Call for Sponsors and Exhibitors

Conference Dates: November 16-17, 2017
Exhibit Hall Dates: November 16-17, 2017
Location: Hilton Amsterdam - Amsterdam, BG NL

About the Conference
In November 2017 ACMP will produce the second Change Management 2017 – Europe Regional Conference. The conference brings together change management professionals who are interested in learning about best practices in applying different approaches to organizational transition.

The regional conference offers the following:

• Best practices in change management along with the latest trends and techniques
• Ability to share ideas with fellow change management peers as well as make valuable professional connections
• Learn how to advance change management and advance professional development

In 2017 there will be three regional conferences. Any sponsor and/or exhibitor that supports more than one regional conference will receive a 10% discount on all conferences that are supported.

Other regional conferences:
Regional Conference – Canada 2017
Vancouver, Canada | September 14-15, 2017

Regional Conference – USA 2017
Washington, DC | October 5-6, 2017

Background
Launched in 2011, the Association of Change Management Professionals (ACMP) is a leading resource for access to change management education, information and networking. ACMP advances the discipline of change management through a common standard, certification, and hosts the largest education and networking event around the globe for change management professionals.

Attendance
Change Management 2017 – Europe Regional Conference is expecting over 150 attendees. These attendees include:

• Executives and senior leaders involved with organizational change
• Human resources and training professionals
• Project leaders and team members
• Organizational development professionals
• IT managers involved with change initiatives

Sponsors and exhibitors at the conference have the opportunity to connect with change management professionals making an active investment in their career.
**Exhibit Opportunities**

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<th>Tabletop Pricing</th>
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<td><strong>4x6 (24 sqft)</strong> - Tabletop - $2,800</td>
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**Exhibit Amenities**

- Skirted table and one chair
- One free booth personnel badge per booth regardless of size

**Additional Exhibit Services**

Booth services such as electricity and Internet must be purchased separately through the conference decorator (additional information about options and fees is available on the event website in the exhibitor kit). The exhibitor kit will be e-mailed and posted online approximately eight weeks prior to the conference date.

**Exhibitor Booth Staff**

One complimentary booth badge are provided per booth regardless of size. Coupon codes must be used before the online registration cut off date.
- Additional cost for each booth representative over the allotted free badge is $200 (price is subject to change).
- Badge prices are provided for budgetary purposes and the price is not guaranteed as part of this contract. Badge prices are subject to change.
- Exhibitor badges permit access to the exhibit area only.

**Sponsorship Opportunities**

All sponsors will be recognized in the event program guide, listed on the event website, and most will be included in event signage.

**Platinum** - $7,500

* Logo and Platinum Sponsor designation on marketing materials
* Logo included on signage displayed at the event
* Logo and Platinum Sponsorship designation on event website
* Logo on signs displayed on the General Session stage
* 3 Complimentary full conference registrations
* Verbal acknowledgement during the conference of Platinum Sponsorship designation
* 2- table top exhibits
* Literature distribution at registration to all attendees

**Gold** - $6,500

* Logo and Gold Sponsor designation on marketing materials
* Logo included on signage displayed at the event
* Logo and Gold Sponsorship designation on event website
* 2 Complimentary full conference registrations
* Verbal acknowledgement during the event of Gold Sponsorship designation
* 1- table top exhibit
* Literature distribution at registration to all attendees
* One promoted post to all attendees through the mobile app
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<th>Sponsorship Details</th>
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| **Silver - $5,000** | * Logo and Silver Sponsor designation on marketing materials  
* Logo included on signage displayed at the event  
* Logo and Silver Sponsorship designation on event website  
* 1 Complimentary full conference registrations  
* Verbal acknowledgement during the event of Silver Sponsorship designation  
* 1- table top exhibit at Change Management |
| **Patron - $3,500** | * Logo and Patron Sponsor designation on marketing materials  
* Logo included on signage displayed at the event  
* Logo and Patron Sponsorship designation on event website  
* 1- table top exhibit at Change Management |
| **Registration - $3,000** | Exclusive (only 1 available)  
All attendees of the event must register to attend. The sponsor receives recognition on the Change Management registration page on the website as well as onsite at the registration desk. The sponsor will also be recognized on the event website and on signage at the event. |
| **Opening Night Reception - $3,000** | (3 available)  
Sponsor(s) will be recognized on the event website and on signage. |
| **Conference Website* - $2,750** | Exclusive (only 1 available)  
The sponsor will receive their logo on all pages of the regional conference website. Sponsor will also receive their logo on the sponsor page on the website as well as on signage at the conference. |
| **Lunch* - $2,500** | (4 available)  
Sponsorship includes verbal recognition during the lunch, sponsor logo on the event website, and on signage. |
| **Mobile App* - $1,000** | Exclusive (only 1 available)  
The mobile app will be used by the attendees of the conference providing. The sponsor’s logo will appear within the mobile app providing for consistent branding for the sponsor. |
| **Lanyard Sponsorship** | **SOLD** Expressworks International |
| **Pens** | **SOLD** Expressworks International |
| **Flyer distribution* - $400** | Opportunity to provide one-page handout that will be displayed on literature racks throughout the Summit |
| **Poster Session - $0** | Exclusive (only 1 available) |

