The Association of Change Management Professionals Annual Conference brings together more than 1,100 attendees dedicated to expanding their professional expertise and enhancing the overall change management discipline around the world.

From seasoned practitioners to those new to the profession, the Association of Change Management Professionals’ (ACMP) Annual Conference will strengthen attendees’ industry insight in the ever-evolving change management environment. Change Management 2018 will provide the latest professional tools and techniques to help support practitioners, the organizations and clients they serve.

From premier keynote speakers, sessions led by industry influencers and various networking events, Change Management 2018 is aimed to share the latest business solutions, explore innovative best practices, and delve into the latest trends.

**The Conference includes:**
- Expert insight into the innovative tools and solutions in the industry
- Opportunities to network with fellow practitioners from leading change management organizations
- Education on the latest approaches to enable change management strategies

**Attendance**
Attendees are from some of the top Fortune 500 companies and will include:
- CEOs/President
- Vice President
- Manager
- Internal Consultant
- Director
- Independent Consultant
- Change Practitioner

Support ACMP efforts in “Leading the Way Change Works” by maximizing exposure during 2018 Change Management! 

ACMP hosts three regional conferences a year in addition to the annual event. Sponsors and/or exhibitors that support more than one event receive a 10% discount.

ACMP Annual Conference
March 25-28, 2018 | Caesars Palace, Las Vegas, NV, USA

LEADING THE WAY CHANGE WORKS
Change Management 2017 Fast Facts
2017 Attendees

2017 Attendees Experience Level

- 28% 11+ years
- 13% Less than 1 year
- 22% 4-7 years
- 13% 8-10 years

Fun Facts about 2017 Attendees

- 540 Companies Represented
- 34 Countries Represented
- 72% of Attendees Are Female
As a Change Management 2018 sponsor, your organization not only supports the conference but the entire change management discipline - helping it grow throughout the world. In addition, your company becomes an ACMP partner, not just a logo. With various sponsorships levels and customizable packages, there are infinite opportunities to join ACMP’s efforts in “Leading the Way Change Works.”

Once the total value of your contract (sponsorship, exhibit and/or advertising) reaches a certain dollar value listed below, your company will be listed as that level of sponsorship on the website, on signage, and in the electronic conference program guide. ACMP will also recognize your company’s sponsorship level throughout the duration of the conference.

**Diamond Sponsor**
* Sponsor to spend $20,000 or above to receive Diamond status
  - Recognition as a Diamond Sponsor from the stage during Keynote Sessions
  - Logo and Diamond Sponsor recognition on marketing materials
  - Logo displayed during all General Sessions
  - Promoted Post in activity feed with Graphic and Link for 60 minutes
  - Dedicated Company Tab with Logo in Main Menu of App
  - Sponsor mention on all signage throughout the conference - during keynote speaker sessions, presentations, and networking events
  - Literature distribution at registration to all attendees in conference bag (Literature to be provided by Sponsor)
  - Full page advertisement in the official conference electronic program guide
  - 3 complimentary registrations
  - 3 preferred seats at all Keynote Sessions
  - Networking lounge with signage for meetings
  - 1 mobile app push promotional marketing post during conference

**Platinum Sponsor**
* Sponsor to spend $15,000 - $19,999 to receive Platinum status
  - Recognition as a Platinum Sponsor from the stage during Keynote Sessions
  - Logo and Platinum Sponsor recognition on marketing materials
  - Sponsor mention on all signage throughout the conference - during keynote speaker sessions, presentations, and networking events
  - Literature distribution in conference bag given to attendees at registration (Literature to be provided by Sponsor)
  - Half page advertisement in the official electronic conference program guide
  - 2 complimentary registrations
  - 2 preferred seats at all Keynote Sessions
  - Exclusive Sponsor of Conference Open Meeting Room (Logo placed on Signage)
  - 1 mobile app push promotional marketing post during conference

**Gold Sponsor**
* Sponsor to spend $10,000 - $14,999 to receive Gold status
  - Recognition as a Gold Sponsor from the stage during Keynote Sessions
  - Logo and Gold Sponsor recognition on marketing materials
  - Logo displayed during all General Sessions
  - Sponsor recognition on signage in Breakout Sessions
  - Literature distribution at registration to all attendees in conference bag (Literature to be provided by Sponsor)
  - 1 complimentary registrations
  - 1 preferred seat at all Keynote Sessions

