



SAN FRANCISCO INTERNATIONAL PEN SHOW October 14 - 17, 2004

SPONSORSHIP AGREEMENT

You are requested to consider becoming a sponsor of the San Francisco International Pen Show and Auction. Your sponsorship contribution of \$1,500 will assure the success of the event.

Your company name and products will be prominently displayed in all marketing and advertising material including a mailing to all members of Pen Collectors of America, Penworld Magazine, local TV, radio and newspaper advertising. As you are probably aware, the Bay Area and environs is a most affluent community and with our new venue at the beautiful Marriott at San Francisco International Airport, we will attract a large contingent of buyers and pen collectors. Based on previous experience we are anticipating in excess of 1,500 international attendees at the 4 day event. This exposure of your products to this audience will certainly make your participation worthwhile.

In addition to media and advertising exposure you will be provided two tables in a premium location for display of your fine products and a buffet luncheon as part of your sponsorship commitment. A website, www.sanfranciscopenshow.com has been established to answer questions about the show and to take online registrations. Links from this site to yours will be established to further expose your company and your participation to attendees, and to showcase your products.

Unlike previous shows, we will open to the public for both Saturday and Sunday, October 12 and 13, 2002. And for the first time, the public is invited to the auction which will be conducted by a professional auctioneer. The auction will feature vintage pens and ephemera as well as new rare limited editions and collector's items. As a sponsor we encourage your submission of one or two premium pieces to the auction.

To make sure our attendees visit each sponsor, we will introduce THE SPONSOR'S PASSPORT, which, when stamped by all sponsors will entitle the attendee to put his/her name in a special door prize drawing each day of the two day event. The door prize will be a item supplied by the sponsor.

The organizers, Harvey Raider and Detlef Bittner bring both vintage and modern pen expertise to the show. As you know, Detlef operates the premium retail pen and quality paper outlet on the West Coast. Harvey Raider was a principal organizer of the highly successful Los Angeles Pen Show for six years, until he relocated to Carmel, CA.

If you agree to become a SFIPS Sponsor, we need your commitment by May 1, 2002 in order to include your company in advertising which will be launched at the Chicago Pen Show in early May.

Please become our partner in the exciting venture.

Agreed:

Company: _____

Name: _____ Date: _____

Accepted: San Francisco International Pen Show

Name: _____ Date: _____