



Leadership Circle

Connecting, Reaching, and Engaging a Worldwide Industry
Presented by the Themed Entertainment Association

"We have found the TEA's Leadership Circle program to be a powerful tool in reaching our worldwide industry quickly and efficiently. It has been a resource for networking, generating leads, and driving brand awareness. We are longtime participants because it works."

Garner Holt, President, Garner Holt Productions

"Our TEA Leadership Circle membership is the most targeted, highest value return on our marketing dollar that we spend to reach our industry."

Steve Birket, Birket Engineering

Member Selections Guide – Summer, 2011



TEA Website

TEAConnect.org is at the center of it all. This is where member and non-members alike can learn about the TEA and its members. Now you now have the opportunity to make your logo and brand stand out from the rest.

Main Page (Available only to Platinum Level Participants)

Have a logo linked to your internal TEA directory page, where it will be seen the most...on the TEA home page!

- 3,495 TEA\$

RFP/Tender Bid page

Logo linked directly to your directory page.

- 3,495 TEA\$

Online 24/7 Member's Directory

Provides instant access to in-depth information about our members, their services and products. Browse by clients, owners, vendors and project (more in-depth, interactive directory). Your logo featured on the opening page of the directory and linked to your directory page. Maximum of four available on a first come, first serve basis.

- 1,500 TEA\$



TEA Annual Directory

Flagship printed publication featuring articles of interest to clients in a variety of categories. Annual distribution to 15,000 (min.) decision makers, industry specifiers, clients and vendors, including attendees at IAAPA, ASTC, EAS, AAM & other major tradeshow, direct mail to key client & vendor lists, and to the industry worldwide.

Outside Back Cover

- 3,495 TEA\$

Inside Front or Back Cover

- 2,495 TEA\$

4C, 2-page Center Spread

- 3,195 TEA\$

4C, 2-page Spread

- 2,495 TEA\$

Special Discount Ad Package A

Business card ads in both Annual & Directory and Thea Awards Program

- 295 TEA\$ (value: \$390)

Special Discount Ad Package B

1/4 page in both Annual & Directory and Thea Awards Program; 1/4 page in TEA Connect (12 issues)

- 1,775 TEA\$ (value: \$1,940)

4C, 1-page

- 1,650 TEA\$

4C, 1/2-page

- 995 TEA\$

4C, 1/4-page

- 595 TEA\$

Business card

- 195 TEA\$

Special Discount Ad Package C

1/2 page in both Annual & Directory and Thea Awards Program; 1/4 page in TEA Connect (12 issues)

- 2,595 TEA\$ (value: \$2,740)

Special Discount Ad Package D

1 page in both Annual & Directory and Thea Awards Program; 1/4 page in TEA Connect (12 issues)

- 3,595 TEA\$ (value: \$4,050)



TEA Connect

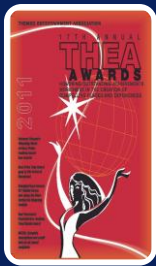
Bi-weekly, avidly read, e-newsletter providing timely information to over 1200 industry decision makers worldwide. Ads include clickable link to your home page. Heavily read, high response rate.

1/4 page, each issue, 24 issues (1 Year)

1,200 TEA\$

1/4 page, each issue, 12 issues (6 Months)

750 TEA\$



Thea Awards Printed Program

Printed program provided to all attendees at the Thea Awards Gala, deemed the “Oscars” of the themed entertainment industry. Contains articles on each Thea recipient, and is distributed to thousands throughout the year as supplemental information about the TEA.

Outside Back Cover

3,495 TEA\$

Inside Front or Back Cover

2,495 TEA\$

4C, 2-page Center Spread

3,195 TEA\$

4C, 2-page Spread

2,495 TEA\$

4C, 1-page

1,645 TEA\$

4C, 1/2-page

995 TEA\$

4C, 1/4 page

595 TEA\$

Business card

195 TEA\$



Member Mailing Label Sets

Set of approximately 670 pre-addressed mailing labels with addresses of all active TEA members. Most direct way to reach the vendors in this industry, and the ONLY way to get access to TEA’s mailing list.

