



**Seventh Annual Tea Symposium
& Training Seminars
*Sponsorship Opportunities***
Atlanta, Georgia
April 23-24, 2004

Generic Sponsorships:

◆ **Gold:** \$2,500

Includes:

- 3 Free attendees at the Symposium
- Company Profile posted for the balance of 2004 on the STI Web-site
- Company Profile in *STI Symposium Guide* provided information is received by February 18, 2004
- Table space in Symposium Lunch Room to display Company Products & Literature
- Signage at the Symposium
- Products distributed to attendees in gift bags

◆ **Silver:** \$2,000

Includes:

- 2 Free attendees at the Symposium
- Company Profile posted for the balance of 2004 on the STI Web-site
- Company Profile in *STI Symposium Guide* provided information received by February 18, 2004
- Table space in Symposium Lunch Room to display Company Products & Literature
- Signage at the Symposium
- Products distributed to attendees in gift bags

◆ **Bronze:** \$1,500

Includes:

- 1 Free attendee at the Symposium
- Company Profile posted for the balance of 2004 on the STI Web-site
- Company Profile in *STI Symposium Guide* provided information received by February 18, 2004
- Table space in Lunch Room to display Company Products & Literature
- Signage at the Symposium

Sponsorship opportunities are available on a first-come, first-served basis. Please complete the attached form and mail it with a check payable to: Tea Association of the U.S.A, Inc., 420 Lexington Ave., Suite 825, New York, NY 10170, Tel: 212/986-9415. (We do not accept credit cards.) (*NOTE: Deadline for sponsor benefit of publication in Symposium Hand-Out Material is February 18, 2004; remaining benefits still available & sponsorships will be accepted afterward.*) For more information, please contact Melissa Pugash, sponsorship sales coordinator, at 310/275-3498 or melpugash@aol.com

SPECIALTY TEA INSTITUTE ~ 420 LEXINGTON AVENUE NEW YORK, NY 10170
TEL: (212) 986-9415 / FAX: (212) 697-8658 www.teaUSA.org



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Atlanta, Georgia
April 23-24, 2004

Luncheon Friday, 4/23 12:00-1:30 PM

\$3,500 (Food Only)

Includes:

- 4 Free attendees at the Symposium
- Sponsors Product will be brewed & served at the luncheon
- Sponsor may designate an individual to welcome the delegates and introduce the Presenters.
- Company Profile posted for the balance of 2004 on the STI Web-site
- Company Profile in *STI Symposium Guide* provided information received by February 18, 2004
- Table space in Lunch Room to display Company Products & Literature
- Signage at the Symposium
- Sponsor's products may be distributed to attendees in the STI gift bags

◆ **Breakfast:** Friday, April 23, 7:45 to 8:30 AM

\$2,500

Includes:

- 2 Free attendees at the Symposium
- Sponsors Product will be brewed & served during breakfast
- Company Profile posted for the balance of 2004 on the STI Web-site
- Company Profile in *STI Symposium Guide* provided information received by February 18, 2004
- Table space in Lunch Room to display Company Products & Literature
- Signage at the Symposium

◆ **Tea Breaks:** (five available: 2 Symposium & 3 Training Seminar Breaks)

\$500 each

Includes:

- Sponsor's product will be served during the specific tea break only
- Table space during tea break to display product and promotional literature
- Acknowledgement for balance of 2004 on STI web-site
- Recognition in *STI Symposium Guide* provided sponsorship received by February 18, 2004

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- ◆ **Luncheon Presentation, Friday, April 23, 2004** (audio/visual, signage, etc.) **\$500**

Includes:

- Company Profile in STI Symposium Guide provided information received by February 18, 2004
- Signage at the STI Luncheon

- ◆ **Mar-Tea-Ni Reception, Saturday April 24, 2004, \$2000** (3 sponsors available) or **\$5,000** (1 sponsor available)

Includes:

- 1 free attendee at Symposium each, or 5 free attendee(s) if one sponsor funds entire event
- Sponsor's product will be served & displayed during reception (including literature)
- Sponsor may designate an individual to welcome the delegates at the reception
- Company Profile posted for the balance of 2004 on the STI Web-site
- Company Profile in STI Symposium Guide provided information received by February 18, 2004
- Signage at the Reception
- Products distributed to attendees in Gift Bags

