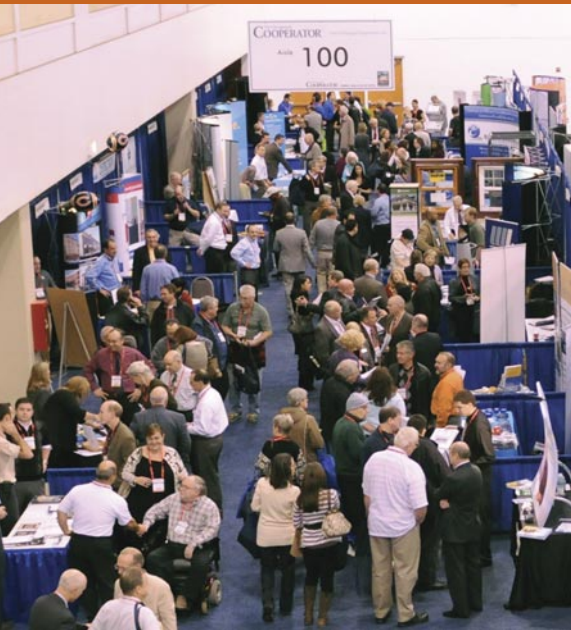


BECOME A CORPORATE EXPO SPONSOR!



For Maximum V.I.P. Impact & Exposure

The Cooperator Expos have attracted 1,000's of qualified buyers – the “Who's Who” of decision makers, including board members, trustees and property managers. That's more prospects in one day than your sales force reaches in one month. And these eager, qualified buyers are there to learn about your products and services!

Bottom line: the larger and more dynamic your presence at this premier, one-of-a-kind event, the greater your impact...and potential results!

Now you can generate maximum V.I.P. exposure with an EXPO CORPORATE SPONSORSHIP!

This exclusive, top-tier program spotlights your company and delivers your marketing message directly to your highly-targeted audience before, during and even after the Expo...

- **Your marketing message is mailed to over 90,000 qualified prospects**
- **Meet and greet co-op, condo & HOA decision makers**
- **Hold 1-on-1 meetings with board members, trustees and property managers**
- **Gain recognition as an industry expert**

Best of all, you'll address over 150 qualified attendees in an exclusive speaking engagement that showcases your expertise!



For a complete list of Corporate Sponsorship benefits and features, contact Henry Robbins.

212-683-5700 | henry@yrinc.com | www.yrpubs.com

CORPORATE SPONSORSHIP PROSPECTUS



Before The Expo

- Company name and logo printed on the Expo attendee brochure
- Company profile and logo included in the Official Expo attendee brochure
- Company logo, listing and hyperlink to your website on the Official Expo website
- Custom invitations mailed to 500 qualified prospects
- Complimentary Expo invitations for your prospects

Company Profile and Logo in the Expo Attendee Brochure

Logo and Link to Company Website at the Expo Website

The Expo Seminar Invite

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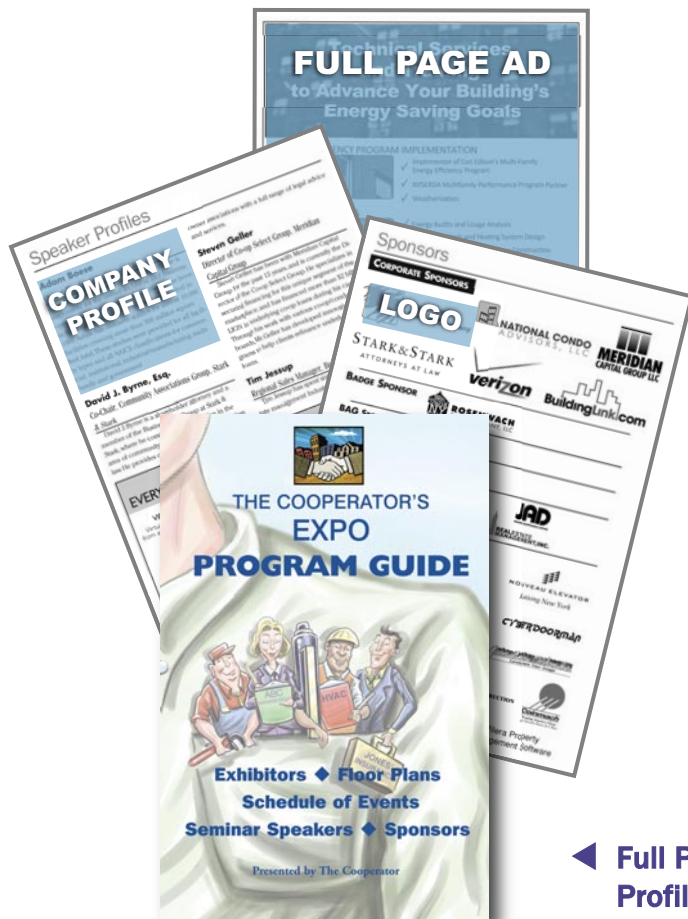
CORPORATE SPONSORSHIP PROSPECTUS



During The Expo

- A senior-level executive will present a 45-minute seminar to Expo attendees*
- Full-page ad in the Official Expo Program Guide
- Company profile and logo in the Official Expo Program Guide
- Digital copy of confidential attendee list from seminar
- Deluxe exhibit booth space
- Editorial coverage in the Cooperator show edition
- Corporate signage privileges

*Seminar content and structure to be approved by Yale Robbins, Inc.



▲ Company Logo on The Entranceway to the Expo

◀ Full Page Ad, Company Logo and Company Profile in the Expo Program Guide

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EXPO SHOW MARKETING ADVANTAGE



What Better Venue for Your Message than this Unparalleled Event

Having a successful event experience requires due diligence and powerful marketing before the show to attract the right attendees interested in your company's products and services.

Mailings - for Attendees 250,000 Pieces of Direct Mail:
 VIP Attendee Brochure (6 page attendee brochure),
 Matchbook Mailer and First & Last Call Postcard



Expo Issue
 Largest issue which
 includes Expo
 pull-out guide



▲ VIP Attendee Brochure (6 page attendee brochure)

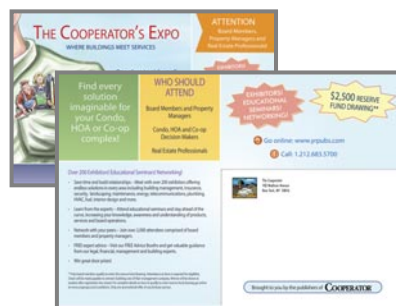


Postcard for
 Exhibitors:
 Standard &
 Personalized
 Customized
 Postcards

Matchbook Mailer



▼ First & Last Call Postcard



Before the show, it's vital to let prospects know that YOU are exhibiting, the location of your booth and the benefits of the solutions being offered. Use one or all of these pre-show marketing vehicles to reach attendees as they are making their short list of "must see" exhibitors.