



In today's world, education and knowledge are more important than ever, providing businesses an edge in a tough economy. In that spirit, the *Santa Fe Symposium* provides jewelers a forum for the exchange of jewelry manufacturing and technology information. The future of our industry depends on our ability to build and have wide access to knowledge—knowledge the *Santa Fe Symposium* provides better than any other resource. Information first reported at the Symposium has led to many improved products and processes. The *Santa Fe Symposium* encourages and sets the standard for high-quality technical forums. We're pleased to announce that the 26<sup>th</sup> annual *Santa Fe Symposium* will be held May 20–25, 2012, in Albuquerque, New Mexico.

Sponsorships and donations play a vital role in helping the Symposium bring the latest technological knowledge and research to the jewelry industry. As a sponsor, you can help us continue to raise the bar and, in the process, enjoy significant short- and long-term benefits.

*Santa Fe Symposium* attendees are decision-makers in the most progressive and fastest growing companies manufacturing jewelry today. They are dedicated endorsers of the Symposium, and some have made annual attendance required by their employees. Many are passionate about the continuation of the *Santa Fe Symposium* and know that your generous sponsorship makes it possible. Attendees appreciate our sponsors and show preference toward those who help support the Symposium.

We invite you to read through the following sponsorship benefit packages and choose the one that best suits you and your business. You will gain a wealth of exposure while playing a vital role in strengthening the jewelry industry. We offer several exciting benefits for our generous sponsors—see sponsorship details on the following pages.

For more information on the *Santa Fe Symposium*, please visit [www.santafesymposium.org](http://www.santafesymposium.org) or contact Lydia Silva, SFS coordinator, at 505.839.3286; e-mail [lsilva@riogrande.com](mailto:lsilva@riogrande.com).

Sincerely,



P.S. I look forward to counting you among this year's generous sponsors and thank you for your continued support.





**Yes! I am interested in supporting the advancement of my industry through the *Santa Fe Symposium*.**

Please fill out the sponsorship form completely. Submit your completed form (mail, fax or online) and logo (in electronic format, JPEG only) by **February 6, 2012**, to allow ample time for us to include you in our print materials. Payment must accompany your submission form. Thank you!

**Attention: Marketing Team/Santa Fe Symposium**

7500 Bluewater Road NW; Albuquerque, NM; USA 89121-1962

**International:** 505.839.3249 • **U.S.:** 800.952.6222 • **fax:** 505.839.3248

**e-mail:** marketing@riogrande.com • www.santafesymposium.org

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Company Name

Contact Person's Name

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Address

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City

State

Zip Code

Country

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Phone Number

E-mail Address

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**I would like to be a sponsor at the following level (check one):**

Exclusive Educational  
(\$10,000)

Premier  
(\$6,000)

Esteemed  
(\$4,750)

Grand  
(\$4,450)

Notable  
(\$2,000)

Friend  
(\$1,400)

Scholarship  
(\$1,000)

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**Payment Options:**

**Check:** Please make checks payable to *Santa Fe Symposium Sponsorship*.

**Credit Card:** We accept all major credit cards. Please provide the information requested below.

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Credit Card Number

Expiration Date

Security Code (3-digit code on back of card)

Card Type:  Visa

Mastercard

American Express

Discover

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Name on card

Card billing address

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Signature

Date

# Sponsor Categories

## The *Exclusive Educational Sponsor* (\$10,000)

Sponsorship of *2012 Santa Fe Symposium Proceedings Book* (1 available)

### Benefits:

- Your logo beautifully embossed on the front cover of the *2012 Santa Fe Symposium Proceedings* book
- Full-page acknowledgment dedicated to your company in the *2012 Santa Fe Symposium Proceedings* book
- 20 copies of the *2012 Proceedings* book (a \$999 value)
- One complimentary registration for the 2012 Santa Fe Symposium (a \$995 value)
- Premier placement in Symposium print materials and on the Symposium website, [www.santafesymposium.org](http://www.santafesymposium.org)
- Large lobby poster promoting your sponsorship
- Poster at the SFS Bookstore during the Symposium
- Logo on at least two e-mail campaigns
- Descriptive paragraph and corporate logo in the 2012 SFS brochure (reaching domestic and international jewelry industry professionals)
- Link to your website placed on the *Santa Fe Symposium* website
- Public announcement during the Award Ceremony and a plaque commemorating your sponsorship
- Acknowledgement in SFS advertisements in *MJSA Journal* and several Rio Grande publications
- Space in the foyer during the Symposium to use however you choose (marketing materials, demonstrations, networking).  
*Note: If manned, all personnel must be registered as Symposium attendees or speakers.*

