



Leadership Circle

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

Membership in the Themed Entertainment Association (TEA) Leadership Circle is your most effective and efficient path for your marketing dollars to connect with, engage, inform, educate and support a worldwide industry dedicated to the creation of compelling places and experiences.

The TEA is a worldwide alliance of over 7,000 creative individuals working in over 675 firms and 36 countries. The products and services TEA members provide range from feasibility studies to concept design, master planning to schematic art, exhibit and scenic fabrication, construction and more. TEA operates to facilitate the client-vendor interface, helping to connect, engage and build relationships that are responsible for many of the world's most exciting projects.

"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, President, Birket Engineering

Member Selections Guide – 2012

TEA



**Leadership
Circle**

**Advertising/Placement/
Distribution Opportunities**

Your Leadership Circle Marketing Channels ~~ The TEA family extends worldwide providing an ample variety of activities and opportunities for **Advertising, Networking, and Sponsorship** - by email, on-line, in print, at key tradeshow and signature events, the TEA has the vehicles to efficiently and effectively help with your marketing and branding objectives.

Leadership Circle membership also supports the overall health and vitality of the industry, the TEA and its members. Nowhere else can you enjoy these advantages to reach highly targeted audiences more directly.

Leadership Circle Membership Specifics ~~ for every level of participation, the annual value of potential marketing, advertising, sponsorships and other services provided by the TEA far exceeds the Leadership Circle membership dues. For instance, a \$10,000 Gold membership level provides \$16,000 in TEA\$ (TEA dollars) to spend on a tailored individual program. Participants select from an ala carte menu of marketing opportunities up to the annual value limit of the selected level.

Levels of Participation	Annual Cost	Annual Value Expressed in TEA\$	Complimentary Annual Membership Included
Platinum	\$15,000	\$24,000	Yes
Gold	\$10,000	\$16,000	Yes
Silver	\$ 5,000	\$ 7,500	Yes
Bronze	\$ 2,500	\$ 3,500	No



TEA Website

Connecting a worldwide audience, the TEA website www.teaconnect.org is at the center of it all.

Make your logo and brand visible on TEA's website.

TEAconnect.org Home Page (3 Available)

Display your logo which links directly to your internal TEA directory page. Be seen first by anyone who browses the TEA website

- 3,495 TEA\$ (one year)

Online 24/7 Member's Directory (4 Available)

Display your logo on the Member Directory front Page on TEAconnect.org. Your logo will be featured on the opening page of the directory and linked to your company directory page.

- 1,500 TEA\$ (one year)



TEA Annual & Directory

This printed flagship Members Directory publication features articles of interest 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 tradeshows, 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\$

4C, 1-page

- 1,650 TEA\$

4C, 1/2-page

- 995 TEA\$

4C, 1/4-page

- 595 TEA\$

Business card size

- 195 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)

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 e-Newsletter

TEA Members receive breaking news on upcoming networking events, new jobs and RFPs, and professional insight designed to grow your business. This bi-monthly e-newsletter is distributed to over 1300 industry decision makers worldwide. Heavily read, high response rate.

Ads include clickable link to your home page.

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

The 18th Annual Thea Awards printed program will be extra special as we Celebrate 20 Years as a Creative Family. The Program is provided to all attendees at the Thea Awards Gala, deemed the "Oscars" of the themed entertainment industry. Containing articles on Thea recipient and industry news, it 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\$

TEA



Leadership Circle

Sponsorships



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 of the next year in Southern California.

Presenting/Title Sponsor (2 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)
- Exclusivity on having a company representative as a presenter or greeter at the gala
- Recognition on program sponsor list
- Principle placement of logo on signage at the event for the combined Summit/Thea Awards weekend
- Link and Logo featured on the TEA website in conjunction with the Thea Awards
- 10 tickets to the show (One table)
- Company logo prominently featured on Thea/Summit sponsor reel
- Full page ad in annual TEA Directory (\$1,650 value)

Wine Host (2 available) □ 3,495 TEA\$

- 1/4 page ad in Thea Program, acknowledging sponsorship (artwork to be provided by sponsor)
- Recognition on program sponsor list
- Tent cards on each table as Wine Sponsor
- Company logo featured on Thea/Summit sponsor reel

Table Centerpiece (2 available) □ 2,495 TEA\$

- Sponsor provides centerpieces (TEA can provide centerpieces for additional cost)
- 1/4 page ad in Thea Program, acknowledging sponsorship (artwork to be provided by sponsor)
- Recognition on program sponsor list
- Company logo featured on Thea/Summit sponsor reel

Official Photo (2 available) □ 2,995 TEA\$

- 1/4 page ad in Thea Program, acknowledging sponsorship (artwork to be provided by sponsor)
- Recognition on program sponsor list
- Company logo included on all event photos on website, TEA Connect, etc.
- Company logo featured on Thea/Summit sponsor reel

Official Video (2 available) □ 2,995 TEA\$

- 1/4 page ad in Thea Program, acknowledging sponsorship (artwork to be provided by sponsor)
- Recognition on Program sponsor list
- Company logo featured on Thea/Summit sponsor reel

(Thea Sponsorship cont'd on next page)

