

2017 PROSPECTUS

# EXPERIENTIAL MARKETING SUMMIT 2017

MAY 3-5 | MCCORMICK PLACE | CHICAGO



# Oh Yes We Did! Our Return to Chicago

In 2017 we return to the city that started it all 15 years ago. Chicago. And for our 15th anniversary we'll produce the largest EMS in our history, taking place May 3-5 at McCormick Place. We expect record attendance. And we're using this milestone to unveil all new experiences—for both attendees and partners. Come be a part of the industry's biggest 72 hours at the 15th Experiential Marketing Summit. I look forward to developing your activation with you—and remember, lock in early for a premium floor location and the most influential sponsorships.

*Anna Lawler*

Anna Lawler

Director of Event Sales, Sponsorships & Exhibits

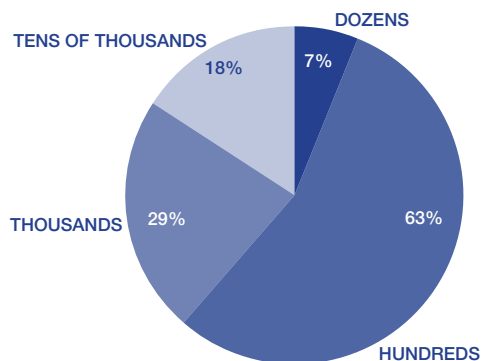
203-852-5681

[alawler@eventmarketer.com](mailto:alawler@eventmarketer.com)

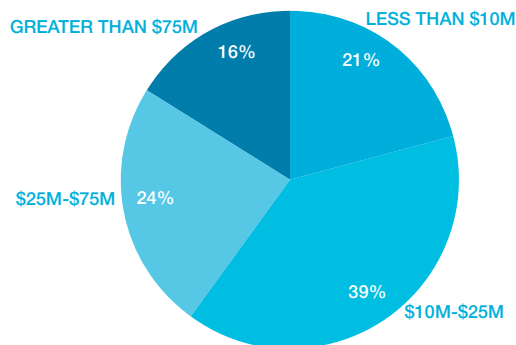
# The EMS Attendee

According to a third-party survey by Enigma Research, EMS attendees execute the most events, control the biggest budgets and spend the most dollars on events and trade shows. All in, the aggregate event spends of EMS attendees tops \$20 billion. And 96% of attendees classified themselves as decision-makers.

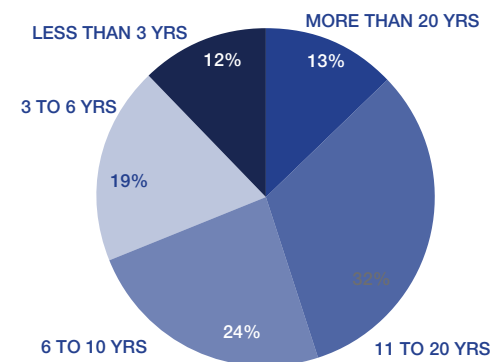
HOW MANY EVENTS DOES YOUR COMPANY WORK ON ANNUALLY?



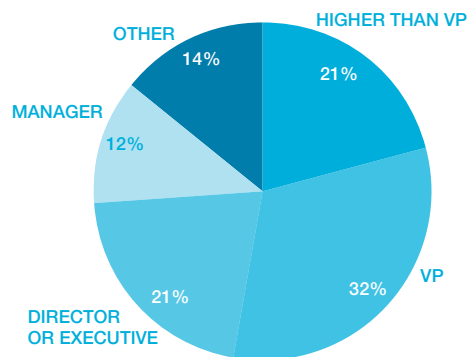
YOUR COMPANY'S EVENT SPEND IS...



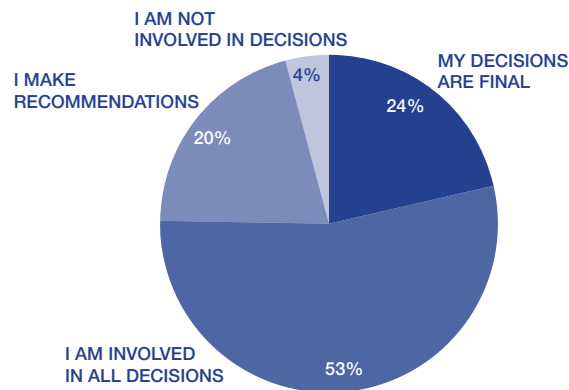
HOW MANY YEARS HAVE YOU BEEN INVOLVED WITH EVENT MARKETING?



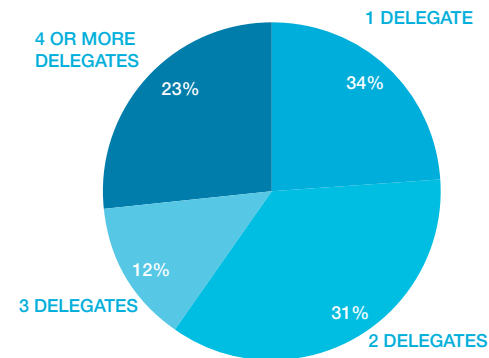
WHAT IS YOUR POSITION WITH YOUR COMPANY?



WHAT IS YOUR ROLE IN SPEND/PARTNER DECISION-MAKING?



HOW MANY DELEGATES FROM YOUR COMPANY TYPICALLY ATTEND EMS?



\*First two charts via EM circulation survey. Remaining charts via Enigma Research third-party survey of 2013 Experiential Marketing Summit attendees.

