provide Gay Forum attendees with an inviting atmosphere that is both fun and conducive to networking.

SPECIAL INCENTIVE FOR SPONSORS:

As the primary beneficiaries of the show, we have made the decision to allow sponsors more control of registrations at the host hotel. To achieve this, each sponsor will receive an allotment of rooms as follows to distribute at their discretion.

Premium - 5 rooms (+ 1 suite)
Platinum - 3 rooms
Gold - 2 rooms

IMPORTANT NOTE: Payment for these rooms will be the responsibility of the individual. Rooms must be assigned by Friday, August 11th or they will be released back into the general inventory for attendees.

The hotel will open for reservations for the event in early July. We will keep you updated or you can always check the website at www.gayphoenixforum.com for details as we get closer to the date



GET THE MOST OUT OF YOUR SPONSORSHIP

Maximize your exposure during the Gay Phoenix Forum

As the coordinating committee for the Phoenix Forum it is our goal to ensure that you achieve maximum ROI for your sponsorship dollars. By hosting an additional event during the Forum, you can effectively leverage your sponsorship and significantly increase your exposure in front of all Forum attendees. We will work directly with you to help with the coordination, planning and promotion of your event in order to ensure its success.

☛ **WELCOME DRINK:** Make a great first impression and greet Forum attendees with an ice cold beverage when they arrive at the hotel. Your models can greet and pass out literature to attendees as they are waiting in line to register. Cups will also feature your logo for additional branding. (Thursday - 12:00n - 5:00pm - All sponsors)

☛ **ALL DAY SNACK STATIONS:** This is one of the most popular features that we have added to the Phoenix Forum, and we are opening it up to sponsors for the first time at the Gay Forum. A fully-stocked snack station will be branded with your signage. Attendees will think of your company as they help themselves to an assortment of drinks and munchies throughout the day! (Available Thursday, Friday & Saturday from 10:00am - 5:00pm daily - take just one day or all three - All Sponsors)

☛ **CONTINENTAL BREAKFAST:** Greet attendees with continental breakfast in the hotel lounge each morning before they head off to the morning programming. Signage and logo'd napkins & cups will ensure that your company name is in front of Forum attendees as they enjoy a nice breakfast on you! (Friday & Saturday -- 6:00am - 10:00am - All Sponsors)

☛ **HAPPY HOUR:** Happy Hours during the Forum are among the most well-attended events during the show. In addition to receiving ongoing promotion on the website as well as on all printed schedules, hosted happy hours include logo'd bars and prominent signage, promising your company maximum exposure in front of all Gay Forum Attendees. We will work with you to tailor your happy hour to meet your budget. (Friday SOLD / Saturday only available - 4:30pm - 6:30pm - Platinum & Premium only)

☛ **CLOSING EVENT:** Achieve maximum exposure for your company by hosting the finale event for the Gay Forum. Attendees leave remembering the parties they attend during any show and actively talk about them on the boards after the show. We will help you plan, coordinate and promote your party to ensure that you achieve the best bang for your buck. (Premium only -- Saturday, October 7, 2006 (9pm - 1am))

☛ **ADDITIONAL ACTIVITIES:**

Make a lasting impression by treating attendees to a memorable experience while they are in town. We will gladly assist with coordination on our end and will ensure you maximum exposure for your event by actively promote it on the website and on all marketing materials distributed prior to, during and following the show.

- Power Hour Open Bars -- Get the most bang for your buck by hosting an open bar for an hour during the day (by the pool or in the business lounge)
- Seated Massages by the pool/Private In-Room Massages
- Coffee/Esspresso Stations - setup in the business lounge for people who want to get an early start in the morning or for those who return from the bars early



ADDITIONAL PROMOTIONAL OPPORTUNITIES OPEN TO ALL GAY PHOENIX FORUM SPONSORS AT NO ADDITIONAL COST!

Meet & Greet Happy Hour - Friday, October 6 - 5pm - 7pm

This Happy Hour has been designed as a structured networking event that will provide sponsors with the opportunity to gain some valuable one on one face time with Forum attendees in order to promote their companies and business programs.

- Create a casual, networking-friendly atmosphere featuring a hosted bar and hors d'oeuvres. Enable participants to get outside their comfort zone to mingle and make new business contacts.
- Each sponsor will be given a table space where they can distribute their literature and/or giveaways. You may also consider serving a specialty drink or food item from your station. (plan for 300 items for giveaways)
- Added incentive to encourage every attendee to visit each sponsor station
 - Provide a passport-style ticket with all sponsors listed. Each sponsor will punch their logo when the attendee stops by their station. Card is entered into a raffle for a prize (\$1000 visa card) if their passport is completed.
 - Winner to be announced at the buffet lunch on Friday

Networking Guide

We will producing a Gay Phoenix Forum Networking Guide which will be made available to all registered Gay Forum attendees both in print as well as online (password-accessible only). This piece is meant as an ongoing networking resource for attendees and will have a minimum of a year shelf life. Each registered attendee will be listed in their category of choice. Sponsors will receive additional category listings in the guide.