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**Payment Deadlines**

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**Availability and terms current as of March 1, 2020**
Contacts

Laurie B. Powell, Vice President of Business Development, LPowell@eventPower.com or 703-740-1940.
Colin Byrnes, Account Manager, CByrnes@eventPower.com or 703-740-1945.
Elizabeth Stockton, Account Manager, EStockton@eventPower.com or 703-740-1942.
**Instructions**

Step 1: Mark your selections below under Payment Amount & Method (select exhibit booth space, partnerships and sponsorships).

Step 2: Fax completed form to (703) 740-1940 or email to LPowell@eventPower.com.

Step 3: Register personnel through the conference Website.

Notes: Both numbers are subject to change.

Sponsor instructions are emailed and posted on the event Website. Program guide information will be requested via email.

This Commonwealth of Virginia contract is for exhibit space, sponsorships, and/or advertising as noted below, by and between Direct Marketing Productions, Inc. (doing business as: eventPower), and the Exhibitor named herein. The Exhibitor agrees to comply with all Terms and Conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.

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**Company & Contact Information**

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**Contract Acceptance (signature is required)**

This contract is accepted as binding by the following Exhibitor Representative:

Signature: Printed Name: Date:

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**Invoicing Policy, Payment & Cancellation Terms & Conditions**

**Invoicing:**

Invoices will be sent by email. If you wish to receive a printed copy please check the box below:

- [ ] Please send a printed invoice to our company billing contact (contact 2 above).

**Payment:**

50% payment is due at 180 days prior to the program start date with the remaining 50% due at 90 days prior to the program start date. Companies are 50% liable for contracted funds at 180 days prior to the program and 100% liable for contracted funds at 90 days prior to the program.

**Cancellation:**

Cancellations must be received by email from a representative of the company signing this contract and confirmed as accepted by email from eventPower. Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start date will be 50% liable for contracted funds. Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds.

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**Payment Amount & Method**

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<th>Partnership Package:</th>
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<th>Booth Selection: 1st choice: 2nd choice: 3rd choice: (both numbers are subject to change)</th>
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<th>Total Contracted Amount:</th>
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**Payment Method:**

- [ ] Check
- [ ] Credit Card
- [ ] Wire Transfer

A confirmation email will be sent with an invoice attachment. A link to a secure online credit card payment portal will be provided at the bottom of the invoice.

- Payable to: eventPower
  Mail to: eventPower, Accounts Receivables, 5205 Woodleaf Court, Centreville, VA 20120

- W-9 Form: To obtain eventPower's W9 form visit www.eventPower.com/w9

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**Send Check Payments To:**

Payable to: eventPower
Accounts Receivables
5205 Woodleaf Court
Centreville, VA 20120

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**Event Production Company/Merchant Contact Information:**

Direct Marketing Productions, Inc.
DBA: eventPower
5205 Woodleaf Court
Centreville, VA 20120

Laurie Powell, Director of Sales
Telephone: (703) 740-1940
Fax: (703) 740-1940
Email: LPowell@eventPower.com
Website: www.eventPower.com
Contract
This Commonwealth of Virginia Contract is for exhibit space, sponsorships, and/or advertising as noted below, by and between Direct Marketing Productions, Inc. (Doing Business As: eventPower), and the exhibitor named herein. The exhibitor agrees to comply with all terms and conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.

Payment and Liability Schedule
- 50% liable and 50% payment due 180 days prior to the first day of the conference.
- 100% liable and 100% payment due 90 days prior to the first day of the conference.
- If contract is received after payment due dates, the exhibitor agrees to pay the amount due within 15 days of submitting the contract.
- If contract is received within 15 days of the conference date, the exhibitor agrees to pay immediately with credit card, wire transfer or express check.
- Payment must be clear before the exhibitor is permitted to set up.
- eventPower reserves the right to reassign space or remove contracted company from the floor plan if the above payment schedule is not met.
- Failure to make payments does not release the contracted financial obligation.
- If payment is not received by the event date, a collection agency will be assigned to collect the debt. The exhibitor will be assessed the collection agency fees (typically an additional 30%).