# Exhibit Packages

## PARTNER LEVEL

TURNKEY BOOTH PACKAGE: \$36,000

BRING YOUR OWN EXHIBIT: \$34,000

### KEYNOTE SPONSORSHIP

- Company will be the official sponsor of one of the Keynotes
- Sponsor will be able to do a brief introduction/1 minute welcome remarks prior to the Keynote, to be presented by a senior executive of the company
- Ability to play a 90 second company sizzle reel prior to the start of Keynote
- Ability to have company collateral displayed during the Keynote event
- Company Branding will be included with all mention of the designated Keynote

### CONFERENCE AND EXHIBITION PRESENCE

- One 10x20 exhibitor space (*with turnkey packages, structure and custom back wall graphics provided by show management; with "bring your own exhibit" packages, your company will handle/bring your own exhibit elements and logistics. Note that all exhibitors regardless of package are responsible for furniture, internet, electric and other related charges*)
- Partner banner position available in prominent event area (banner to be supplied by sponsor- dimension restrictions to be provided by show management)
- Logo and 150-word company description and contact information in the event app
- Insert of marketing piece or company collateral into attendee tote bags
- Rotating banner ad position on EMS website
- Elevated App Company Listing- ability to include attachments, whitepapers, PDFS or take away's for attendees to download within the app as part of your company listing

### BRAND REACH

- Inclusion as top-line partner sponsor in all applicable advertising, marketing and promotion of Experiential Marketing Summit
- Logo w/link, 150-word description and contact information on event website

### RELATIONSHIP-BUILDING

- VIP guest Invitations: Show management will provide VIP guest invitations for your use to invite 150 customers or prospects at attend EMS as a full conference attendee at a special sponsor provided discounted rate
- 4 full-conference passes
- Additional full conference passes available to company personnel at 25% discount (limit: 6)
- 3 booth staff passes (access to the show floor only)
- Reserved table of 10 at the Ex Awards

### MARKETING AND LEAD GENERATION

- Pre-show and post-show email blast (copy provided by sponsor, blast facilitated by show management)
- Post-show database of attendee names, titles, companies and mailing addresses for one-time mailing (phone, fax and email excluded due to CAN SPAM)

## PRESENTING LEVEL

TURNKEY BOOTH PACKAGE: \$27,500

BRING YOUR OWN EXHIBIT: \$25,500

### SPEED BRIEFING SPONSORSHIP

These "rapid-release" sponsored sessions allow you to present on a topic, a trend, a technology or even on a product or service. As a sponsor, you will present in a session room during a "Speed Briefing" block in the conference and give two consecutive 20-minute overviews of the same topic to two different groups of attendees. This is your opportunity to be on stage and become a part of the content! These sessions will be the only content running during this time period.

- The Speed Briefings will be promoted like all other educational sessions of the event. The Speed Briefings will run concurrently
- Post-show Speed Briefing attendance list with contact of those who came to your sessions
- One on One consultation with EM Editorial to answer any questions you have when creating your content.

### CONFERENCE AND EXHIBITION PRESENCE

- One 10x20 exhibitor space (*with turnkey packages, structure and custom back wall graphics provided by show management; with "bring your own exhibit" packages, your company will handle/bring your own exhibit elements and logistics. Note that all exhibitors regardless of package are responsible for furniture, internet, electric and other related charges*)
- Partner banner position available in prominent event area (banner to be supplied by sponsor-dimension restrictions to be provided by show management)
- Logo and 100-word company description and contact information in the event app
- Insert of marketing piece or company collateral into attendee tote bags
- Elevated App Company Listing- ability to include attachments, whitepapers, PDFS or take away's for attendees to download within the app as part of your company listing

### BRAND REACH

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of Experiential Marketing Summit
- Logo w/link, 100-word description and contact information on Experiential Marketing Summit website

### RELATIONSHIP-BUILDING

- VIP guest Invitations: Show management will provide VIP guest invitations for your use to invite 100 customers or prospects at attend EMS as a full conference attendee at a special sponsor provided discounted rate
- 3 full-conference passes
- Additional full conference passes available to company personnel at 25% discount (limit: 4)

### MARKETING AND LEAD GENERATION

- Pre-show and post-show email blast (copy provided by sponsor, blast facilitated by show management)
- Post-show database of attendee names, titles, companies and mailing addresses for one-time mailing (phone, fax and email excluded due to CAN SPAM regulations)

# Exhibit Packages

## ELITE LEVEL

TURNKEY BOOTH PACKAGE: \$19,000

BRING YOUR OWN EXHIBIT: \$17,995

### CONFERENCE AND EXHIBITION PRESENCE

- One 10x20 exhibitor space (with turnkey packages, structure and custom back wall graphics provided by show management; with "bring your own exhibit" packages, your company will handle/bring your own exhibit elements and logistics. Note that all exhibitors regardless of package are responsible for furniture, internet, electric and other related charges)
- Logo and 75-word company description and contact information in the event app
- Insert of marketing piece or company collateral into attendee tote bags
- Elevated App Company Listing- ability to include attachments, whitepapers, PDFS or take away's for attendees to download within the app as part of your company listing

### BRAND REACH

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of Experiential Marketing Summit
- Logo w/link, 75-word description and contact information on Experiential Marketing Summit website

### RELATIONSHIP-BUILDING

- VIP guest Invitations: Show management will provide VIP guest invitations for your use to invite 75 customers or prospects at attend EMS as a full conference attendee at a special sponsor provided discounted rate
- 3 full-conference passes
- Additional full conference passes available to company personnel at 25% discount (limit: 3)
- 2 booth staff passes (access to show floor only)