- Each sponsor will get an ad in the Networking Guide (this is in addition to the program ad)
 - **PREMIUM** - full page insert ad on card stock - with option to include a CD insert
 - Additional category listings if applicable - max 4 entries
 - **PLATINUM** - half page ad (near listing if possible)
 - Additional category listings if applicable - max 3 entries
 - **GOLD/MEDIA** - Classified size ads
 - Additional category listing if applicable - max 2 entries

Amenity Baskets (150 items)

We will be putting amenity baskets filled with fun goodies in each guest room at the host hotel. Only sponsors will be allowed to include an item in these baskets. We will assemble and drop these baskets on the first day of the show. **Due: September 15th**

Here are a few ideas for things to include in the baskets:

- | | |
|---|--------------------------|
| • Energy Drink | Cum rags/Personal Towels |
| • Chips & Salsa/Nuts/Cookies (food Items) | Flip Flops |
| • Coffee packets | Bathrobes |
| • Mints/Gum | Lighters |
| • Suntan lotion/lip balm | Travel Pillow |
| • Condoms/Lube | Eye Mask/Ear Plugs |
| • Suntan Lotion | Playing Cards |
| • Towels | Hats/visors |



TENTATIVE SCHEDULE

PLEASE NOTE: Schedule is subject to change up until event date. Please check back for updates.











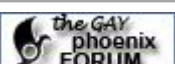







Version 6.07

THURSDAY TENTATIVE SCHEDULE

	10:00am - 6:00pm	Registration	Classic room
			
	6:00pm - 9:00pm	Welcome Barbecue	Irish Cultural Center
			
	9:00pm - 1:00am	Cybersocket Awards	Amsterdam
 			
	1:00am - ???	Dirty Boy Video All Night Fag Bash	Penthouse Lounge
 			

















FRIDAY TENTATIVE SCHEDULE

	10:00am - 3:00pm	Registration	Classic room
			
	11:00am - 12:15pm	Morning Sessions	Park Boardroom
			
	12:00pm - 1:30pm	Buffet Lunch	Forum Tent
			
	1:30pm - 4:15pm	Afternoon Sessions	Park Boardroom
			
	4:30pm - 7:30pm	Happy Hour Networking Session	Forum Tent
			
	9:00am - 1:00am	TBA	Club Miami
			
	1:00am - ???	Dirty Boy Video All Night Fag Bash	Penthouse Lounge
			



SATURDAY TENTATIVE SCHEDULE

	11:00am - 1:00pm	Registration	Classic room
			
	11:00am - 12:15pm	Morning Sessions	Park Boardroom
			
	12:15pm - 1:30pm	Buffet Lunch	Forum Tent
		SPONSOR OPPORTUNITY	
	1:30pm - 4:15pm	Afternoon Sessions	Park Boardroom
			
	5:00pm - 8:00pm	Happy Hour Networking Session	Forum Tent
		SPONSOR OPPORTUNITY	
	8:00pm - 1:00am	TBA	Malibu Beach Club
		SPONSOR OPPORTUNITY	
	1:00am - 4:00am	Dirty Boy Video All Night Fag Bash	Penthouse Lounge
		NAKEDWORD	



Sponsorship Opportunities

Sponsorship of the Gay Phoenix Forum ensures that your name will be highly visible in front of Forum attendees during all events and throughout the 2006 Conference as well as in all pre and post promotional activities.

In order to ensure maximum benefit to sponsors, sponsorship opportunities for the 2006 Gay Phoenix Forum are limited and any additional parties hosted during the event must be approved by show management.

In addition to the sponsor benefits charted below (Figure 1), **all** Gay Phoenix Forum sponsors receive:

- * **Direct Contact:** with hundreds of adult webmasters and Industry service providers
- * **Hospitality Opportunities:** to build and strengthen business relationships
- * **High Visibility & Exposure:** for your Company and Programs
- * **Free Promotion:** on Gay Phoenix Forum Marketing materials
- * **Target Opportunities:** to increase brand recognition and loyalty
- * Continuous exposure for your company via event signage throughout hotel
- * Exclusive permission to display and distribute collateral and/or premiums at the event
- * Exclusive permission to host parties during the Gay Phoenix Forum ***



Sponsorship Levels

(Figure 1 – Ad Specs)