Cash Bar Sponsor (2 available) □ 1,500 TEA\$

- Table cards at all bars, recognizing sponsorship
- 1/4 page ad in Thea Program, acknowledging sponsorship (artwork to be provided by sponsor)
- Recognition on program sponsor list
- Company logo featured on Thea/Summit sponsor reel
- For a fully hosted bar sponsorship please call the TEA office

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

- Full page ad in Thea Program (\$1,650 value)
- Two tickets to gala event
- Recognition on Program sponsor list
- Company logo featured on Thea/ Summit sponsor reel

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

- Table cards at all tables, recognizing sponsorship
- 1/4 page ad in Thea Program, acknowledging sponsorship (artwork to be provided by sponsor)
- Company logo featured on Thea/Summit sponsor reel
- Recognition on Program sponsor list



Annual TEA Summit

Day 1 of the TEA Summit is an intimate gathering of the industry's top executives. 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.

Summit Day 1 (attended by 50 industry leaders)

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

- Company logo included on all Day 1 signage
- Company logo featured at breakfast table
- 1 ticket to Day 1 event (a \$495 value)
- Logo featured on Summit sponsor reel

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

- Company logo included on all Day 1 signage
- Opportunity to distribute handouts to attendees
- 1 ticket to Day 1 & 2 events
- Logo featured on Summit sponsor reel

Summit Day 2 (150-200 attendees)

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

- Company logo included on all Day 2 signage
- Company logo featured at breakfast table
- 4 tickets to Day 2 event
- Logo featured on Summit sponsor reel

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

- 1/4 page ad in 12 issues of TEA Connect newsletters
- 1 ticket to both Day 1 and Day 2 events
- Company logo on all Day 2 signage
- Opportunity to distribute handouts
- Logo featured on Summit sponsor reel



SATE Conference

The 2012 SATE conference is being held at Disneyland Paris. Launched in 2007, SATE focuses on the integration of Storytelling, Architecture, Technology and Experience design. Held over two full days in September, industry insiders gather to discuss the newest industry trends in themed entertainment, with top minds from theme parks and museums participating. SATE 2011 conference experienced a record attendance of 208.

Presenting Sponsor

☐ 4,995 TEA\$

- Recognition as SATE Presenting Sponsor on all marketing materials, in the Program, signage, banners, etc.
- 2 tickets to the conference
- Table top presentation space at venue
- Company logo prominently featured on sponsor reel

Breakfast (4 Available)

☐ 1,295 TEA\$

- Logo on day 1 or 2 breakfast table
- 1 ticket to the conference
- Company logo on all marketing materials
- Company logo featured on sponsor reel

Premiere Sponsor (4 available)

☐ 2,495 TEA\$

- Recognition as SATE Premiere Sponsor on all marketing materials, in the Program, signage, banners, etc.
- 1 ticket to the conference
- Table top presentation space available at venue
- Company logo prominently featured on sponsor reel

Lunch Sponsor (4 Available)

☐ 1,995 TEA\$

- Logo on day 1 or 2 lunch table
- 1 ticket to the conference
- Company logo on all marketing materials
- Company logo featured on sponsor reel

Notebook Sponsor (One Available)

☐ 1,750 TEA\$

- Logo on cover of SATE gift keepsake binder



Divisional and Local Event Sponsorships

In addition to supporting TEA International events, if you would like to sponsor local or divisional events throughout the year we will put together a package with just the right balance for your needs. Please contact the TEA office 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.



TEA Booth at IAAPA

With over 30,000 attendees & 1,000 exhibitors, TEA's booth is at the heart of the themed entertainment and technology section at IAAPA! The TEA booth has become one of the most active and visited locations during the IAAPA show.

Booth Sponsor (4 available) □ 2,495 TEA\$

- Logo featured prominently on signage, table cards, and on IAAPA sponsor reel
- Your marketing materials featured prominently in the booth

Water & Coffee (4 available) □ 2,495 TEA\$

- Logos on signs at coffee urns and on the sponsor reel allow booth attendees to know who to thank for sponsoring this highly desirable booth amenity. (IAAPA sponsorships cont'd on next page)

TEA Booth Pocket Program □ 495 TEA\$

- Have your own literature bin at the TEA booth for brochures, pamphlets or other marketing materials.



TEA Party at IAAPA

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

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

Be the life of the TEA Party!

- Primary recognition as Presenting Sponsor, including but not limited to advance publicity materials, signage at TEA booth and on the IAAPA sponsor reel
- 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 IAAPA sponsor reel
- 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



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 TEAs

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

TEA



Leadership Circle

Event Tickets

TEA Party at IAAPA

10 Event Tickets

☐ 650 TEA\$

35 Event Tickets

☐ 2,275 TEA\$

Thea Gala and Awards

1 Table for 10

☐ 2,995 TEA\$

4 Seats at a Thea table

☐ 1,180 TEA\$

2 Seats at a Thea table

☐ 590 TEA\$

TEA Summit

1 Event Ticket (Both Days)

☐ 690 TEA\$

1 Event Ticket (Day 1)

☐ 595 TEA\$

1 Event Ticket (Day 2)

☐ 125 TEA\$

SATE Conference

1 Event Ticket

☐ 495 TEA\$

Discounts for Additional Tickets to TEA Events are available by contacting the TEA office

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. 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.