### MARKETING AND LEAD GENERATION

- Post-show email blast (copy provided by sponsor, blast facilitated by show management)
- Post-show database of attendee names, titles, companies and mailing addresses for one-time mailing (phone, fax and email excluded due to CAN SPAM regulations)

We have a limited number of 20x20 Island Exhibit Spaces available as part of custom exhibit programs

## PREMIER LEVEL

TURNKEY BOOTH PACKAGE: \$12,495

BRING YOUR OWN EXHIBIT: \$11,495

### CONFERENCE AND EXHIBITION PRESENCE

- One 10x10 exhibitor space (with turnkey packages, structure and custom back wall graphics provided by show management; with "bring your own exhibit" packages, your company will handle/bring your own exhibit elements and logistics. Note that all exhibitors regardless of package are responsible for furniture, internet, electric and other related charges)
- Logo and 50-word company description and contact information in the event app
- Elevated App Company Listing- ability to include attachments, whitepapers, PDFS or take away's for attendees to download within the app as part of your company listing

### BRAND REACH

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of Experiential Marketing Summit
- Logo w/link, 50-word description and contact information on Experiential Marketing Summit website

### RELATIONSHIP-BUILDING

- VIP guest Invitations: Show management will provide VIP guest invitations for your use to invite 50 customers or prospects at attend EMS as a full conference attendee at a special sponsor provided discounted rate
- 2 full-conference passes
- Additional full conference passes available to company personnel at 25% discount (limit: 3)
- 2 booth staff passes (access to show floor only)

### MARKETING AND LEAD GENERATION

- Post-show email blast (copy provided by sponsor, blast facilitated by show management)
- Post-show database of attendee names, titles, companies and mailing addresses for one-time mailing (phone, fax and email excluded due to CAN SPAM regulations)

## PATRON LEVEL

TURNKEY BOOTH PACKAGE: \$6,995

BRING YOUR OWN EXHIBIT: \$5,995

### CONFERENCE AND EXHIBITION PRESENCE

- One 10x10 exhibitor space (with turnkey packages, structure and custom back wall graphics provided by show management; with "bring your own exhibit" packages, your company will handle/bring your own exhibit elements and logistics. Note that all exhibitors regardless of package are responsible for furniture, internet, electric and other related charges)
- Logo and 30-word company description and contact information in the event app

### BRAND REACH

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of Experiential Marketing Summit
- Logo w/link, 30-word description and contact information on Experiential Marketing Summit website

### RELATIONSHIP-BUILDING

- VIP guest Invitations: Show management will provide VIP guest invitations for your use to invite 30 customers or prospects at attend EMS as a full conference attendee at a special sponsor provided discounted rate
- 1 full-conference pass
- Additional full conference passes available to company personnel at 25% discount (limit: 2)
- 1 booth staff pass (access to show floor only)

# Sponsorship Programs

## NETWORKING RECEPTION SPONSOR

\$10,000

Company will be the sponsor of one of the Networking Receptions located in the Exhibit Hall. Branded décor during the Reception will include:

### CONFERENCE PRESENCE

- Custom napkins branded with sponsor's logo to be used for passed food
- Ability to have company literature or promotional item displayed during the sponsorship (subject to approval by Event Marketer magazine)
- Placards with company branding

### RELATIONSHIP-BUILDING

- 1 full-conference pass
- Logo and 50-word company description and contact information in the event app, and on the event website
- Inclusion as a sponsor in all applicable advertising, marketing and promotion of Experiential Marketing Summit
- Post-show email blast (copy provided by sponsor, blast facilitated by show management)

## NETWORKING LUNCH

\$6,500

Company will be the sponsor of one of the Networking Lunches at the event. Branded décor during the Lunch will include:

### CONFERENCE PRESENCE

- Custom napkins branded with sponsor's logo
- Ability to have company literature or promotional item displayed during the sponsorship (subject to approval by Event Marketer magazine)
- Placards with company branding

### RELATIONSHIP-BUILDING

- 1 full-conference pass
- Logo and 30-word company description and contact information in the event app, and on the event website
- Inclusion as a sponsor in all applicable advertising, marketing and promotion of Experiential Marketing Summit

## MOBILE MARKETING VEHICLES AT EMS

Each year we are delighted to feature vehicles on the show floor as part of sponsorships at the Experiential Marketing Summit. If you would like to create a custom program and bring your vehicle to this year's event please let us know. All vehicles must be smaller than 200" long x 108" wide (please note this would include mirrors, etc—no more than a total of 108" wide) x 132" high and will need approval by the venue prior to signing. Vehicles will be subject to additional regulations and charges from the venue and show decorator above the sponsorship cost.

## REFRESHMENT BREAKS

\$12,000

### PROGRAM PARTICIPATION

Sponsor all of the refreshment breaks in the exhibit hall for the duration of EMS. Maximize your branding and company awareness while networking with attendees on the show floor.

- Logo and 30-word company description and contact information in the event app, and on the event website
- Branded décor during the break, including:
  - Custom napkins branded with sponsor's logo
  - Distribution of literature or promotional item during break (subject to approval by Event Marketer magazine)
- Placards w/ company branding on food and beverage locations

## FURNISHINGS AND DECOR SPONSORSHIPS

\$15,000+

As the world's largest event for experiential marketing, we want to create an experience for the attendees and think outside the box. If you would like to work in conjunction with show management to transform a zone, track room, or space at this year's Experiential Marketing Summit now's your chance. Create a "Experiential" space for attendees all the while showcasing your expertise. Each integration activation is custom designed by us and you—after all, it is a partnership. Let us know if there's interest.

