



~ **Eighth Annual Specialty Tea Symposium, Seattle, WA** ~  
*Certification Program & Elective Seminars, April 15 & 16, 2005*  
**Registration Information:** *Kisha Omer komer@teausa.com*  
*212-986-0250 / www.teausa.org*  
**Sponsorship Information**  
*Melissa Pugash - Melpugash@aol.com – 310/275-3498*  
**Deadline: February 1, 2005**

**STI 8<sup>th</sup> ANNUAL SYMPOSIUM SPONSORSHIP OPPORTUNITIES & BENEFITS**

Specialty Tea Institute members & non-members are invited to sponsor STI certification programs, elective seminars and social events. Your company will gain exceptional visibility while helping STI provide trade professionals with enlightening educational sessions and excellent venues for networking. Since our sponsorship opportunities are available to STI members and nonmembers on a first-come, first-served basis, we encourage you to reserve your selection by sending in your completed sponsorship form and payment immediately. Please make your check payable to: Tea Association of the U.S.A, Inc., 420 Lexington Ave., Suite 825, New York, NY 10170, Tel: 212/986-0250. (STI does not accept credit cards.) For more information about STI's Sponsorship Program, please contact Melissa Pugash, sales coordinator, at 310/275-3498 or [melpugash@aol.com](mailto:melpugash@aol.com).

**The Specialty Tea Institute's 2005 Program: Here's To Your Health: Specialty Tea is Good for your Body, Mind & Wallet. This program is designed to attract:**

- Specialty tea, coffee and gourmet food retailers*
- Tea salon & bakery operators*
- Resort & hotel food & beverage managers*
- Internet & catalog specialty food & Beverage sellers*
- Suppliers of allied products & services*
- Restaurateurs & Caterers*

**STI 8<sup>th</sup> ANNUAL SYMPOSIUM "MENU" of SPONSORSHIP OPPORTUNITIES & BENEFITS**

◆ **Official Host Specialty Tea Institute 8<sup>th</sup> Annual Symposium & Space Needle Reception .....\$4,000**  
 (Only one available) **\$1615.00 + full page, 4-color ad in STI's Symposium Guide**

**Description:** As the official host of this two-day event your company will receive exceptional visibility with prominent signage on display among our delegates from throughout the US and Canada. And, you'll have an opportunity to introduce members of your staff and give a brief presentation during our reception at Seattle's legendary Space Needle while enjoying a breathtaking 360 degree view of the city on Saturday, April 16, 2005, from 6:30 – 9:30 pm

**Special Benefits Include:**

- **Your company will be entitled to one-full page, 4-color advertisement in the Official STI 8th Annual Symposium Guide** (published by *Fresh Cup* magazine) providing your artwork is received by February 1, 2005
- 1 complimentary 2-day attendee admission to the STI Symposium **2-day member price \$575 value**
- 6 complimentary admissions to the STI Space Needle Reception (\$40 per guest member price) **\$240 value**
- You may designate an individual to welcome the delegates to the reception (10- minute presentation)
- Table space in the Space Needle will be available so you may display your company's products and literature
- Your 150-word company profile and logo will be printed in *STI's Official Symposium Guide* (provided this information is received by STI no later than February 1, 2005).
- Your company name will listed as a sponsor in STI's Spring 2005 newsletter, *TeaBits*,
- You'll be entitled to provide product samples and/or literature for distributed to all STI Symposium attendees in the Symposium Gift Bags **\$450 value**
- You may provide a single 8-1/2 x 11 in. Symposium Binder Promotional Insert **\$350 value**
- Your company name will be listed as a sponsor on prominent signage at the STI Symposium
- Your 150-word company profile and logo will be posted on the STI website, [www.teausa.org](http://www.teausa.org).

