ACUTA

# Why Should You Be an ACUTA Event Sponsor in 2011?

- Visibility
- Brand Awareness
- Market Exposure
- Targeted Leads
- Networking

"

One of the most important aspects of ACUTA events is the vendor participation. The vendors who are in the exhibit hall are the ones I look to first for information, products and services. I am especially appreciative of those vendors who sponsor events, meals, portfolios, badges, etc. Their participation is invaluable!

—George Denbow
The University of Texas at Austin

# Benefits for All Sponsors

- Sponsors who exhibit receive a sponsorship-acknowledgment sign for their booth
- Sponsors are recognized in one eNews for the participation over the entire year.
- Sponsors may place company/product brochures in attendee portfolios
- Sponsors receive written acknowledgement in seminar/conference brochure
- Sponsors may request pre-registered attendee lists 30 days prior to seminar/conference
- Sponsors may place banner(s) with company name/logo (Sponsorships containing Entertainment and/or Food Service only)
- Company contact is included in the seminar/conference attendee list
- Listing on ACUTA Web meeting page with FREE hot link
- On-site registrant list provided after seminar/conference
- General audience acknowledgement/thanks by Association official
- Sponsor will be acknowledged with prominent signage at the event
- Sponsor ribbons provided for personnel at seminar/conference
- Sponsors acknowledged on Power-Point display at General Sessions (Conference only)
- Sponsor logos are displayed on the entrance unit to the exhibit hall (Conference only)

# Sponsorship Descriptions

### Sunday Opening Reception

- Sponsors listed on sign placed at the entrance to the Exhibit Hall
- Special signage at food areas listing sponsors' names and booth numbers
- Limited to just 10 companies at conference, 5 at seminars

### Monday Night Event (Seminars only)

- Sponsors listed on sign at the event
- Sponsors thanked by President at the event
- One free ticket to Monday night event
- Limited to just 5 companies

### First-Time Attendees' Orientation

- Sponsor personnel may greet arriving attendees
- Sponsor may provide company logo mugs, cups, stirrers, and/or napkins
- Sponsor may provide literature to be placed on a designated table
- Sponsor may deliver 2-3 minute talk with introduction by ACUTA official
- Complimentary attendance for company personnel at sponsored event (limit 5)

### Event Materials

Sponsor name/logo placed on item sponsored.

- Seminar handout covers
- Conference handout website
- Registration portfolios
- Meeting note pads
- Souvenir meeting pins
- Badge holders
- Meeting pens
- Conference-at-a-Glance

### Internet Cafe

- Sponsor may provide banner(s) to be hung on drape
- Sponsor may provide mousepads to be used at terminals
- Sponsor's webpage will be marked as homepage
- Sponsor receives one free full registration at seminars, two at conference

### Meals (Breakfast and Lunch)

- Sponsor may greet arriving attendees
- Sponsor may deliver 2-3 minute talk with introduction by ACUTA Official
- Sponsor may conduct drawing for Sponsor-provided gift
- Sponsor may provide table centerpiece/place-setting giveaway
- Sponsor may provide literature/giveaways to be placed on a designated table
- Sponsor receives 1 full registration and a pass for one rep to attend sponsored meal. Co-sponsor receives 1 one-day registration for the day their meal is sponsored plus pass for one rep to meal.

### Coffee Breaks

- Sponsor may provide company logo mugs, cups, stirrers, and/or napkins
- Sponsor may provide literature to be placed on a designated table
- Exhibit Doorprize Drawings held near sponsor's booth (if applicable) Note: Monday & Tuesday coffee breaks only

### Hospitality Suites

- Sponsor personnel may greet arriving attendees
- Bartenders may be provided with sponsor hats or pins during bar service
- Sponsor may provide company logo mugs, cups, stirrers, and/or napkins
- Sponsor may provide literature to be placed on a designated table
- Sponsor may deliver 2-3 minute talk with introduction by ACUTA official at the first available un-sponsored meal following the sponsored suite
- Complimentary attendance for company personnel at sponsored event (limit 5)

### Conference Opening Entertainment

- Complimentary attendance for company personnel at keynote session (limit 5)
- Sponsor participation will vary depending on the nature of the event

### Conference Keynote /General Sessions

- Sponsor personnel may greet arriving attendees
- After being introduced by an ACUTA official, sponsor representative will introduce the speaker
- Sponsor may provide literature to be placed at designated table
- Sponsor receives 1 full registration and 1 one-day registration for the day of sponsorship. Co-sponsor receives 1 full registration.