# Sponsorship Programs

## KEYNOTE SPONSORSHIP \$25,000

- Company will be the official sponsor of one of the Keynotes
- Sponsor will be able to do a 1 minute brief introduction/welcome remarks prior to the Keynote, to be presented by a senior executive of the company
- Ability to play a 90 second company sizzle reel prior to the start of Keynote
- Ability to have company collateral displayed during the Keynote event
- Company Branding will be included with all mention of the designated Keynote

## CONFERENCE PRESENCE

- Logo and 100-word company description and contact information in the event app
- Insert of marketing piece or company collateral into attendee tote bags
- Rotating banner ad position on EMS website
- Elevated App Company Listing- ability to include attachments, whitepapers, PDFS or take away's for attendees to download within the app as part of your company listing

## BRAND REACH

- Inclusion as sponsor in all applicable advertising, marketing and promotion of Experiential Marketing Summit
- Logo w/link, 100-word description and contact information on event website
- VIP guest Invitations: Show management will provide VIP guest invitations for your use to invite 100 customers or prospects at attend EMS as a full conference attendee at a special sponsor provided discounted rate
- 4 full-conference passes
- Additional full conference passes available to company personnel at 25% discount (limit: 3)

## MARKETING AND LEAD GENERATION

- Pre-show and post-show email blast (copy provided by sponsor, blast facilitated by show management)
- Post-show database of attendee names, titles, companies and mailing addresses for one-time mailing (phone, fax and email excluded due to CAN SPAM)

## TRACK SPONSORSHIP \$15,000

- Company will be the official sponsor of one of the Track programs within the event
- Sponsor will be able to do a brief 1 minute introduction/welcome remarks prior to the start of the opening session within that track each day
- Ability to have company collateral displayed within the Track room
- Company Branding will be included with all mention of the designated Track
- Logo and 50-word company description and contact information in the event app
- Insert of marketing piece or company collateral into attendee tote bags
- Elevated App Company Listing- ability to include attachments, whitepapers, PDFS or take away's for attendees to download within the app as part of your company listing

## BRAND REACH

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of Experiential Marketing Summit
- Logo w/link, 50-word description and contact information on Experiential Marketing Summit website

## RELATIONSHIP-BUILDING

- VIP guest Invitations: Show management will provide VIP guest invitations for your use to invite 50 customers or prospects at attend EMS as a full conference attendee at a special sponsor provided discounted rate
- 2 full-conference passes
- Additional full conference passes available to company personnel at 25% discount (limit: 2)

## MARKETING AND LEAD GENERATION

- Post-show email blast (copy provided by sponsor, blast facilitated by show management)
- Post-show database of attendee names, titles, companies and mailing addresses for one-time mailing (phone, fax and email excluded due to CAN SPAM regulations)

## MASTER CLASS EDUCATIONAL SPONSORSHIP \$9,500

If you want to attach your brand to “innovation” and “emerging trends,” sponsoring our Master Classes is a wonderful option for your EMS activation.

- Sponsor both of the designated Master Classes during EMS
- Opportunity for a senior member of the company to provide 1 minute welcome and introductory remarks prior to the start of the Master Classes
- Ability to have collateral available to attendees during the class on a table near the entry or within the room
- 50-word Company description, logo, and contact listing on the event website and in the event App
- 2 full conference passes
- Post show attendee mailing list (name, title, company, address provided- phone, fax and email excluded due to CAN SPAM)

## HALF-DAY BOOT CAMP SPONSORSHIP \$12,500

The longest sessions at the Summit can be powered by you! Each year we kick off EMS with half-day boot camps on a variety of subjects. These three-hour intensives feature expert speakers and topics.

- You will be the Sponsor of all three boot camps
- Opportunity for a senior member of the company to provide 1 minute welcome and introductory remarks prior to the start of the boot camp
- Ability to have collateral available to attendees during the class on a table near the entry or within the room
- 50-word company description, logo, and contact listing on the event website and in the event app
- 2 full conference passes
- Post show attendee mailing list (name, title, company, address provided- phone, fax and email excluded due to CAN SPAM)

# Premium Sponsorships and Add-ons

## TOTE BAG

\$10,000

Exclusive branding of the event tote bag distributed to all attendees at registration. Your 1-color company logo will be featured on the exterior of the event tote bag

### CONFERENCE AND EXHIBITION PRESENCE

- Insert of marketing piece into attendee tote bags
- Logo and 50-word company description and contact information in the event app and on the event website

### BRAND REACH

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of Experiential Marketing Summit

### RELATIONSHIP-BUILDING

- 1 full-conference pass
- Additional full conference passes available to company personnel at 25% discount (limit: 3)
- Post-show database of attendee names, titles, companies and mailing addresses for one-time mailing (phone, fax and email excluded due to CAN SPAM regulations)

## PEN & PAD

\$4,000

Exclusive branding of the event pens and notepads.