**Silver Sponsor**
* Sponsor to spend $6,000 - $9,999 to receive Silver status
  - Logo and Silver Sponsor recognition on marketing materials
  - Logo displayed during all General Sessions

Ask about customized packages that may meet your needs
Discount for supporting more than one conference in 2017

Discount for supporting more than one conference in 2017
<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Mobile App</td>
<td>$15,000</td>
<td>Sponsor will be recognized as the mobile app sponsor for all ACMP conferences (annual and regionals). The sponsor will be recognized on the conference website, mobile app, electronic conference program, and on signage. The sponsor will receive one push notification during the event and one promoted post in activity feed with graphic and link for 60 minutes.</td>
</tr>
<tr>
<td>Wireless Internet</td>
<td>$10,000</td>
<td>All attendees receive WI-FI coverage in the main conference area. To access the WI-FI the attendees must use the sponsor’s name as the password.</td>
</tr>
<tr>
<td>Conference Program</td>
<td>$7,000</td>
<td>The sponsor’s logo will be on the front cover of the electronic conference program guide that is distributed to all attendees. The sponsor will also receive a full-page advertisement in the electronic conference program guide.</td>
</tr>
<tr>
<td>Save the Date Sign</td>
<td>$7,000</td>
<td>The sponsor’s logo will appear on a sign displayed prominently at the conference promoting the 2019 conference.</td>
</tr>
<tr>
<td>Conference Directional Signs</td>
<td>$6,500</td>
<td>The sponsor’s logo will appear on all directional signs at the conference.</td>
</tr>
<tr>
<td>Giant Jenga Game</td>
<td>$6,500</td>
<td>The sponsor’s logo will appear on the Giant Jenga Game. The game will be set up in a prominent location in the Exhibit Hall allowing attendees to prominently see and play with the game.</td>
</tr>
<tr>
<td>Hotel Key Card</td>
<td>$7,000</td>
<td>Sponsoring the hotel key card gets your company’s brand into the hand of all attendees staying at the conference hotel. Your logo and the conference brand will appear on the hotel key cards.</td>
</tr>
<tr>
<td>Welcome Reception</td>
<td>$6,000</td>
<td>The Welcome Reception takes place the opening night of the conference in the Exhibit Hall. Sponsorship includes recognition as the Reception sponsor on the website and on signage. Sponsorship includes company logo and Conference name on glass water bottle to be distributed to all attendees at registration.</td>
</tr>
<tr>
<td>Conference Lanyards</td>
<td>$5,500</td>
<td>Sponsorship of the conference includes logo on lanyards provided to all attendees at the conference. ACMP to provide lanyards.</td>
</tr>
<tr>
<td>Lunch</td>
<td>$4,000</td>
<td>Sponsor will be recognized on signage at each lunch.</td>
</tr>
<tr>
<td>Breakfast</td>
<td>$4,000</td>
<td>Sponsor will be recognized on signage at each breakfast.</td>
</tr>
<tr>
<td>Networking Breaks</td>
<td>$4,000</td>
<td>Coffee will be served during the breaks during the conference. Sponsor will be recognized on signage during each break.</td>
</tr>
<tr>
<td>Glass Water Bottles</td>
<td>$9,000</td>
<td>Sponsorship includes company logo and Conference name on glass water bottle to be distributed to all attendees at registration.</td>
</tr>
<tr>
<td>Patron Supporter</td>
<td>$3,000</td>
<td>Sponsorship includes recognition on the website and electronic conference program guide.</td>
</tr>
<tr>
<td>Marketing Video</td>
<td>$2,500</td>
<td>One (!) minute video produced by sponsoring company to be posted on the conference website. Sponsorship only available if it is with another sponsorship and/or exhibit.</td>
</tr>
<tr>
<td>Flier distribution</td>
<td>$1,000</td>
<td>Sponsor provides a one-page marketing or informational flyer to be distributed to all conference attendees at registration. Sponsorship only available if it is with another sponsorship and/or exhibit.</td>
</tr>
</tbody>
</table>
2018 Exhibit Opportunities:

- 10x10    $5,500
- 10x20    $10,000
- 10x30    $14,500
- 20x20   $18,000

Exhibit Amenities

- Pipe and drape dividing the booth spaces
- Two complimentary exhibit hall only registrations per 10x10 booth
- Additional cost for exhibit hall only passes is $600 each.

