



## Promotional Opportunities

The International Association for the Study of Dreams  
is excited to announce our  
24th Annual Conference

Sonoma State University  
Rohnert Park, CA  
June 29 – July 3, 2007





## Promotional Information

**Reach hundreds of your target customers through advertising or promotional opportunities for our 2007 International Conference. Not only will this increase your visibility to key customers, you will also be supporting the advancement of knowledge in the field of dream research.**

**All of our promotional sponsors receive the following:**

- ◇ 1/8 page ad in the printed conference program
- ◇ Logo and byline in conference news pieces in the DreamTime magazine Winter 06 and Spring 07 issues.
- ◇ Recognition on the conference website.
- ◇ Recognition in the final printed conference program.
- ◇ See the following pages for any additional benefits of particular sponsorship opportunities.

### **IASD Short Mission Statement**

The specific purposes for which this corporation is organized are to promote scientific research into the study of dreams and to provide an educational forum for the interdisciplinary exchange of such information among the scientific and professional community and the general public. The means for promoting scientific research and providing such education include, but are not limited to, conducting workshops and conferences available to both interested professionals and the general public and to periodically publish research related to studies into dreaming.

**We hope you'll take a few minutes to review the opportunities available to let our members and conference attendees know about your organization, product, or services.** To submit your sponsor request visit [http://asdreams.org/2007/idx\\_sponsors.htm#forms](http://asdreams.org/2007/idx_sponsors.htm#forms). The sponsor form can be found in three different formats: online submission, email submission, or usps/fax.

To learn more about IASD, visit [www.asdreams.org](http://www.asdreams.org)

To learn more about our 2007 conference, visit [www.asdreams.org/2007](http://www.asdreams.org/2007)

Contact: Anne Frey  
Sponsor Committee Chair  
[annefrey@comcast.net](mailto:annefrey@comcast.net)  
1-317-713-7106

Conference Location  
June 29 – July 3, 2007  
Sonoma State University  
1801 East Cotati Ave.  
Rohnert Park, CA 94928  
707-664-2880



---

## Promotional Opportunities

---

### Conference Raffle

This is one of our most popular promotional opportunities so don't be left out! Donate one or more of your products to be included in the conference raffle. Raffle sponsors will receive an extra listing on our website and in the conference program as well as recognition through the promotion of the conference raffle. Your company will also be listed on a sign displayed by the raffle items. Our 2006 raffle was a great success with more than 30 items raffled—dollar values ranging from \$15—\$150 per item.

Sponsorship Fee: No Fee. Donation of item(s) only.

Raffle items should be shipped to:

Attn: Laurel McCabe, Sonoma State University  
1801 East Cotati Ave.  
Rohnert Park, CA 94928

### Afternoon Breaks

When the mid-afternoon sleepiness hits, conference participants welcome the wake-up of the afternoon refreshments. Increase your visibility with participants by sponsoring one or all of their afternoon refreshment breaks.

- ◇ Signage by the refreshment tables to include your company name and logo along with one byline.
- ◇ Your promotional materials displayed on or next to the refreshment tables.
- ◇ You may provide napkins with your corporate logo

Sponsorship Fee: \$500 each—4 afternoon breaks available.

### Coffee Breaks

The conference events are exciting and provide excellent information to attendees. But whether they have stayed up too late the night before visiting with old friends or just the fact that they are trying to do too many things in one day, they welcome the pick-up that the morning coffee break can provide. Increase your visibility with participants by sponsoring one or all of their coffee breaks.

- ◇ Signage by the refreshment tables to include your company name and logo along with one byline.
- ◇ Your promotional materials displayed on or next to the refreshment tables.
- ◇ You may provide napkins with your corporate logo

Sponsorship Fee: \$500 each—4 coffee breaks available.

### Dream Ball

Sponsor one of the conferences favorite events—the annual Dream Ball. Your organization will receive recognition through sponsor signs displayed at various locations such as the bar areas, etc. You will also receive recognition on the conference website and in the printed conference program.

- ◇ Signage by the bar(s) to include your company name and logo along with one byline.
- ◇ Your promotional materials displayed on a table next to the bar(s).
- ◇ You may provide napkins with your corporate logo

Sponsorship Fee: \$1,000



---

## Promotional Opportunities

---

### Social Hour

Sponsor one of two social hours. Your organization will receive recognition through sponsor signs displayed at various locations such as the bar areas, etc. You will also receive recognition on the conference website and in the printed conference program.

- ◇ Signage by the bar(s) to include your company name and logo along with one byline.
- ◇ Your promotional materials displayed on a table next to the bar(s).
- ◇ You may provide napkins with your corporate logo

Sponsorship Fee: \$1,000

### Art Reception

Sponsor our dream art reception. Your organization will receive recognition through sponsor signs displayed at various locations such as the bar areas, etc. You will also receive recognition on the conference website and in the printed conference program.

- ◇ Signage by the bar(s) to include your company name and logo along with one byline.
- ◇ Your promotional materials displayed on a table next to the bar(s).
- ◇ You may provide napkins with your corporate logo

Sponsorship Fee: \$2,000

### Wine Tasting

Sponsor our Wine Tasting Special Event. Your organization will receive recognition through sponsor signs displayed at various locations at the event. You will also receive recognition on the conference website and in the printed conference program.

- ◇ Signage by the bar(s) to include your company name and logo along with one byline.
- ◇ Your promotional materials displayed on a table next to the bar(s).
- ◇ You may provide napkins with your corporate logo

Sponsorship Fee: \$2,000

### Opening Reception

Sponsor our opening cocktail reception. Your organization will receive recognition through sponsor signs displayed at various locations such as the bar areas, etc. You will also receive recognition on the conference website and in the printed conference program.

- ◇ Signage by the bar(s) to include your company name and logo along with one byline.
- ◇ Your promotional materials displayed on a table next to the bar(s).
- ◇ You may provide napkins with your corporate logo

Sponsorship Fee: \$3,000