### CONFERENCE AND EXHIBITION PRESENCE

- Exclusive branding of the event stationery (provided by sponsor) distributed in general session and (if applicable) all workshops, track sessions, etc.
- Exclusive branding of the event pen (provided by Event Marketer)
- Insert of marketing piece into each tote bag distributed to all attendees

## WATER BOTTLE & WATER STATION SPONSOR

\$6,000

Exclusive sponsor of Experiential Marketing Summit Sports bottle

### CONFERENCE AND EXHIBITION PRESENCE

- One color sponsor logo branded on the re-useable sportstyle water bottle provided to all attendees at registration
- Attendees are encouraged to use the water bottle throughout event and refill at designated water stations that will be located throughout venue

### RELATIONSHIP-BUILDING

- One full-conference pass

## ROOM DROP

\$2,500\*

The ability to have a company gift, promotional item, or informational piece distributed by the hotel to any or all of those attendees staying within the event room block

- Show Management will provide a list of all attendees within the room block for you to review

### RELATIONSHIP-BUILDING

- Post-show email blast
- Logo and 30-word company description and contact information in the event app and on the event website
- Inclusion as a sponsor in all applicable advertising, marketing and promotion of Experiential Marketing Summit

\*Plus additional hotel fee per room for delivery. To be paid to the host hotel

## EVENT EMAIL BLASTS

PRE-SHOW EMAIL BLAST: \$1,500

POST SHOW EMAIL BLAST: \$1,000

- Sponsor copy facilitated by show management on your behalf.
- email blasts may only be added to existing sponsor or exhibit packages and not purchased separately.

## TOTE BAG INSERT

\$1,250

- Ability to provide a promotional piece or handout to be included in the event tote bag distributed to all attendees. Sponsoring company provides item and is responsible for all costs.
- Tote Inserts may only be added to existing sponsor or exhibit packages and not purchased separately.



# Ex Awards Sponsorships

The Ex Awards are the event industry's highest honors. Join hundreds of the world's most powerful event professionals to celebrate the best of the best. Make sure you don't miss the opportunity to be part of the industry's most celebrated night of the year!

## EX AWARDS GALA

(MULTIPLE SPONSORSHIP POSITIONS WITH CATEGORY EXCLUSIVITY)

\$15,000

### CONFERENCE AND EXHIBITION PRESENCE

- Ability to be incorporated into the program through welcome remarks or special feature at the gala (subject to approval by Event Marketer magazine)
- Signage promoting the sponsorship
- Custom napkins during the reception with company logo
- Placards featuring the sponsor logo
- Sponsor may have informational material or item placed on chairs at the gala

### RELATIONSHIP-BUILDING

- 2 tickets to the Ex Awards
- 2 full conference passes
- Additional full conference passes available to company personnel at 25% discount (limit: 3)
- Logo and 50-word company description and contact information in the event app

### BRAND REACH

- Inclusion as sponsor in some advertising, marketing and promotion of Experiential Marketing Summit and Ex Awards
- Logo w/link, 50-word description and contact information on Experiential Marketing Summit website

### MARKETING AND LEAD GENERATION

- Post-show email blast (copy provided by sponsor, blast facilitated by show management)
- Post-show database of attendee names, titles, companies and mailing addresses for one-time mailing (phone, fax and email excluded due to CAN SPAM regulations)

## EX AWARDS GALA POST PARTY

(MULTIPLE SPONSORSHIP POSITIONS WITH CATEGORY EXCLUSIVITY)

\$15,000

Company will be sponsor of the Ex Post-Show Dessert Reception

### CONFERENCE AND EXHIBITION PRESENCE

- Custom napkins with company logo
- Sponsor may have informational material placed at all food & beverage stations
- Acknowledgement and logo in Ex Award program

### RELATIONSHIP-BUILDING

- 2 tickets to the Ex Awards
- 2 full conference passes
- Additional full conference passes available to company personnel at 25% discount (limit: 3)
- Logo and 50-word company description and contact information in the event app

### BRAND REACH

- Inclusion as sponsor in some advertising, marketing and promotion of Experiential Marketing Summit and Ex Awards
- Logo w/link, 50-word description and contact information on Experiential Marketing Summit website

### MARKETING AND LEAD GENERATION

- Post-show email blast to award attendees (copy provided by sponsor, blast facilitated by show management)
- Post-show database of award attendee names, titles, companies and mailing addresses for one-time mailing (phone, fax and email excluded due to CAN SPAM regulations)

# Sponsorship & Exhibition Agreement

**EXPERIENTIAL  
MARKETING  
SUMMIT 2017**

PLEASE COMPLETE ALL FIELDS

**For information and availability, or to send completed forms, please contact:** Anna Lawler  
Director, Sponsorship & Exhibit Sales  
p. 203-852-5681  
f. 203-549-0779  
alawler@eventmarketer.com

## I. COMPANY INFORMATION

Company Name \_\_\_\_\_  
Street \_\_\_\_\_ Suite \_\_\_\_\_  
City \_\_\_\_\_  
State/Province \_\_\_\_\_  
Country \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
Telephone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_  
Key Contact Name \_\_\_\_\_  
Title \_\_\_\_\_  
Email \_\_\_\_\_  
Web address \_\_\_\_\_

## II. SPONSORSHIP AND EXHIBIT PACKAGES

### EXHIBIT OPTION

- EMS turnkey exhibit package
- You will bring your own booth to EMS

### PACKAGES

- Partner Package
- Presenting Package
- Elite Package
- Premiere Package
- Patron Package

### PREMIUMS

- Tote Bag Package
- Pen & Pad Package
- Water Bottle & Water Station Package
- Room Drop Package

### ADD-ON

- Master Class Educational Sponsorship
- Half-Day Boot Camp Sponsorships
- Pre Show Email Blast
- Post Show Email Blast
- Tote Bag Insert
- Track
- Keynote
- Furnishings & Decor
- Vehicle Sponsorship