## The *Premier Sponsor* (\$6,000)

**Event:** Dinner Reception (3 available)

### Benefits:

- Poster at your sponsored dinner reception
- Acknowledgement in the Symposium Attendee agenda or packet
- Large lobby poster promoting your sponsorship
- Logo on at least two e-mail campaigns
- Descriptive paragraph and corporate logo in the 2012 SFS brochure (reaching domestic and international jewelry industry professionals)
- Recognition on the *Santa Fe Symposium* website: [www.santafesymposium.org](http://www.santafesymposium.org)
- Link to your website placed on the *Santa Fe Symposium* website
- Public announcement during the Award Ceremony and a plaque commemorating your sponsorship
- Acknowledgement in SFS advertisements in *MJSA Journal* and several Rio Grande publications
- Space in the foyer during the Symposium to use however you choose (marketing materials, demonstrations, networking).  
*Note: If manned, all personnel must be registered as Symposium attendees or speakers.*

# Sponsor Categories

## The *Esteemed* Sponsor (\$4,750)

**Event:** Bar service at dinner (3 available)

**Benefits:**

- Poster at the bar during your sponsored dinner
- Acknowledgement in the Symposium Attendee agenda or packet
- Large lobby poster promoting your sponsorship
- Logo on at least two e-mail campaigns
- Descriptive paragraph and corporate logo in the 2012 SFS brochure (reaching domestic and international jewelry industry professionals)
- Recognition on the *Santa Fe Symposium* website: [www.santafesymposium.org](http://www.santafesymposium.org)
- Link to your website placed on the *Santa Fe Symposium* website
- Public announcement during the Award Ceremony and a plaque commemorating your sponsorship
- Acknowledgement in SFS advertisements in *MJSA Journal* and several Rio Grande publications
- Space in the foyer during the Symposium to use however you choose (marketing materials, demonstrations, networking).  
*Note: If manned, all personnel must be registered as Symposium attendees or speakers.*

## The *Grand* Sponsor (\$4,450)

**Event:** Lunch/Networking event (3 available)

**Benefits:**

- Poster at your sponsored luncheon
- Acknowledgement in the Symposium Attendee agenda or packet
- Large lobby poster promoting your sponsorship
- Logo on at least two e-mail campaigns
- Descriptive paragraph and corporate logo in the 2012 SFS brochure (reaching domestic and international jewelry industry professionals)
- Recognition on the *Santa Fe Symposium* website: [www.santafesymposium.org](http://www.santafesymposium.org)
- Link to your website placed on the *Santa Fe Symposium* website
- Public announcement during the Award Ceremony and a plaque commemorating your sponsorship
- Acknowledgement in SFS advertisements in *MJSA Journal* and several Rio Grande publications
- Space in the foyer during the Symposium to use however you choose (marketing materials, demonstrations, networking).  
*Note: if manned, all personnel must be registered as Symposium attendees or speakers.*

# Sponsor Categories

## The *Notable* Sponsor (\$2,000)

**Event:** Refreshment break (*11 available*)

**Benefits:**

- Poster at your sponsored refreshment break
- Acknowledgement in the Symposium Attendee agenda or packet
- Large lobby poster promoting your sponsorship
- Logo on at least two e-mail campaigns
- Descriptive paragraph and corporate logo in the 2012 SFS brochure (reaching domestic and international jewelry industry professionals)
- Recognition on the SFS website: [www.santafesymposium.org](http://www.santafesymposium.org)
- Link to your website placed on the *Santa Fe Symposium* website
- Public announcement during the Award Ceremony and a plaque commemorating your sponsorship
- Acknowledgement in SFS advertisements in *MJSA Journal* and several Rio Grande publications

## The *Friend* Sponsor (\$1,400)

**Events:** Transportation (*1 available*),  
Audio/Visual Support (*1 available*)  
Registration Packets (*1 available*)

**Benefits:**

- Poster promoting your sponsorship displayed on attendee bus (for *Transportation*); at Audio/Visual station (for *Audio/Visual*); prime or special placement in packets (for *Registration Packets*)
- Acknowledgement in the Symposium Attendee agenda or packet
- Large lobby poster promoting your sponsorship
- Logo on at least two e-mail campaigns
- Descriptive paragraph and corporate logo in the 2012 SFS brochure (reaching domestic and international jewelry industry professionals)
- Recognition on the SFS website: [www.santafesymposium.org](http://www.santafesymposium.org)
- Link to your website placed on the SFS website
- Public announcement during the Award Ceremony and a plaque commemorating your sponsorship
- Acknowledgement in SFS advertisements in *MJSA Journal* and several Rio Grande publications