### Conference Banquet Reception

- Sponsor may deliver 2-3 minute talk with introduction by ACUTA Official
- Sponsor participation determined by the nature of the event

### Conference Banquet

- Sponsors listed on sign placed inside the banquet room
- Sponsors listed on menus presented at each place setting
- Sponsors thanked by President during the banquet
- One free ticket to banquet
- Limited to just 10 companies

> ACUTA sponsorships offer very good visibility among attendees and have PR value as well. Attendees are frequently reminded who the sponsors are and how sponsorships contribute to the conference or seminar experience. It's a win-win situation.
>
> —Mike Grunder
> Vantage Technology Consulting Group

# APPLICATION FOR SPONSORSHIP FOR 2011 EVENTS

| | Annual Conference Orlando, FL • April 3–6 | Winter Seminar Phoenix, AZ • Jan. 9–12 | Summer Seminar Baltimore, MD • July 17–20 | Fall Seminar Boston, MA • Oct. 9–12 |
|---|---|---|---|---|
| | Indicate quantities for these activities | | | |
| General Session | ____ @ $ 7,500 | NA | NA | NA |
| Breakfast[1] | ____ @ $ 4,500[1] | _____ @ $ 1,500[1] | _____ @ $ 1,500[1] | _____ @ $1,500[1] |
| Lunch[1, 2] | ____ @ $ 5,800[1, 2] | _____ @ $ 1,900[1, 2] | _____ @ $ 1,900[1, 2] | _____ @ $1,900[1, 2] |
| Coffee Break[1] | ____ @ $ 1,500[1] | _____ @ $ 750[1] | _____ @ $ 750[1] | _____ @ $ 750[1] |

[1] Call for date-specific availability
[2] NOTE: These events/items may also be co-sponsored if full sponsorship does not fit your budget. Call for details.

| | | | | |
|---|---|---|---|---|
| Sunday Hospitality Suite | ❒ $ 2,950 | ❒ $ 1,250 | ❒ $ 1,250 | ❒ $ 1,250 |
| Internet Cafe | ❒ $ 9,000 | ❒ $ 2,500 | ❒ $ 2,500 | ❒ $ 2,500 |
| Handout Website | ❒ $ 2,000 | ❒ $ 1,000 | ❒ $ 1,000 | ❒ $ 1,000 |
| 1st-Time Attendees Orient. | ❒ $ 1,400 | ❒ $ 650 | ❒ $ 650 | ❒ $ 650 |
| Souvenir Pins (4 events) | ❒ $ 4,600 | (Included) | (Included) | (Included) |
| Portfolios | ❒ $ 8,500 | ~~❒ $ 1,800~~ | ~~❒ $ 1,800~~ | ~~❒ $ 1,800~~ |
| ~~Note Pads (4 events)~~ | ~~❒ $ 3,500~~ | ~~(Included)~~ | ~~(Included)~~ | ~~(Included)~~ |
| ~~Badge Holders (4 events)~~ | ~~❒ $ 4,700~~ | ~~(Included)~~ | ~~(Included)~~ | ~~(Included)~~ |
| ~~Meeting Pens (4 events)~~ | ~~❒ $ 3,200~~ | ~~(Included)~~ | ~~(Included)~~ | ~~(Included)~~ |
| Keynote Session | ❒ $ 10,000 | | | |
| ~~Conference-at-a-Glance~~ | ~~❒ $ 1,500~~ | | | |
| ~~Conference Opening~~ | ~~❒ $ 2,000~~ | | | |
| ~~Banquet Reception~~ | ~~❒ $ 2,000~~ | | | |

## GROUP SPONSORSHIPS

(Limit 10 sponsors per Conference, 5 per Seminar)

Be a contributing sponsor to any of these events.
Call Amy Burton (859/278-3338 x240)
for details about special benefits.

| | Annual Conf. | Winter Seminar | Summer Seminar | Fall Seminar |
|---|---|---|---|---|
| Sunday Reception | $1,000 | $550 | $550 | $550 |
| Monday Night Event | NA | $750 | $750 | $750 |
| Tuesday Banquet | $1,500 | NA | NA | NA |

**1** Mark your choices above.

**2** Read terms and conditions; sign and date below.

❒ "We apply for the sponsorship(s) as indicated, and do hereby agree to all terms and conditions, rules and regulations as explained in this application."

Signature _____

Date _____

Print/Type Name _____

Title _____

Company Name _____

**3** Send application and payment to:

Amy Burton, ACUTA
152 W. Zandale, Ste. 200, Lexington, KY 40503-2486
Phone 859 / 278-3338 • Fax 859 / 278-3268
E-mail: aburton@acuta.org

You will receive a sponsor information kit.

You may access this form online at

www.acuta.org/wcm/acuta/ex-spon/sponsorships11.pdf

### Customer Representative _____

(Will be listed on attendee list)

Title _____

E-mail _____

Address _____

City,State Zip _____

Phone _____ Fax _____

### Company Liaison _____

(Person in charge of sponsorship, to whom instructions should be sent.)

Title _____

E-mail _____

Address _____

City,State Zip _____

Phone _____ Fax _____

### Billing Address

Attention to _____

Address _____

City,State Zip _____

Phone _____ Fax _____

E-mail _____

Credit Card: ❒ Amex ❒ Visa ❒ MasterCard ❒ Discover Exp. date_____

Number _____

Total Amount Charged $ _____ Verif. # _____

Name on card _____

Signature _____

# ACUTA Sponsorship Rules and Regulations

1. Application & Fees

Sponsorship costs are listed in the events checklist within the Call for Exhibitors & Sponsors. A minimum advance payment fee of 50% of the total sponsorship cost must accompany this application. When invoiced, the remaining balance shall be due and paid no later than the date of the event. Letters of agreement received less than 45 days prior to the event must be accompanied by 100% payment of event fees. Sponsors with an outstanding balance due at the time of their assigned event may be prohibited from participation until payment is made. Said prohibition does not constitute cancellation for either party, hence no refund of advance fees. Letters of agreement will be accepted in order of receipt. In the case of conflicting, simultaneous submissions, ACUTA reserves the right to determine the final assignment. If the requested sponsorship is unavailable, the applicant will be advised of alternate selections available. If none of the alternate selections are acceptable to the applicant, the cancellation policy set forth below will apply. If there are no alternate selections of like size and/or cost available, the applicant will receive a full refund (no administrative fees imposed).