### FOOD & BEVERAGE

- Networking Reception Package
- Networking Lunch
- Refreshment Break

### EX AWARDS

- Ex Awards Gala Package
- Ex Awards Post-Party Package

**2017 EMS CONTRACT  
TOTAL \$** \_\_\_\_\_

## III. PAYMENT INFORMATION

Check # \_\_\_\_\_ enclosed. Payable in U.S. funds to "Access Intelligence" \*Charges will appear as "Access Intelligence" on your credit card statement. MAIL TO: Access Intelligence, Experiential Marketing Summit, P.O. Box 9187, Gaithersburg, MD 20898-9187

Credit card     Amex     Mastercard     Visa     Invoice Me    Total Amount: \$ \_\_\_\_\_

Credit Card number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_ Authorized signature \_\_\_\_\_

Billing (if different from above) \_\_\_\_\_ Street \_\_\_\_\_ Suite \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Country \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

## IV. TERMS

**Please read the Contract Terms and Conditions (on Reverse). Cancellation/Reduction in space policy—see #7.**

**• 50% Deposit due 30 days after signing/invoice received • 50% Balance due by March 1, 2017**

Acceptance of this application by Access Intelligence constitutes a contract. After March 1, total payment must accompany all contracts submitted. Applicant agrees to abide by the Contract Terms and Conditions for The 2017 Experiential Marketing Summit.

Name (please print) \_\_\_\_\_ Title \_\_\_\_\_  
Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

CONTRACT RECEIVED BY SHOW  
MANAGEMENT ON \_\_\_\_\_  
TIME RECEIVED \_\_\_\_\_

FAX SIGNED SPONSORSHIP/EXHIBITION AGREEMENT TO ANNA LAWLER AT 203-549-0779

eventmarketer

#### TERMS AND CONDITIONS

1. **Contract for Space:** The contract for space, the formal notification of space assignment and full payment of fees together constitute a contract between the exhibiting organization, hereinafter known as the Exhibitor, and Access Intelligence, hereinafter known as Show Management, for the right to use space for the Show. The contract is based upon the plan of exhibit rates shown thereon and general information contained in the exposition prospectus and sales kit, all of which are to be considered along with details on all pages of this form as part of the contract.

All measurements shown on the floor plan are approximate and Show Management reserves the right to make such modifications as may be deemed to be necessary, making equitable adjustment with any exhibitor or exhibitors thereby affected. Show Management also reserves the right to adjust the floor plan to meet the needs of the exposition.

2. **Installation and Dismantling of Exhibits:** Delivery of freight, installation of exhibits and completion of erection of exhibits will take place on the dates hereinafter shown. The exhibits must be ready for inspection no later than the time specified of the first show day. Should an exhibit not be set by the specified time of the first show day, Show Management reserves the right to have the Official Exhibit Services Contractor install the exhibit or remove unopened freight at the expense of the exhibitor. Dismantling may not begin until the close of the exposition on the final show day.

Goods and materials used in any display shall not be removed from the exhibit hall until the exposition has officially been closed. Any exception to this rule must have the written approval of Show Management. Dismantling must be completed and all exhibit materials removed by the final move out date and hour shown. (NOTE: Exhibitors are advised to remove small, portable items immediately upon conclusion of the exposition).

3. **Storage—Boxes and Packing Crates:** Exhibitors will not be permitted to store boxes or packing crates in or behind exhibit booths. Prior to the start of the first show day, all boxes and crates will be placed in storage provided they are properly labeled for storage. Those not so labeled will be removed and destroyed as refuse. (NOTE: Storage labels will be provided at the Official Exhibit Services Contractor's Desk).

4. **Minors and Children:** Persons under 18 years of age will not be permitted in the exhibit area.

5. **Floor Plan:** The floor plan for this exhibit will be maintained as originally presented wherever possible. However, Show Management reserves the unqualified right to modify said plan to the extent necessary for the best interests of the exhibit, the exhibitors, and the industry.

6. **Applications for Space—Conditions:** Reservations must be made on the attached form which must contain complete information. Show Management reserves the right to reject applications for space.

It is the policy of Access Intelligence to limit the use of exhibit spaces to firms whose products or services contribute to the purposes of the Show. NO CASH SALES WILL BE PERMITTED.

7. **Payment Schedule/Cancellation or Reduction of Space:** The payment schedule is listed on the face of the contract. Cancellation of this contract or reduction of space must be in writing, and by mutual consent of the applicant and Management, except that Management may unilaterally cancel this contract for non-payment of any balance due by the date specified. If cancellation or reduction of space is agreed to, applicant will be liable for payment based on the following schedule: 50% Deposit due 30 days after first invoice received, balance due by 3/1/17.

8. **Space Assignment:** Show Management has the unqualified right to reassign space for the best interest of the exposition. Exhibitors must rent sufficient space to contain their exhibit completely within the confines of booth lines. Equipment may not extend into the aisles, over the aisles, or across the exhibitor's purchased booth line. Heights and Depths addressed in the Exhibitor Kit must be observed.

Wait List: Exhibitors have an opportunity to be placed on a Wait List for an alternative location on the show floor upon request. Exhibitors must have space reserved and appropriate payment received to be moved per the Wait List request (see Section 7. Payment Schedule/Cancellation or Reduction of Space).

9. **Sharing/Subletting Space:** No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted, or have representatives, equipment, or materials from other than their own firm in the said space. Show Management policy prohibits subcontracting of exhibit space. Should an exhibitor decide to cancel, exhibit space reverts back to Show Management.

10. **Exhibitor Personnel:** Each exhibitor will furnish Show Management, in advance, the names of those persons who will staff the booth on the Exhibitor Personnel Form furnished by the Show in the Exhibitor Service Manual. In the event earlier admission is required, special permission must be obtained from Show Management.