4 Sets

295 TEA\$

2 Sets

155 TEA\$

1 Set

75 TEA\$



THEA AWARDS – Hailed as the “Oscars” of Themed Entertainment

Like the TEA, the Thea Awards were created to bring recognition to achievement, talent and personal excellence within the themed entertainment industry.

The name of the award is a play on three words: the first is "Thea," the Greek goddess from whom all light emanates. Thea was the mother of Helios (the sun), Eos (the dawn), and Selene (the moon). The second key word is "Theater," a word derived from the goddess Thea. The third word, of course, is TEA, the name of our association.

From a modest beginning in 1994, the Thea Awards have become internationally recognized as a symbol of excellence.

The recipients are announced at IAAPA in November; the awards gala is held in late February/early March in Southern California.

Presenting/Title (3 available)

□ 14,995 TEA\$

- Recognition on all signage as Presenting Sponsor, i.e., "Annual Thea Awards Presented By..."
- Two page spread in the Thea program, acknowledging sponsorship (artwork to be provided by sponsor, \$3,695 value)
- Name on Marquee (or other acknowledgement at entrance if marquee is not available)
- Exclusivity on having a company representative as a presenter or greeter at the gala
- Recognition in program sponsor list
- Principle placement of logo on signage at the event for the entire event
- Link and Logo featured on the TEA website in conjunction with the Thea Awards
- 10 tickets to the show (One table)
- Company logo included on Thea screen, during breaks
- Full page ad in annual TEA Directory (\$1,650 value)
- Right of first refusal for next year's Thea Awards

Wine Host (2 available)

□ 3,495 TEA\$

- Business card ad in Thea program, acknowledging sponsorship (artwork to be provided by sponsor)
- Recognition in program sponsor list
- Wine bottle card attachments at all tables
- Company logo included on Thea screen, during breaks
- Right of first refusal for next year's Thea Awards

Table Centerpiece (1 available)

□ 2,495 TEA\$

- Sponsor provides centerpieces (TEA can provide centerpieces for additional cost)
- Business card ad in Thea program, acknowledging sponsorship (artwork to be provided by sponsor)
- Recognition in program sponsor list
- Company logo included on Thea screen, during breaks
- Right of first refusal for next year's Thea Awards

Official Photo (2 available)

□ 2,995 TEA\$

- Business card ad in Thea program, acknowledging sponsorship (artwork to be provided by sponsor)
- Recognition in program sponsor list
- Company logo included on all event photos (on website, etc.)
- Company logo included on Thea screen, during breaks
- Right of first refusal for next year's Thea Awards

Official Video (2 available)

□ 2,995 TEA\$

- Business card ad in Thea program, acknowledging sponsorship (artwork to be provided by sponsor)
- Recognition in program sponsor list
- Company logo included on Thea screen, during breaks
- Right of first refusal for next year's Thea Awards

Stage Set (3 available) □ 2,995 TEA\$

- Business card ad in Thea program, acknowledging sponsorship (artwork to be provided by sponsor)
- Recognition in program sponsor list
- Company logo included on Thea screen, during breaks
- Right of first refusal for next year's Thea Awards

No Host Bar (2 available) □ 3,495 TEA\$

- Table cards at all bars, recognizing sponsorship
- Business card ad in Thea program, acknowledging sponsorship (artwork to be provided by sponsor)
- Recognition in program sponsor list
- Company logo included on Thea screen, during breaks
- Right of first refusal for next year's Thea Awards

Printed Program Sponsor (2 available) □ 4,995 TEA\$

- Full page ad in Thea Program (\$1,650 value)
- Two tickets to gala event
- Recognition in program sponsor list
- Company logo included on Thea screen, during breaks
- Right of first refusal for next year's Thea Awards