**Specialty Tea Institute, 420 Lexington Ave., Suite 825, New York, NY 10170**  
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**SEATTLE MEDALLION SPONSORSHIPS: Gold / Silver / Bronze Leaf**

- ◆ **SEATTLE GOLD SPONSORSHIP** (several available)..... **\$2,500**  
 Special Gold Leaf Sponsor Benefits include the Seattle Medallion Sponsor Benefits Package (see below) PLUS\*
  - 4 complimentary admissions to the STI Space Needle Reception (\$40 per guest member price) \$160 value
  - 1 complimentary 2-day attendee admissions to the STI Symposium (2-day) member price \$575 value
  - You may provide a single 8-1/2 x 11 in. Symposium Binder Promotional Insert \$350 value
  - You'll be entitled to provide product samples and/or literature for distribution to all STI Symposium attendees in the Symposium Gift Bags \$450 value

**TOTAL PACKAGE VALUE: \$1,535**
  
- ◆ **SEATTLE SILVER SPONSORSHIP** (several available)..... **\$2,000**  
 Special Silver Leaf Sponsor Benefits include the Seattle Medallion Sponsor Benefits Package (see below) PLUS\*
  - 2 complimentary admissions to the STI Space Needle Reception (\$40 per guest member price) \$80 value
  - 1 complimentary 2-day attendee admissions to the STI Symposium (2-day) member price \$575 value
  - You'll be entitled to provide product samples and/or literature for distribution to all STI Symposium attendees in the Symposium Gift Bags \$450 value

**TOTAL PACKAGE VALUE: \$1,105**
  
- ◆ **SEATTLE BRONZE SPONSORSHIP** (several available) ..... **\$1,500**  
 Special Bronze Leaf Sponsor Benefits include the Seattle Medallion Sponsor Benefits Package (see below) PLUS\*
  - 2 complimentary admissions to the STI Space Needle Reception (\$45 per guest) \$80 value
  - 1 complimentary 1-day attendee admissions to the STI Symposium (1-day) \$325 value
  - You'll be entitled to provide product samples and/or literature for distribution to all STI Symposium attendees in the Symposium Gift Bags \$450 value

**TOTAL PACKAGE VALUE: \$855**

**\*Medallion Sponsor Benefits Package:** All Gold, Silver & Bronze Leaf sponsors will receive the following benefits:

- Your 150-word company **profile** and **logo** will be printed in *STI's Official Symposium Guide* (provided this information is received by STI no later than February 1, 2005)
- Your 150 word company profile and logo will be posted on the STI website, *www.teausa.org*
- Your company name will listed be on the 2005 symposium sponsor list in STI's Spring 2005, newsletter, *TeaBits*

**STI SEATTLE BREAKFAST & LUNCHEON SPONSORSHIPS**

- ◆ **Continental Breakfast / Morning Tea Sponsorship, Fri. 4/15/05** (only one sponsorship available) **\$750 + tea bags**  
**7:30 am – 8:30 am** **TOTAL PACKAGE VALUE: \$430**  
**Description:** Symposium attendees will start the day with a light repast of tea and pastry as they listen to opening remarks by Shashank Goel, Chair of the STI Advisory Board and Jennifer Petersen, Chair of the STI's 2005 Symposium Committee.  
**Special Benefits Include:**
  - 2 complimentary admissions to the Space Needle Reception – \$80 value  
 Your tea will be served at the Friday Morning Continental Breakfast (only)
  - Your company name will listed be on the symposium sponsor list in STI's Spring 2005 newsletter, *TeaBits*,
  - You may provide a single 8-1/2 x 11 in. Symposium Binder Promotional Insert \$350 value
  - Your company name will be listed as a sponsor on prominent signage at the STI Symposium

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**STI SEATTLE BREAKFAST & LUNCHEON SPONSORSHIPS – continued**

◆ **Speaker Luncheon Sponsorship, Friday 4/15/05** (one sponsorship available) ..... **\$1,250+ product**  
**TOTAL PACKAGE VALUE: \$675**

**Description:** STI’s “Speaker Luncheon” will feature sit-down service and an insightful audio/visual presentation by STI President, Joe Simrany titled: “Steeped with Good Health.”