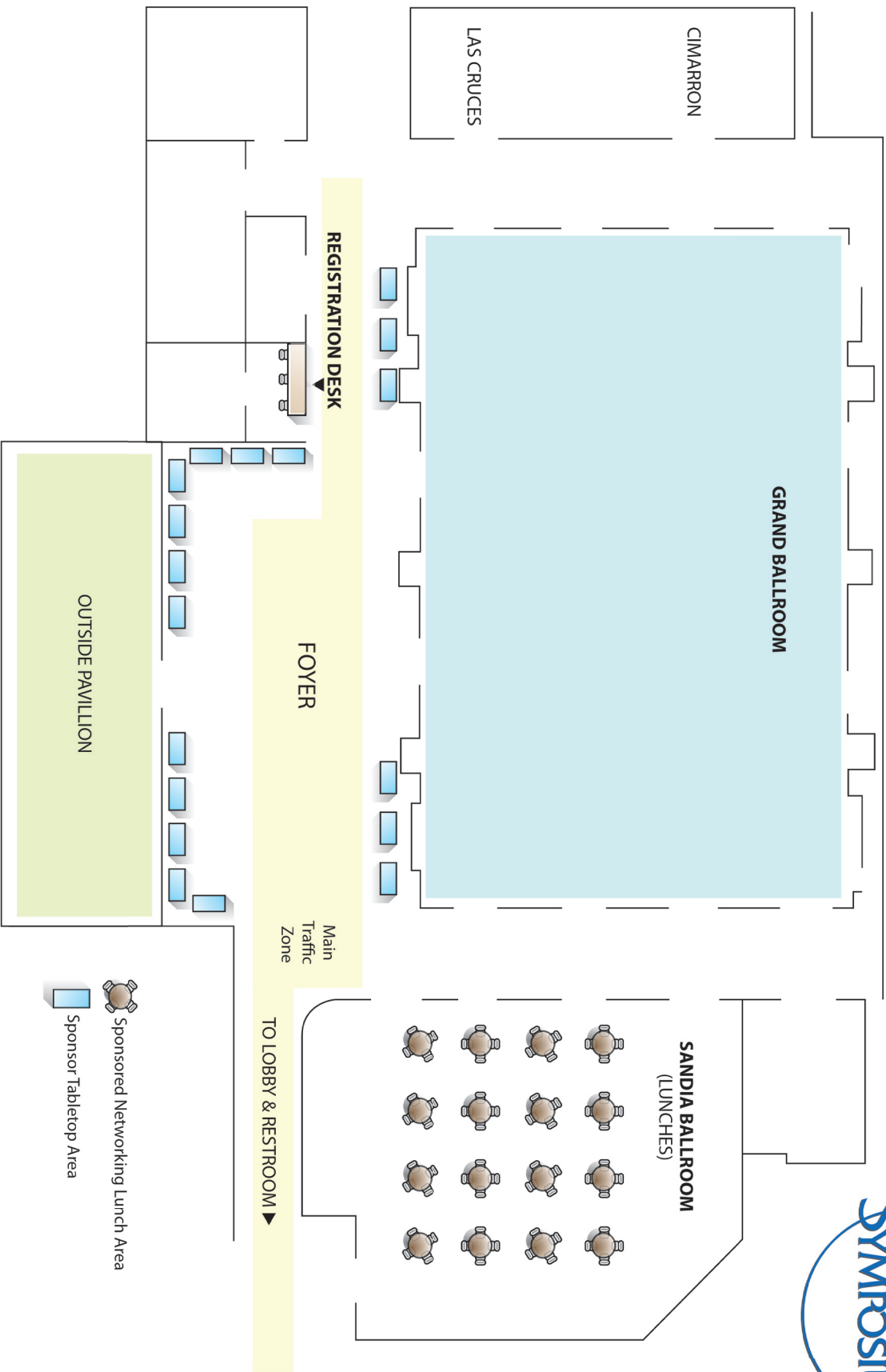
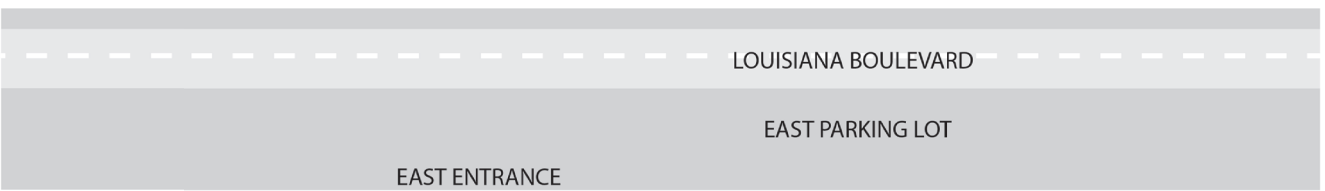
## The *Scholarship* Sponsor (\$1,000)

**Event:** Sponsorship of a need-based scholarship for an attendee who would not otherwise be able attend the Symposium

**Benefits:**

- Large lobby poster promoting your sponsorship
- Acknowledgement in the Symposium Attendee agenda or packet
- Logo on at least two e-mail campaigns
- Descriptive paragraph and corporate logo in the 2012 SFS brochure (reaching domestic and international jewelry industry professionals)
- Recognition on the *Santa Fe Symposium* website: [www.santafesymposium.org](http://www.santafesymposium.org)
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# Albuquerque Marriott



- Sponsored Networking Lunch Area
- Sponsor Tabletop Area