- ◆ **Gift Bags, (several available) \$500 plus product and/or promotional items for gift bag**

Includes:

- Company profile and product/promotional items in Gift Bag Kindly send your product to Mary McGrail at STI no later than Friday, April 2, 2004. Thank you.
- Recognition in Symposium Guide provided sponsorship is reserved by February 18th

Friday, April 2, 2004

- ◆ **Symposium Binders, (several available) \$300**

Includes:

- Company Profile in Binder – Kindly send your 8-1/2 by 11 one or two-sided, 3-hole punched sheets to Mary McGrail at STI no later than Friday, April 2, 2004. Thank you.
- Acknowledgement in Symposium Guide provided sponsorship is reserved by February 18th

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Specialty Tea Institute ~ Seventh Annual Tea Symposium & Training
Seminars ~ Atlanta GA ~ April 23-24, 2004

SPONSORSHIP REGISTRATION FORM

SPECIALTY TEA INSTITUTE ~ 420 LEXINGTON AVENUE NEW YORK, NY 10170

TEL: (212) 986-9415 / FAX: (212) 697-8658 / WEB: www.teaUSA.org

Name: _____ Title: _____

Tel: _____ Fax: _____ Email: _____

Company: _____

Address: _____ City: _____

State: _____ Zip: _____ Country: _____

(NOTE: Deadline for sponsor benefit of publication in Symposium Hand-Out Material is February 18, 2004;

(Remaining benefits still available & sponsorships will be accepted afterward) Please complete this form and mail it with a check payable to: Tea Association of the U.S.A, Inc., 420 Lexington Ave., Suite 825, New York, NY 10170, Tel: 212/986-9415. (We do not accept credit cards.) Thank you.

SPONSORSHIP OPPORTUNITY/DATE	FEE	Please Initial your Choice(s)
▪ Gold Sponsor	\$2,500	Take Me 2 Tea Expo
▪ Gold Sponsor	\$2,500	_____
▪ Silver Sponsor	\$2,000	_____
▪ Silver Sponsor	\$2,000	_____
▪ Bronze Sponsor	\$1,500	The G. S. Haly Company
▪ Bronze Sponsor	\$1,500	_____
▪ Luncheon Friday, 4/23/04, 12:00 – 1:30 pm	\$3,500 (food only)	_____
▪ Luncheon Presentation, 4/23/04	\$500 (audio/visual, signage, etc.)	_____
▪ Breakfast, Friday 4/23/04 7:45 am	\$2,500	Henry P. Thomson, Inc.
▪ Tea Breaks (2 Symposium / 3 Training Seminars)		All Reserved
Friday 4/23/04, 10:15 am – 10:45 am	\$500	The Republic of Tea
Friday 4/23/04, 3:00 pm – 3:30 pm	\$500	Rooiboos, USA
Saturday 4/24/04, 7:30 am – 8:00 am	\$500	Dr. Lee's TeaForHealth.com
Saturday 4/24/04, 10:00 am – 10:15 am	\$500	Bunn-O-Matic Corp.
Saturday 4/24/04, 11:45 am – 12:00 pm	\$500	Empty Cup/T Salon
▪ Mar-Tea-Ni Reception, 4/24/04	\$2,000 (3 sponsors available)	_____
▪ Mar-Tea-Ni Reception 4/24/04	\$2,000 (3 sponsors available)	_____
▪ Mar-Tea-Ni Reception 4/24/04 or	\$2,000 (3 sponsors available)	_____
▪ Mar-Tea-Ni Reception, 4/24/04	\$5,000 (one sponsor available)	_____
▪ Gift Bags	500* (several available)	_____
<i>*Plus product and/or promotional items for gift bag</i>		
▪ Symposium Binders	\$300 (several available)	Eastrise Trading Corp. Bunn-O-Matic Corp Metropolitan Tea Company, Ltd India Tea Importers

ENCLOSED PLEASE FIND MY CHECK for US\$ _____

Thank-you.