- Sponsor may designate an individual to briefly welcome the delegates
- Your company name and logo will appear on the title slide and closing slide of the luncheon speaker’s presentation
- Plus you’ll receive all of the Networking Luncheon benefits\* listed below

◆ **Networking Luncheon Sponsorship, Saturday 4/16/05** (one sponsorship available)..... **\$1,000+ product**  
**TOTAL PACKAGE VALUE: \$675**

**Description:** Saturday’s Networking Buffet Luncheon will be designed so that attendees will have an opportunity to renew old friendships and make new acquaintances.

**\*Special benefits for each of the two luncheon sponsors Include:**

- 1 complimentary 1-day attendee admission to the STI Symposium (member rate/includes 1 luncheon) \$325 value
- Sponsor’s product will be brewed and/or served at the corresponding luncheon (pls. supply 300 tea bags)
- Table space in the luncheon room will be available so you may display your company’s products & literature
- Your 150-word company profile and logo will be printed in *STI’s Official Symposium Guide* (provided this information is received by STI no later than February 1, 2005).
- Your company name will listed be on the symposium sponsor list in STI’s Spring 2005 newsletter, *TeaBits*
- You may provide a single 8-1/2 x 11 in. Symposium Binder Promotional Insert (deadline March 25, 2005) \$350 value
- Your company name will be listed as a sponsor on prominent signage at the STI Symposium
- Your 150-word company profile and logo will be posted on the STI website, [www.teausa.org](http://www.teausa.org).

**Instructions:** Please send your 300 tea bags and 200 pieces of your company’s promotional literature to Ms Kisha Omer, Specialty Tea Institute, 420 Lexington Ave., Suite 825 New York, NY 10170, Tel: 212/986-0250, so that your materials arrive no later than March 25, 2005. Thank-you.

**SEATTLE TEA SERVICE & ACCOMPANIMENT SPONSORSHIPS**

◆ **Tea Break Service Tea Bag Sponsor** – (6 sponsorships are available).....**\$500 +Tea Bags**

**Description:** STI tea breaks provide the ideal venue for tea packers to showcase their tea and distribute their promotional materials among tea & coffee shop owners, gift & gourmet retailers, foodservice operators and others who gather for these informal half-hour gatherings: Six breaks are scheduled as follows:

**Friday Morning Tea Break, 4/15/05, 10:00 am – 10:30 am / Saturday Morning Tea/ Check-In, 4/16/05, 8:00 am – 9:00 am**  
**Friday Afternoon. Tea Break 4/15/05, 2:30 pm – 3:00 pm / Saturday Morning Tea Break, 4/16/05, 10:00 am – 10:30 am**  
**Friday Afternoon. Tea Break 4/15/05, 4:00 pm – 4:30 pm / Saturday Afternoon Tea Break, 4/16/05, 2:30 pm – 3:00 pm**

**Special Benefits Include:**

- Your tea will be served at the designated tea break (one break only)
- You are entitled to provide 8-1/2 x 11 in. signage at your designated STI Tea Break
- You’re entitled to provide tea bags for service & take-home along with company literature at your designated Tea Break
- Your company name will be printed in the Official STI Certification Program Guide (provided that sponsorship commitment is received by February 1, 2005)
- Your company name will listed be on the symposium sponsor list in STI’s Spring 2005 newsletter, *TeaBits*
- Your company name will be posted as an event sponsor on the STI website, [www.teausa.org](http://www.teausa.org), for 12 months

**Instructions:** Please send your 300 tea bags and 200 pieces of your company’s promotional literature to Ms Kisha Omer, Specialty Tea Institute, 420 Lexington Ave., Suite 825 New York, NY 10170, Tel: 212/986-0250, so that your materials arrive no later than March 25, 2005. Thank-you.