Hosted Bar (2 available) □ 3,495+ TEA\$

- +All drink costs to be covered by sponsor
- Table cards at all bars, recognizing sponsorship
- Business card ad in Thea program, acknowledging sponsorship (artwork to be provided by sponsor)
- Recognition in program sponsor list
- Company logo included on Thea screen, during breaks
- Right of first refusal for next year's Thea Awards

Dessert Sponsor (1 available) □ 2,495 TEA\$

- Customized candy or dessert incorporating company logo alongside the Thea logo at each table setting (Adjunct piece TBD by TEA, if sponsor desires own candy/dessert, must be provided and paid for by sponsor)
- Business card ad in Thea program, acknowledging sponsorship (artwork to be provided by sponsor)
- Recognition in program sponsor list
- Company logo included on Thea screen, during breaks
- Right of first refusal for next year's Thea Awards



Annual TEA Summit

Day 1 of the TEA Summit is an intimate gathering of the industry's top vendors and representatives, and Day 2 is a larger meeting focusing on case studies of the Thea recipients. The event is held in conjunction with the Thea Awards to explore client needs and opportunities over two intense days of networking and information exchange. This is an ideal opportunity to raise awareness of products & services with the most influential vendors.

Day 1, Title/Lunch (3 available) □ 3,495 TEA\$

- Company logo included on all Day 1 signage
- Opportunity to distribute handouts to attendees (method TBD by TEA)
- 1 ticket to Day 1 & 2 events
- Logo featured on screen
- Right of first refusal for next year's Summit

Day 2, Title/Lunch (2 Available) □ 4,995 TEA\$

- ¼ page ad in 12 issues of TEA Connect newsletters (artwork to be provided by sponsor)
- 1 ticket to both Day 1 and Day 2 events
- Company logo included on all Day 2 signage
- Opportunity to distribute handouts to attendees
- Logo featured on screen
- Right of first refusal for next year's Summit

Day 1, Breakfast (2 available) □ 1,495 TEA\$

- Company logo featured at breakfast table
- 1 ticket to Day 1 event
- Logo featured on screen
- Right of first refusal for next year's Summit

Day 2, Breakfast (2 available) □ 1,495 TEA\$

- Company logo featured at breakfast table
- 4 tickets to Day 2 event
- Logo featured on screen
- Right of first refusal for next year's Summit

Gift Sponsor □ 1,295 TEA\$

- Company logo featured on all book keepsakes, gifted to all Day 1 attendees
- Logo featured on screen
- Right of first refusal for next year's Summit



TEA SATE Conference (Orlando)

A conference launched in 2007, SATE focuses on the integration of Storytelling, Architecture, Technology and Experience design. Held over two full days during the Fall in Orlando, industry insiders gather to discuss the newest industry trends in themed entertainment, with top minds from theme parks and museums participating. Attendance is typically around 150.

"Power of Story" Presenting Sponsor □ 4,995 TEA\$

- Credit as presenting sponsor, i.e., "SATE presented by [sponsor name]..."
- 1 ticket to the conference
- Recognition as sponsor of all breaks during the SATE event, including professional storytellers linking all SATE panels together
- Table top presentation space available at venue
- Recognition in program sponsor list
- Company logo included on screen, during breaks
- Right of first refusal for next year's SATE

"Keystone Architecture Component" Sponsor □ 2,495 TEA\$

- 1 ticket to the conference
- Logo on banner on stage recognizing sponsorship of Architecture related components
- Table top presentation space available at venue
- Recognition in program sponsor list
- Company logo included on screen, during breaks
- Right of first refusal for next year's SATE

Notebook Sponsor (One Available) □ 1,750 TEA\$

- Logo on cover of SATE binder keepsake to be handed out to all attendees

"Creator of Compelling Experience" Sponsor □ 2,495 TEA\$

- 1 ticket to the conference
- Logo on banner on stage recognizing sponsorship of Experience related components
- Table top presentation space available at venue
- Recognition in program sponsor list
- Company logo included on screen, during breaks
- Right of first refusal for next year's SATE

