

FOR MAXIMUM V.I.P. IMPACT & EXPOSURE AT THE CONDO, HOA & CO-OP EXPO...

BECOME A CORPORATE SPONSOR!



Wednesday, May 5, 2010
Meadowlands Exposition Center

THE NEW JERSEY CONDO, HOA & CO-OP EXPO has attracted 1,000's of qualified buyers – the “Who’s Who” of residential decision makers. 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 over 3,000 Condo, HOA & Co-op decision makers
- Hold 1-on-1 meetings with Board Presidents, Managing Agents and Condo, HOA & Co-op Execs
- 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!

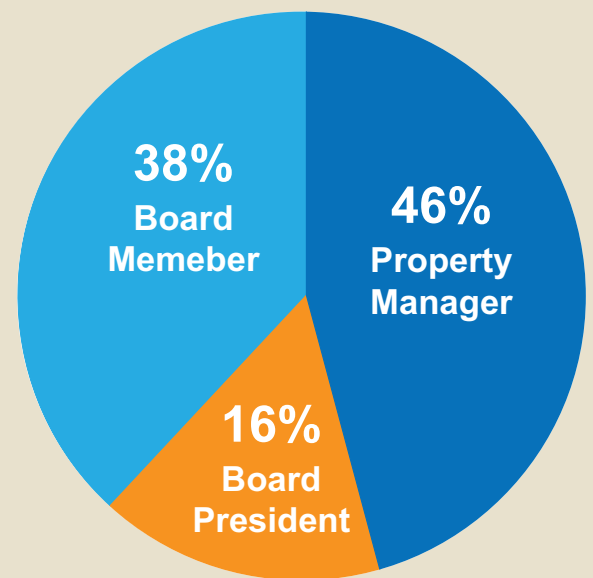
WHAT BETTER VENUE FOR YOUR MESSAGE THAN THIS UNPARALLELED EVENT!

THE CONDO, HOA & CO-OP EXPO has an unparalleled track record for serving the condo, HOA & Co-op communities. It's also produced by The New Jersey Cooperator, part of the Yale Robbins, Inc., family of real estate publications and the leading authority on New Jersey area residential real estate for three decades. This Year, 3,000+ attendees are expected at The 2nd Annual Expo, including Board Presidents, Board Members and Managing Agents!

PAST EXPOS ARE PROOF POSITIVE ATTENDEES COME TO LEARN ABOUT PRODUCTS AND SERVICES LIKE YOURS...

Accounting	127	Irrigation	53
Architects/Engineering	139	Janitorial Supplies	105
Attorneys	132	Landscaping	154
Boilers	80	Laundry Rooms	71
Communicatons	104	Lenders/Mortgage Brokers	67
Conservation	83	Mailboxes	55
Construction	166	Management	182
Distaster Restoration	37	Painting	106
Door	75	Parking/Garages	72
Electricity	102	Paving/Seal Coating	131
Elevators	106	Pest Control	103
Environmental	122	Plumbing	125
Exterior Maintenance	166	Recreational Facilities	70
Fencing	93	Roofing	147
Fire Protection	94	Screens	52
Flooring	52	Security	143
Fuel Oil	48	Signage	92
Gas	74	Steam	23
Gutters	84	Storage	50
HVAC	121	Telecommunications	71
Insurance	182	Tile & Stone	53
Intercoms	72	Uniforms	43
Interior Design	67	Waste Removal	73
Investment Services	64	Windows	119

Breakdown of Audience Profile*



*Based on registered board members, board presidents and managing agents, not all Expo attendees.

CORPORATE SPONSORSHIP PROSPECTUS

HERE ARE JUST SOME OF THE EXCLUSIVE BENEFITS YOU'LL ENJOY AS A CORPORATE SPONSOR:

BEFORE THE EXPO...

- Company name and logo printed on the front cover and inside The Expo attendee brochure
- Company profile and logo included in The Official Expo attendee brochure (distributed to over 90,000 prospects)
- Company logo, listing and hyperlink to your website on The Official Expo website (www.nj-expo.com)
- Custom invitation mailed to 1,000 qualified prospects – with telesales follow-up
- Complimentary Expo invitations for your prospects
- A BOLD listing in the *2010 Official Directory of Co-op & Condo Services*

DURING THE EXPO...

- A senior-level executive will present a 45-minute seminar to Expo attendees*
- Corporate promotional literature placed on every chair at general seminars
- Corporate signage privileges
- Exclusive hospitality area strategically located on The Expo show floor
- 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 attending your seminar

Corporate sponsorships are an unprecedented opportunity for your company to elevate your exposure. A limited number of exclusive categories are available. Don't wait until next year to take advantage of this powerful program. Reserve your speaking slot and show floor positioning...NOW!

For a complete list of Corporate Sponsorship benefits and features, contact Henry Robbins 212-683-5700 henry@yrinc.com

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

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