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**Sponsorship Information**

Melissa Pugash - [Melpugash@aol.com](mailto:Melpugash@aol.com) – 310/275-3498

**Deadline: February 1, 2005**

**NEW STI SPONSORSHIPS – Starting at only \$250!**

- ◆ **NEW! Tea “Accompaniment Sponsor”** (several sponsorships are available each day) ..... **\$250 +Product/Supplies**  
**Friday Tea Break Accompaniment** (supply product for 3 breaks)  
**Saturday Tea Break Accompaniment** (supply product for 3 breaks)

**Description:** STI tea break “Accompaniment Sponsors” are invited to provide products and/or supplies such as: sweeteners, condiments, syrups, baked goods, confections, “to-go cups,” thermal sleeves, etc., to enhance the STI Tea Break experience.

**Special Benefits Include:**

- Your condiment, sweetener baked goods and/or cups will be served/used at 3 tea breaks on the designated day
- You are entitled to provide 8-1/2 x 11 in. signage at your (3) designated STI Tea Breaks
- Your company name will be listed as a sponsor for 12 months on the STI website
- Your company name will be printed in the Official STI Certification Program Guide (provided that sponsorship registration form and payment are received by February 1, 2005.
- Your company name will listed be on the symposium sponsor list in STI’s Spring 2005 newsletter, *TeaBits*

**Instructions:** Please send enough product samples and/or supplies for 500 servings along with 200 pieces of your promotional literature to “Attention CATERING MANAGER / Site Contact: Kisha Omer,” Crowne Plaza Hotel Seattle, 1113 Sixth Avenue, Seattle, WA 98101, Tel: 206-464-1980. Mark each box “Specialty Tea Institute.” **Deadline:** Please make sure that your packages arrive at the Crowne Plaza, April 12 – 14, 2005. If your product is perishable and requires refrigeration, please mark “PERISHABLE: MUST BE REFRIDGERATED” on each box. Thank you.

**MISCELLANEOUS SEATTLE SPONSORSHIP OPPORTUNITIES & BENEFITS**

- ◆ **NEW! STI Product Showcase:** (Several sponsorships are available) ..... **\$250 + product(s) for display**  
**Description:** STI added this sponsorship this year to give tea packers, small equipment and accessory manufacturers, as well as baked goods and confection suppliers an opportunity to display their products at the Crowne Plaza hotel during this two-day program. Sponsors will receive a 2 x 2 x 2-ft space in a Plexiglas showcase.

**Special Benefits Include:**

- Your product will be displayed prominently before all seminar attendees during the two day program
- Your company name will be listed as a gift bag sponsor in the Official STI Certification Program Guide (provided that sponsor registration form and payment are received by February 1, 2005
- Your company name will be posted as a sponsor for on the STI website for 12 months
- Your company will be included in the list of sponsors in STI’s Spring 2005 newsletter, *TeaBits*

**Instructions:** Please bring/send your nonperishable product(s) along with up to 300 business cards for display to the Crowne Plaza Hotel Seattle, 1113 Sixth Avenue, Seattle, WA 98101, Tel: 206-464-1980. Mark each box “Specialty Tea Institute,” ATTENTION: Marcelene Brown / Site Contact: Kisha Omer. Please be sure your packages arrive between April 12 -14, 2005.

- ◆ **NEW! STI Product Showcase & Gift Bag Discount Package** ..... **\$550 + product(s)**  
(Several sponsorships are available) **\$700 value -- Save 150!**  
**Package Description:** In addition to displaying your products in the STI showcase (2 x 2 x 2-ft) at the Crowne Plaza hotel during this two-day program you are entitled to distribute samples and or literature in our Souvenir Gift Bag.