Breakfast (Two Available) □ 1,295 TEA\$

- Company logo featured at breakfast table
- 1 ticket to the conference
- Logo featured on screen
- Right of first refusal for next year's SATE

"OMG Technology" Sponsor □ 2,495 TEA\$

- 1 ticket to the conference
- Logo on banner on stage recognizing sponsorship of Technology related components
- Table top presentation space available at venue
- Recognition in program sponsor list
- Company logo included on screen, during breaks
- Right of first refusal for next year's SATE

Lunch Sponsor (Two Available) □ 1,995 TEA\$

- 1 ticket to the conference
- Logo on 1 day lunch tables
- Recognition in program sponsor list
- Company logo included on screen, during breaks
- Right of first refusal for next year's SATE



TEA SATE Europe Conference

(Amsterdam – June 2011 Launch)

SATE Europe focuses on the integration of Storytelling, Architecture, Technology and Experience design within the European cultural environment.

Presenting/Title Sponsor □ 4,995 TEA\$

- 2 tickets to the conference
- Credit as presenting sponsor, i.e., "SATE presented by [sponsor name]..."
- Table top presentation space available at venue
- Recognition in program sponsor list
- Company logo included on screen, during breaks
- Right of first refusal for next year's SATE

"Storytelling" Sponsor □ 2,495 TEA\$

- 1 ticket to the conference
- Logo on banner on stage recognizing sponsorship of Storytelling related discussions
- Table top presentation space available at venue
- Recognition in program sponsor list
- Company logo included on screen, during breaks
- Right of first refusal for next year's SATE

"Architecture" Sponsor □ 2,495 TEA\$

- 1 ticket to the conference
- Logo on banner on stage recognizing sponsorship of Architecture related discussions
- Table top presentation space available at venue
- Recognition in program sponsor list
- Company logo included on screen, during breaks
- Right of first refusal for next year's SATE

"Experience" Sponsor □ 2,495 TEA\$

- 1 ticket to the conference
- Logo on banner on stage recognizing sponsorship of Experience related discussions
- Table top presentation space available at venue
- Recognition in program sponsor list
- Company logo included on screen, during breaks
- Right of first refusal for next year's SATE

"Technology" Sponsor □ 2,495 TEA\$

- 1 ticket to the conference
- Logo on banner on stage recognizing sponsorship of Technology related discussions
- Table top presentation space available at venue
- Recognition in program sponsor list
- Company logo included on screen, during breaks
- Right of first refusal for next year's SATE

Breakfast (Two Available Per Day) □ 1,495 TEA\$

- Company logo featured at breakfast table
- 1 ticket to event
- Logo featured on screen
- Right of first refusal for next year's SATE

Lunch Sponsor (Two Available) □ 1,995 TEA\$

- 1 ticket to the conference
- Logo on 1 day lunch tables
- Recognition in program sponsor list
- Company logo included on screen, during breaks
- Right of first refusal for following year



TEA Research & Surveys □ 3,495 TEA Bucks

The TEA is undertaking a series of research and survey projects to provide information on clients and vendors within the industry. Show your support for these important research efforts, as every presentation and printed or electronic brochure will include your logo and fact information.



Regional and Local Event Sponsorships

Let us know if, in addition to working through TEA International events, you would like to sponsor local or re-gional events throughout the year and we will put together a package with just the right balance for your needs. Please contact Stefanie Cosman, Manager of Events and Special Relations at 818-450-1811 to discuss.

PLEASE NOTE: These sponsorships must be coordinated prior to the event, and the sponsor must already be a member of the Leadership Circle. We can't apply previous credits for divisional sponsorships toward the Leadership Circle Program.



