

SPONSORSHIP & EXHIBITING APPLICATION

OPEN MINDS
163 York Street
Gettysburg, PA 17325-1933
Phone: 717-334-1329
Fax: 717-334-0538



OPEN MINDS

www.openminds.com/executive-education

The 2017 OPEN MINDS Technology & Informatics Institute (November 7-8, 2017)

Day 1 Exhibit Hall Hours: November 7, 2017, 7:00AM – 6:30PM*

Day 2 Exhibit Hall Hours: November 8, 2017, 7:30AM – 1:00PM*

*Exhibit Hall Hours subject to change

We, the undersigned, apply for exhibit space and sponsorship considerations, as requested below, for The 2017 OPEN MINDS Technology & Informatics Institute to be held November 7-8, 2017 in Philadelphia, Pennsylvania

Section 1: Select Core Participation Package

Choose an OPEN MINDS core participation package.

- Knowledge Partner Sponsorship (Speaking Opportunity): **Contact OPEN MINDS For A Custom Agreement**
- Standard Exhibitor Sponsorship Package (10 ft. x 10 ft.): **\$5,000**

Section 2: Package Enhancement (Optional)

- Yes, I would like to enhance my core participation package: **Add \$2,500**
 - Logo inclusion on the institute tote bags distributed to all attendees
 - Logo inclusion on institute floor stickers or directional signage (if available)
 - Logo inclusion on special signage for sponsored networking events
 - Name and logo featured above standard sponsors on event marketing material and on the institute website
 - Half-page advertisement in the institute program guide

Section 3: Upgrade Booth Size

- Upgrade To A Double (10 ft. x 20 ft.): **Add \$5,000**
- Upgrade To A Triple (10 ft. x 30 ft.): **Add \$8,500**
- Upgrade To A Quad (20 ft. x 20 ft.): **Add \$12,000**

Please note, booth location selections are assigned in order based on total sponsorship contribution amount. Each vendor will be contacted prior to the event to select their designated exhibit space.

Section 4: Fee Summary

Core Participation Package \$ _____

Package Enhancement \$ _____

Upgraded Booth Size \$ _____

Total Fees \$ _____

Section 5: Company Information

Designate below the name and address of the person in your organization who is to receive all relevant exhibition materials:

Contact Name & Title

Company Name

Booth Name for Identification Sign

Address

City/State/Zip

Telephone

Fax

Email

Signature

I understand, and agree to abide by the official Terms and Conditions of the OPEN MINDS Technology & Informatics Institute as found on the reverse side of this application.

Section 6: Payment

Check Enclosed Invoice Me

VISA MasterCard AmEx

Account Number

Exp. Date

CVV No.

Signature

Name on Card

The undersigned understands and accepts all terms and hereby applies for exhibit space. Upon official acceptance of the original application, this document constitutes a contract.

Please send completed application with payment to:

Education Events Sponsorships
Email: asterner@openminds.com
OPEN MINDS
163 York Street
Gettysburg, PA 17325-1933



OPEN MINDS

Sponsorship & Exhibiting Application: Terms & Conditions

This signed application confirms that the undersigning organization has agreed to purchase the selected sponsorship activities from *OPEN MINDS*.

- Name and logo on institute marketing materials
- Name, logo, and fifty (50) word description on exhibitor section of institute website
- Ten (10) complimentary registrations to the institute
- Ability to include two (2) marketing materials in attendee tote bags distributed at the institute
- Attendee list with full contact information before and after the institute
- Logo inclusion on the institute tote bags distributed to all attendees (*Enhanced Package Only*)
- Logo inclusion on institute floor stickers or directional signage (*Enhanced Package Only*)
- Logo inclusion on special signage for sponsored networking events (*Enhanced Package Only*)
- Name and logo featured above standard sponsors on event marketing materials and on the institute website (*Enhanced Package Only*)
- Half-page advertisement in the institute program guide (*Enhanced Package Only*)

By signing this application, the undersigning organization and *OPEN MINDS* agree to the following terms and conditions:

The Undersigning Organization agrees to:

- E-mail logo to events@openminds.com upon signing this application; color logo is requested and must be of high resolution (300 dpi or higher) and submitted as EPS, TIFF, or JPEG
- E-mail brief organization description (around 50 words) to events@openminds.com within fifteen (15) days of signing the application
- Submit marketing materials to be placed in attendee tote bags to *OPEN MINDS* forty-five (45) days before the event
- Provide *OPEN MINDS* with the names and contact information for ten (10) complimentary registrants forty-five (45) days before the event
- Provide *OPEN MINDS* with the half-page advertisement to be featured in the event program guide forty-five (45) days before the event (*Enhanced Package Only*)
- Pay any additional costs associated with the exhibit space; this includes but is not limited to electricity, audiovisual equipment, and internet hookup
- Pay any additional fees for actual expenses, plus all applicable state and local taxes, known and unknown.
 - These fees will be billed as they are incurred. Payment of actual expenses is due within thirty (30) days of receipt of an invoice for such services.
- Not tear down exhibit booth prior to closure of exhibit hall or pay a \$1,000 penalty fee

Both parties agree:

- This sponsorship and exhibiting application is an effective agreement upon signing
- Sponsorships are reserved but not confirmed until a signed application and payment is received
- This agreement may not be assigned and will continue in full force and effect, even if either party changes its name
- If the undersigning organization requested an invoice, payment of total exhibiting and advertising fees is due within 30 (thirty) days of receipt of an invoice for such services
 - For all invoice amounts, an interest charge of 2% per month will be charged on the overdue balance

Signature

Date

Print Name