**Special Benefits Include:**

- Your product will be displayed prominently before all seminar attendees during the two day program
- You’ll be entitled to distribute your company’s product samples and literature in the attendee gift bags
- Your company name will be listed as a gift bag sponsor in the Official STI Certification Program Guide (provided that sponsor registration form and payment are received by February 1, 2005
- Your company name will be posted as a sponsor for on the STI website for 12 months
- Your company will be included in the list of sponsors in STI’s Spring 2005 newsletter, *TeaBits*

**Instructions:** Please bring/send your nonperishable product(s) for display along with 300 of your business cards to the Crowne Plaza Hotel Seattle, 1113 Sixth Avenue, Seattle, WA 98101, Tel: 206-464-1980. Mark each box “Specialty Tea Institute,” ATTENTION: Marcelene Brown / Site Contact: Kisha Omer. Please be sure your packages arrive between April 12 -14, 2005. Please send your 200 product samples and 200 pieces of your company’s promotional literature for insertion into the STI Gift Bag to Ms Kisha Omer, Specialty Tea Institute, 420 Lexington Ave., Suite 825 New York, NY 10170 Tel: 212/986-0250, so that your materials arrive no later than March 25, 2005. Thank you.



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**Deadline: February 1, 2005**

**MISCELLANEOUS SEATTLE SPONSORSHIP OPPORTUNITIES & BENEFITS - continued**

◆ **Gift Bag Sponsorships** (Several sponsorships are available)..... **450 +product & literature**

**Description:** All symposium attendees and sponsors will receive a souvenir gift bag filled with product samples and promotional materials to take home and enjoy. This is one of STI's most popular sponsorship offerings because it's a great value.

**Special Benefits Include:**

- You'll be entitled to distribute your company's product samples and literature in the attendee gift bags
- Your company name will be listed name will be printed in *STI's Official Symposium Guide* provided your sponsorship confirmation and payment are received by February 1, 2005
- Your company name will be posted as a sponsor for on the STI website for 12 months
- Your company name will listed be on the symposium sponsor list in STI's Spring 2005 newsletter, *Specialty Tea Bits*

**Instructions:** Please send your 200 product samples and 200 pieces of your company's promotional literature for insertion into the STI Gift Bag to Ms Kisha Omer, Specialty Tea Institute, 420 Lexington Ave., Suite 825 New York, NY 10170 Tel: 212/986-0250, so that your materials arrive no later than March 25, 2005. Thank you.

◆ **Seattle Symposium Binder Insert Page** (Several sponsorships are available) ..... **\$350 + inserts for binders**

**Description:** This sponsorship is designed to give small medium and large companies "maximum bang for their promotional buck." All registered symposium attendees will receive a three-ring binder filled with informative educational materials and seminar handouts that they'll be sure to refer to again and again, long after the seminars are over.

**Special Benefits Include:**

- Your sponsorship enables you to provide 200, 8-1/2 by 11, 1 or 2-sided, 3-hole punched inserts to be placed prominently in the seminar binder.

**Instructions:** Kindly send 200, 8-1/2 by 11, one or two-sided, pre-printed black & white or 4-color, 3-hole punched inserts to Ms Kisha Omer, Specialty Tea Institute, 420 Lexington Ave., Suite 825 New York, NY 10170 Tel: 212/986-0250, no later than March 25, 2005. Thank you.

**NEW! Companies that reserve sponsorships valued at a total at \$750 or more will be entitled to post a 150 word company profile on the STI website, [www.teausa.org](http://www.teausa.org).**

*STI's Eighth Annual Specialty Tea Symposium Sponsorship Program offers importers, tea packers, equipment manufacturers and allied suppliers an excellent vehicle for promoting their products and services. The aforementioned sponsorship options are available on a first-come, first-served basis.*

*To reserve your sponsorship, kindly 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: 212-986-0250. Thank you. (Please note: STI does not accept credit cards.)*

**The deadline for ensuring that your company will be listed as a sponsor in the Official STI Certification Program Guide is February 1, 2005. Thank-you.**

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