Cancellation or Downgrade
- Cancellations must be received in writing (email or letter) from a representative of the company signing this contract and confirmed as accepted in writing (email or letter) from an eventPower representative.
- Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start date will be 50% liable for contracted funds.
- Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds.
- In the event of either a full or partial cancellation of space by an exhibitor, eventPower reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment.
- The exhibitor agrees that the appropriate payment based on the schedule above must be received by eventPower within 15 days of the cancellation notice or by the first day of the conference (whichever comes first). If payment is not received by these dates, a collection agency will be assigned to collect the debt. The exhibitor will be assessed the collection agency fees (typically an additional 30%)

Relocation and Floor Plan Revisions
eventPower retains the exclusive right to revise the exhibition hall floor plan and/or move assigned exhibitors as necessary.

Occupancy Default
Any exhibitor failing to occupy contracted space shall not be relieved of their financial obligation. If not occupied by the time set for completion of the installation of the displays, such space shall be taken by eventPower, and re-allocated or reassigned for such purposes or use eventPower may see fit.

Limitation of Liability
- Exhibitor agrees to make no claim for any reason against eventPower, its employees, agents, or representatives for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the exhibition as scheduled; nor for any action or omission of eventPower.
- The exhibitor is solely responsible for his own exhibition materials and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of an exhibitor is in his care, custody, and control in transit to, from, or within the confines of the exhibit hall. eventPower shall bear no responsibility for the safety of the exhibitor, its personnel, employees, agents or representatives or personal property.

Damage to Property
The Exhibitor is liable for any damage caused by exhibitor, exhibitor's agents, employees or representatives to building floors, walls, or columns, or to standard booth equipment, or to other exhibitor’s property.

Insurance
Exhibitors shall, at their sole cost and expense, procure and maintain through the term of this contract, the following insurance: Comprehensive General Liability insurance with limits not less than $1,000,000 including Contractual Liability and Products Liability coverage and Workman’s Compensation in full compliance with all laws covering the exhibitor's employees. Proof of such insurance shall be provided to eventPower or its agent or representative upon request. Email certificate of insurance (COI) to SComer@eventPower.com.

Installing, Exhibiting, Dismantling
eventPower specifies hours and dates for installing, exhibiting, and dismantling. Exhibitor shall be liable for all storage and handling charges resulting from failure to set up their booth or removing shipping crates from their exhibit booth three hours before the posted start time for the exhibit hall. Additionally, the exhibitor agrees not to begin dismantling their display or open crates before the specified conclusion of the dismantling period set by eventPower. Removal of exhibit materials or displays before the published dismantle times may be subject to a fine.

Agreement to Rules
Exhibitor and all exhibitor personnel agrees to abide by the following rules and those provided and contained in the Exhibitors Manual, and by any amendments and additional rules that may be put into effect by eventPower.

Use of Space
Displays and demonstrations are limited to the confines of an exhibitor’s own booth. Distribution of literature or other giveaways must be in the confines of the exhibitor's own booth. Displays must abide by the rules and regulations provided in the exhibitor service kit distributed by the event decorator.

Cancellation or Change of Exposition by eventPower
In the event that the premises in which the exposition is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not within the control of eventPower or its agents, the exposition may be canceled or moved to another appropriate location. eventPower shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not within the control of eventPower. Causes for such action beyond the control of eventPower shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the venue, municipal, state or federal laws, or act of God. Should eventPower terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damages. Refunds of “Paid Exhibit Space Fees” in the case of event termination or cancellation shall be made to exhibitors at the sole discretion of eventPower and in any case, will not exceed the amount of each exhibitor’s paid exhibit space fee less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by eventPower through the date of exhibitors’ notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

Exhibitor Representative’s Responsibility
Exhibitor agrees to indemnify eventPower, its employees, agents, or representatives against, and hold them harmless for, all claims arising out of the acts of negligence of exhibitor, exhibitor’s agents, employees or representatives, and any claims for injury to exhibitor, its employees, agents, representatives, or event attendees.

Amendment and Addition Rules
Any matters not specifically covered by the preceding rules shall be subject solely to the decision of eventPower. eventPower may, at any time, amend or add further rules to these rules, and all amendments made shall be binding on exhibitor equally with the foregoing rules and regulations.