Additional Exhibit Services

Booth services such as electricity, Internet, booth furniture, booth cleaning, etc. must be purchased separately through the conference decorator. Additional information about options and fees are available on the conference website in the exhibitor kit. The exhibitor kit is posted online approximately eight weeks prior to the conference.

Advertising in Electronic Conference Program

- Inside Front Cover  $750
- Inside Back Cover  $700
- Outside Back Cover $800
- Full page       $650
- ½ page          $400

Questions? Contact Us

Laurie Powell
Vice President, Business Development
eventPower
E-mail: lpowell@eventPower.com
Phone: 703-740-1940

“I have attended the last two conferences for two very different reasons. First, in the start-up stage of our Organizational Change Management Office we needed development information, the roadmap. By the next year we were ready for more in-depth development and leading topics. The ACMP Change Management Conference met the mark!”

— Tanya Nietrzeba B.A., B.Ed, C.I.M., Prosci OCM Certified
Organizational Change Management Office
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) 740-1941 or email to LPowell@eventPower.com.

Step 3: Register personnel through the conference Website.

Notes: Booth 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.

Company & Contact Information

<table>
<thead>
<tr>
<th>Company Name:</th>
<th>Contact 1:</th>
<th>Contact 2:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Billing Contact:</td>
<td></td>
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<tr>
<td>Street Address:</td>
<td>Street Address:</td>
<td></td>
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<tr>
<td>City State, Zip:</td>
<td>City State, Zip:</td>
<td></td>
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<tr>
<td>Email Address:</td>
<td>Email Address:</td>
<td></td>
</tr>
<tr>
<td>Phone #:</td>
<td>Fax:</td>
<td>Phone #:</td>
</tr>
</tbody>
</table>

Contract Acceptance (signature is required)

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

Signature: ____________________________ Printed Name: ____________________________ Date: ____________________________

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.

Payment Amount & Method

<table>
<thead>
<tr>
<th>Partnership Package:</th>
<th>$</th>
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<th>Booth Selection:</th>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
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<tr>
<td></td>
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<td></td>
<td>(booth numbers are subject to change)</td>
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</tr>
<tr>
<td>Sponsorship/Advertising:</td>
<td>$</td>
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<tr>
<td>Exhibit Space:</td>
<td>$</td>
<td></td>
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<td>P.O. #:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discount:</td>
<td>$</td>
<td></td>
<td></td>
<td></td>
<td>W-9 Form:</td>
<td>To obtain eventPower’s W9 form visit <a href="http://www.eventPower.com/w9">www.eventPower.com/w9</a></td>
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<td></td>
</tr>
<tr>
<td>Total Contracted Amount:</td>
<td>$</td>
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</tbody>
</table>

Payment Method:

☐ Check
Mail to: eventPower, Accounts Receivables, 5667 Stone Road, Box 575 Centreville, VA 20120 (NOT a P.O. Box)

☐ Credit Card
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.

☐ Wire Transfer
A confirmation email will be sent with an Invoice attachment. Wire transfer information will be provided on the invoice. Send wire transfer confirmations to SComer@eventPower.com

Send Check Payments To:

Payable to: eventPower
Accounts Receivables
5667 Stone Road, Box 575
Centreville, VA 20120
(please note this is not a P.O. Box)

Event Production Company/Merchant Contact Information:

Direct Marketing Productions, Inc.
DBA: eventPower
5667 Stone Road, Box 575
Centreville, VA 20120
(please note this is not a P.O. Box)

Laurie Powell, Director of Sales
Telephone: (703) 740-1940
Fax: (703) 740-1941
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 date 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 exposition 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, or 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 foregoing 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.