Members Meeting at IAAPA

Annual TEA meeting where new board members and officers are introduced. Open to all members of the TEA, this is an opportunity to connect with the TEA organization and network.

Coffee and Danish Sponsor (3 available) □ 500 TEA\$

- Table cards at the coffee and Danish table
- Acknowledgement during the meeting



TEA Booth at IAAPA

With over 30,000 attendees & 1,000 exhibitors, TEA's booth is in the heart of the themed entertainment and technology section at IAAPA! Our booth has become one of the most active and used locations during the IAAPA show. Sponsorship acknowledged through signage & display messages.

Booth Sponsor (3 available) □ 2,495 TEA\$

- Logo featured prominently on signage, table cards, and on the flat screen.

Water & Coffee (2 available) □ 2,495 TEA\$

- Logos on signs at coffee urns and on the flat screen allow booth attendees to know who to thank for sponsoring this highly desirable booth amenity.

TEA Booth Pocket Program □ 495 TEA\$

- Have your own literature bin at the TEA booth for brochures, pamphlets or other marketing materials. Sponsors are responsible for delivering materials to the TEA booth.



TEA Party at IAAPA

The wildest blow-out party at IAAPA, with a long-standing reputation as 'THE' party to attend, the TEA Party is the biggest, baddest networking opportunity for any firm wishing to raise their presence at this "can't miss" gathering of vendors and clients.

Presenting/Title Sponsor (Two Available) □ 9,995 TEA\$

Be the life of the TEA Party! Title sponsor gets:

- Presenting name credit, i.e., "[Company name] presents..."
- Primary recognition as Presenting Sponsor, including but not limited to advance publicity materials, event tickets, signage at TEA booth and on booth flat screen.
- 20 tickets to the party
- Optional front door greeter/representative
- 200 extra drink tickets to pass out during the party to make sure that attendees make a point out of connecting with you!

Supporting Sponsor (Three Available) □ 4,995 TEA\$

Put your good name together with ours in helping to make the TEA Party at IAAPA a great social and networking event.

- Company name/logo will be included in advance marketing materials, event promotion, on tickets and signage at the event and TEA booth and on the booth flat screen.
- To make sure that everyone wants to meet and thank your team during the party, you will be given an extra 50 drink tickets to pass out!
- 5 tickets to the party



Annual Planning Meeting Invitation

(Available only to Platinum Level, no cost)

Join the TEA's top volunteers as they map the future of the organization at the two-day annual planning and direction meeting in January of each year.

TEA Party at IAAPA

10 Event Tickets

☐ 650 TEA\$

35 Event Tickets

☐ 2,275 TEA\$

Thea Gala and Awards

1 Table

☐ 2,995 TEA\$

4 Event Tickets

☐ 1,180 TEA\$

2 Event Tickets

☐ 590 TEA\$

TEA Summit

1 Event Ticket (Both Days)

☐ 690 TEA\$

1 Event Ticket (Day 1)

☐ 595 TEA\$

1 Event Ticket (Day 2)

☐ 95 TEA\$

SATE Conference Orlando

1 Event Ticket

☐ 425 TEA\$

SATE Europe Conference

1 Event Ticket

☐ 495 TEA\$

Discounts for Additional Tickets to TEA Events

If participants request discounts on more than one table at the Thea Gala and Awards or more than one ticket at other major TEA event, they may request discounts on those tickets. The total value of such discounts shall be included in the calculated "Participant's Annual Value" total.

Platinum: 30% off

Gold: 25% off

Silver: 20% off

Bronze: 10% off

NOTE ABOUT EVENT TICKETS

Prices above are listed at "market value" and additional discounts (i.e., early bird specials) can't be applied toward tickets selected within the Leadership Circle Program. Event discounts extended to those outside the Leadership Circle program will NEVER exceed the cumulative discount percentage offered to members of the Leadership Circle program.

Prices above are approximate, and are only listed as a general guide...market value will be applied to TEA dollars at the time of the event.