2. Cancellation Policy

Cancellation or rescheduling of the event by ACUTA will result in a full refund (no administrative fees imposed) for any fees paid to ACUTA by the sponsor or exhibitor. Cancellation by the sponsor must be received in writing and will result in a refund of received fees based upon the following schedule: Received 60 days or more prior to event start date: full refund*; received 59 to 45 days prior to event start date: 50% Refund*; received 44 days or less prior to event start date: no refund. *There is a non-refundable administrative fee of the greater of $100 or 20% of total sponsorship fees. Sponsors who have not paid but cancel 61 days or more prior to the event start date are responsible only for the administrative fees as noted above; less than 60 days prior to the event start date are liable for 50% of their event fees plus administrative fees; less than 45 days are liable for the full event fee. Any open invoices after a cancellation must be paid in full within 45 days after receipt. Unpaid liabilities will be treated as an outstanding balance due, and the sponsor may not be allowed to participate in future ACUTA events until payment is made. ACUTA reserves the right to resell/reassign sponsorships upon receipt of written cancellation. Letters of agreement not fully paid by the event start date are subject to cancellation and/or re-assignment at ACUTA's discretion, without refund and with liability for the balance due.

3. Liabilities and Restrictions

ACUTA assumes no responsibility or liability for loss or damaged equipment, equipment failure or nondelivery of equipment. Sponsor shall be fully responsible to pay for any and all damages to property owned by ACUTA, the hotel, or its owners or managers, which results from any act or omission of sponsor. Neither ACUTA nor the hotel nor their agents or representatives will be responsible for any injury, loss or damage that may occur to a sponsor or to a sponsor's employees or property from any cause whatsoever. The applicant assumes full responsibility and liability for the actions of its agents, employees or independent contractors, whether acting within or without the scope of their authority and agrees to indemnify, defend and hold harmless ACUTA, the hotel, and its owners, managers, officers, directors, agents, employees, subsidiaries, and affiliates from responsibility or liability resulting directly or indirectly, or jointly, from other causes which arise because of the actions or omissions of its agents, employees or independent contractors, acting within or without the scope of their authority. The applicant agrees to abide by all applicable local ordinances, state and federal laws, hotel regulations, and all valid and legal requirements of the show management company. The applicant further agrees to abide by all ACUTA sponsorship guidelines hereby incorporated in this agreement.

4. Entertainment & Food

Applicant agrees not to sponsor group functions such as sporting events, tours, film showings, speeches or other activities during the convention and exhibition hours that would in any way interfere with delegate attendance at regular ACUTA activities or entice visitors away from the exhibition. The sponsor must clear with ACUTA staff any intended group functions.

5. Sponsorships

Sponsorships will be reserved on a "first-come, first-served" basis, based on the receipt of a properly executed application and advance payment fee from a vendor requesting sponsorship of specific event. Sponsorships will not be advertised in ACUTA printed material unless proper funds are received prior to publication of the material. Sponsorship of an event includes the right to provide material for ACUTA to distribute in registration packets at that specific event. All material to be placed in registration packets must be delivered to the hotel/seminar site no later than the Thursday preceding the Sunday registration for that event. Sponsorships will be listed in the event agenda and will be prominently noted at the event. Sponsors of coffee breaks will be recognized by an ACUTA official at the time of the coffee break but no time will be made available for speaking. Sponsors of all other functions will be given an opportunity to speak during that function or at an appropriate time. The presentation should be brief and not require audio visual equipment. ACUTA will provide a microphone and podium. ACUTA establishes sponsorship rates based upon estimated attendance and the average cost of events. ACUTA does not warrant attendance at a specific event, nor does the Association assume any liability for failure of equipment, delivery, or similar conditions. ACUTA recognizes that on occasion additional vendor representatives may wish to be present during the time frame of their sponsored event, such as a lunch or dinner. An event registration fee is not required for those vendor representatives (limit 5) IF their presence at the ACUTA seminar/conference is limited primarily to the function that the vendor is sponsoring.

## Thanks to Event Sponsors for 2010

(As of 8/19/10)

Aastra
Apogee
Avaya, Inc.
AVST
CEECO
Compco, Inc.
Crown Castle
Juniper Networks
MiCTA
Motorola
NextG Networks
PAETEC
PosTrack Technologies, Inc.
Qwest Communications
ShoreTel, Inc.
Vantage Technology Consulting Group
Verizon
Verizon Wireless
WTC Consulting, Inc.

Add Your Company Name to
This List for 2011!