Exhibitor's representatives manning the exhibit will be owners, employees or agents of exhibiting companies, and such representatives will wear proper badge identification furnished by the exposition. Such badges will be supplied upon presentation of the list of personnel by the exhibitor or by application made at the Exhibitors' Registration Desk. Each exhibitor will provide the name of the representative (including hotel or local phone number) who has primary responsibility on the floor for the exhibitor's display, and who is authorized to make decisions for the exhibitor as requested by Show Management on-site or in the case of an emergency.

(Note: Supplying Exhibitor personnel badges to current or prospective customers by exhibitors is expressly forbidden. If such use of exhibitors' badges is made and this is recognized, individuals wearing said badges will be removed from the premises and badges will be confiscated. The Exhibitor personnel registration is to be used solely for employees or agents of the Exhibitor).

11. **Displays and Construction:** Dependent on package selection by the exhibiting company on the aforementioned contract, exhibitors may either bring their own structure or utilize the one provided by show management. If Exhibitors select to bring their own structure it must adhere to IAEE guidelines. All Exhibitors must remain within the confines of the space, and cannot block the line of site to others.

12. **Contractors Services:** All services, such as furniture, carpeting, labor, cleaning, storage of boxes

and crates, shipping and other special services must be arranged through the Official Exhibit Services Contractor. An Exhibitor Service Manual will be provided with proper forms for ordering such services. Forms should be carefully prepared and returned by the deadlines noted to avoid late charges.

Independent Contractors: Notification to use an independent contractor to install/dismantle exhibits must be received forty-five (45) days prior to the first day of the show. If an exhibitor elects to use any contractor other than the official contractors designated by show management, show management is not in a position to intercede in disputes on behalf of the exhibitor. See rules in Exhibitor Service Manual for other requirements. Notification to use independent contractor(s) must go to both show management and the Official Exhibit Services Contractor.

13. **Character of Exhibits:** It is the desire of Show Management that each exhibitor design and create an exhibit of an attractive nature which will enhance the overall appearance of the exposition and be a credit to the industry. We request that all exhibitors respect applicable clauses of the American with Disabilities Act.

Show Management reserves the right to approve the character of the display and to prohibit any display which, because of noise or other objectionable features, detracts from the general character of the exposition. Exhibits must be in good taste as determined by Show Management. It is the exhibitors responsibility to create an attractive display area. The exhibitor is required to provide carpet to cover the area contracted, including under carpet equipment.

Any part of an exhibit space which does not compliment the purpose of the exhibition must be corrected at the exhibitor's expense. Show Management reserves the unilateral right to correct any unsightly exhibit and the exhibitor agrees to pay Show Management for expenses incurred in making the necessary alterations.

14. **Gadgets, Gimmicks, Demonstrations, Music and Sound:** Side show tactics, scantily clad individuals or other undignified promotional methods will not be permitted. Exhibitors are asked to observe the "good neighbor" policy at all times. Exhibits should be conducted in a manner not to be objectionable or offensive to neighboring booths. The use of photographers, musicians, entertainers, loud speakers, sound system equipment and noise-making devices are restricted to within the exhibitor's booth. Show Management reserves the right to determine when such items become objectionable.

Show Management requires exhibitors to obtain music licenses through ASCAP and BMI if they intend to use Copyrighted music in their booths. Show Management is not responsible for the music used by exhibitors, and Exhibitor hereby agrees to indemnify, defend and hold harmless Show Management for any and all costs or damages, including attorneys fees, related to any copyright violations that result from Exhibitor's failure to obtain the appropriate license(s).

Balloons, horns, odors, or congestion in Exhibitors' booths are not permitted.

Give-away, demonstrations and/or entertaining the attendees in booths, must be arranged so that attendees coming into the exhibit do not block aisles or overlap into neighboring exhibits.

The operation of equipment indoors will not be permitted on a continuous basis. Operation of equipment may be approved for demonstration purposes for short periods (approximately one to five minutes), provided Show Management is notified in writing (30) days prior to the first day of the show. Booths must be policed by each exhibitor so that disruption or noise level from any demonstration or sound system is kept to a minimum and does not interfere with others. Remember the use of sound systems or equipment producing sound is an exception to the rule, not a right. Show Management reserves the exclusive right to determine at what point a disruption or sound level constitutes interference with other exhibits and must be discontinued.

Exhibitors may be asked to discontinue any demonstrations indoors during show hours if surrounding exhibitors lodge complaints of excessive noise or other disruptions.

Racing lights, flashing lights and strobe lights are considered offensive to neighboring booths and are not permitted unless it is part of the product demonstration.

Exhibitors may take photos or videos of their display, however, they are not permitted to directly take pictures of any other display, or instruct others to take such pictures, without written permission by Show Management and the exhibitor whose display is being photographed.

Exhibitors must respect the privacy of other exhibitors and not intrude or disrupt another exhibitor while they are conducting business on the show floor.

15. **Other Exhibits:** The Exhibitor agrees that neither they, their agents nor their distributors will distribute publications or conduct any other display or exhibit any equipment bearing their trademark within a three mile radius of the exposition covered by this contract or its officially designated hotel properties during the dates of said exposition. This limitation does not apply to participation in other trade association exhibitions which may coincidentally be ongoing in the same city, or to exhibitor's regular place of business or show room. Violation of this provision by an exhibitor will constitute a breach of the contract and Show Management may, in its sole discretion, cancel this contract and exhibitor will remove their display and any equipment contained in the exhibit hall and forfeit all payments to Access Intelligence pursuant to this contract.