SPONSORSHIP LEVELS	Premium	Platinum	Gold
	\$22,000	\$11,000	\$5,500
Banner Display Ad (with link) & Sponsorship level listing on Show Registration Site	350 x 60	250 x 60	120 x 60
88 x 31 Banner Display Ad on Email Invite to 2006 Spring Forum Attendees (2x)	✓		
Logo & Sponsorship level listing on Printed Attendee Confirmation Sheets	✓	✓	
¼ Page Ad & sponsorship level listing on Check Stuffer, distributing to all CCBill clients — Must commit by 6/16/06 for inclusion	✓		
Contact List for all 2006 Gay Forum Registered Attendees **	✓	✓	
Print Ad in 2006 Show Programs (full color)	Full Page	½ Page	¼ Page
Physical Banner displayed in Conference Hall (You supply the art – We produce the banners for you)	6'w x 4'h	5'w x 3'h	
Logo placement on Hotel Room Key Cards & sleeves	✓		
Logo placement on Name Badges (required for all Forum events and for entry to the Hotel)	✓		
Logo placement on daily schedules delivered each day to each guest room.	✓	✓	
Logo placement on Table Tents in all Guest rooms	✓	✓	
Logo & Services or Program Description in the Show programs	✓	✓	✓
Inclusion in Amenity Baskets delivered to all Hotel Guests	✓	✓	✓
Logo and sponsorship listing on Print Ads beginning 4/06 *	✓		
Print Ad in 2006 Gay Phoenix Forum Networking Guide	Full Page	½ Page	¼ Page

* Sponsorship must be confirmed prior to the print date in order to take advantage of this benefit.

** This information will provided as an excel spreadsheet and will include contact name, company, url and email information. The list will be distributed at 2x — September for pre-show marketing and a final attendee list in October following the event.

*** All sponsor–hosted events must be pre-approved by Forum staff and must comply with show guidelines



Brand Deliverables

artwork@gayphoenixforum.com

WEB

An appropriately-dimensioned .gif/.jpg file for the level of sponsorship you are endorsing.

	Premium	Platinum	Gold
Static:	15kb	12kb	10kb
Gif 89:	20kb	15kb	12kb
Dimension:	350 x 60	250 x 60	120 x 60

The Gay Phoenix Forum website is banner rich. Such limitations will make said websites more accessible and enjoyable.

*** All files should be sent as a .zip (or equivalent compressed format)!**

PRINT

All **PRINT ADS** are best given as cmyk built as Indesign, Adobe Illustrator or vector eps files at 100% scale. Please include all linked Logos and images (images should be cmyk, 100% scale or larger, 120 line screen or 300 dpi, eps, psd, tiff, jpg), all fonts as true type fonts, all bleeds and crop marks if necessary, any pantone spot color information and pertinent registration information in a text file.

All **LOGOS** are best given as a cmyk, vector built eps or Adobe Illustrator file 8" x 8" scaled proportionately and include all fonts as true type fonts (or have fonts outlined), pantone spot color information and all pertinent registration information in a text file.

*** All files should be sent as a .zip (or equivalent compressed format)!**

STANDARD UNITS ACCEPTED

NETWORKING GUIDE	
Full page ad	4 color, one sided, vertical, 5.75" x 7.75", no bleed or 6.5" x 8.5" plus .125" all sides, with bleed. Optional CD pocket
Half page ad	4 color, one sided, horizontal, 5.75" x 3.625", no bleed
Quarter page ad	4 color, one sided, vertical, 2.75" x 3.75", no bleed
PROGRAM GUIDE	
Full page ad	4 color, one sided, vertical, 8" x 10.5", no bleed or 8.5" x 11" plus .125" all sides, with bleed
Half page ad	4 color, one sided, horizontal, 8" x 4", no bleed
Quarter page ad	4 color, one sided, vertical, 3.75" x 4", no bleed
BANNERS	
Large Banner	4 color, one sided, vertical or horizontal, 72" x 48" plus 1" all sides, with bleed
Medium Banner	4 color, one sided, vertical or horizontal, 60" x 36" plus 1" all sides, with bleed
Small Banner	4 color, one sided, vertical or horizontal, 48" x 24" plus 1" all sides, with bleed



Sponsorship Form

(Page 1 of 2)

1. COMPANY INFORMATION:

Contact Name: _____ Email: _____

Company: _____ URL: _____

Address 1: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

2. SPONSORSHIP INFORMATION:

Premium \$22,000

Platinum \$11,000

Gold \$5,500

3. SIGN HERE & SUBMIT PAYMENT:

Fax back with signed form to:
480.449.8824

Mail check with signed form to:
CCBill | 1501 W. 17th Street | Tempe, Arizona 85281 | Attn: Gay Phoenix Forum Sponsorship

Your sponsorship will be confirmed by email upon receipt of signed sponsorship form & payment. Payment must be received in full by no later than August 15, 2006 to confirm your sponsorship of the event.

Print Name: _____

Authorized Signature: _____ Date: _____



Sponsorship Form

(Page 2 of 2)

4. CREDIT CARD INFORMATION:

Credit Card Type:

VISA MasterCard Discover

Card Number: _____ CVV2: _____ Exp Date: _____

Name on Card: _____

Billing Address: (if different from above):

Cardholder Signature: _____



**THANK YOU FOR YOUR SPONSORSHIP OF THE
2006 GAY PHOENIX FORUM!**