16. **Soliciting – Access to Lists, Samples & Prizes:** No exhibiting firm, organization or trade publication, regardless of its product or service, is permitted to sell product off the show floor. No exhibiting firm, organization or trade publication, regardless of its product or service, is permitted to engage in direct selling in the exhibit hall area. No soliciting of registrants shall be permitted in the aisles or in other exhibitors' booths. Samples, catalogues, pamphlets, publications, souvenirs, etc., may be distributed by exhibitors and their representatives (including hosts and hostesses) only within their own booths. No exhibitor will be permitted to conduct any prize drawings, awards for signing of names and addresses, etc., without prior written approval of Show Management. Signs showing the price of it must not be displayed. Access Intelligence reserves the right to limit access to attendee, exhibitor and any other list or information gathered by Access Intelligence, or its contractors.

Exhibitors that publish industry publications may distribute their publications outside their booths only to the other exhibitors and only during show hours. Show sponsors that produce industry publications may distribute their publications to exhibitors at times designated by show management.

17. **Flammable Materials:** Flammable fluids, substances, or material of any nature are prohibited in the booth and in the storage area behind the booth. All decorative materials must be flame-proofed before being taken into the exhibit hall, and must comply with local fire regulations. Transferring of flammable liquids while in the exhibit hall is expressly prohibited. Electrical

equipment and wiring must meet all safety codes.

18. **Beverages and Foods:** Food and/or beverages may be supplied by the exhibitor, with the prior written consent of Show Management and the Facility. Note: Corkage fees to the Facility may be required.

19. **Liability:** Neither Show Management, the official service contractors, exhibit hall management, Access Intelligence's security service, nor any of the officers or employees of the above will be responsible for the safety of property of exhibitors from theft, strikes, damage by fire, water, storm or vandalism or other causes. Show Management will take reasonable precautions through the employment of security personnel to protect exhibits from such loss.

All property of the exhibitor is understood to remain in the exhibitor's custody and control in transit to or from or within the confines of the exhibit hall and subject to the rules and regulations for the exposition.

Note: Exhibitors are to carry insurance to cover exhibit materials against damage and loss and public liability insurance against injury to the person and property of others. By executing the Contract for Exhibit Space, Exhibitor warrants that there is in effect said insurance policy covering the Exhibitor, with coverage remaining current through Exhibitor's occupancy of the Show and the host facility.

Exhibitor must comply with all federal, state, local and exposition facilities' safety regulations. Corrections will be made at Exhibitor's expense. If corrections cannot be made, exhibit shall be removed at Exhibitor's cost, with no liability accruing to Show Management. Under no circumstances may the weight of any exhibit material exceed the specified maximum floor load of the exhibit hall. Exhibitor accepts full and sole responsibility for any injury or damage to persons or property resulting from failure to distribute the placement of his exhibit material to conform with the floor loading specifications.

Indemnity: Exhibitor agrees to indemnify, defend, and hold harmless Show Management, its officers, employees, and agents from and against any and all third party claims and other liabilities (including reasonable attorney's fees) that are caused by, arise from, or grow out of the negligent acts or omissions of the Exhibitor, its agents, officers, employees, representatives, servants, invitees, patrons, or guests.

The exhibitor is charged with knowledge of all local laws, ordinances and regulations pertaining to business licenses, health, fire prevention and public safety affecting his participation in the exposition. Compliance with such laws is mandatory for all exhibitors and is the sole responsibility of the exhibitor. If unusual equipment is to be installed, the exhibitor must communicate with Show Management for information concerning the facility or applicable regulations.

Show Management will not be liable for the fulfillment of this contract as to the delivery of space if non-delivery is due to any of the following causes: By reason of the building being destroyed or substantially damaged by fire; act of God; public enemy; strikes; authority of law; or any other cause beyond the control of Show Management. In the event of not being able to hold the exposition for any of these reasons, Show Management will refund to each exhibitor the amount they paid for their space less a prorated share of all the expenses incurred for the exposition up to the date of required cancellation.

20. **Damage:** Exhibitors will be liable for any damage caused by fastening fixtures to the floors, walls, columns or ceilings of the exhibit building and for any damage to equipment furnished by Show Management or service suppliers designated by them.

21. **Violation:** The interpretation and application of these rules and regulations are the responsibility of Show Management. Any violation by the exhibitor of any of the terms or conditions herein shall subject exhibitor to cancellation of its contract to occupy booth space and to forfeiture of any monies paid on account thereof. Upon written notice of such cancellation, Show Management shall have the right to take possession of the exhibitor's space, remove all persons and properties of the exhibitor and hold the exhibitor accountable for all risks and expenses incurred in such removal.

22. **Social Functions/Special Events:** Any social function or special event during the Show in the host city, is reserved for exhibiting companies and must be approved by Show Management.

23. **Show Rules:** In the event that unforeseen events make it necessary, Show Management will have the right to amend these rules and regulations or make additions thereto, and all such amendments or additions shall be made known promptly to each exhibitor. Show rules are promulgated separately and are tailored to the individual exhibit hall.

24. **Good Standing with Sponsor Publications:** If exhibitor is also an advertiser with Event Marketer magazine, the presenting publication of the show, their advertising account balance must be current or within 30 days of billing date to retain their booth.

## ACCEPTED:

\_\_\_\_\_  
Name (please print):

\_\_\_\_\_  
Title:

\_\_\_\_\_  
Authorized Signature:

\_\_\_\_\_  
Date: