



The following shall constitute the full agreement (“Agreement”) between **SPONSOR COMPANY NAME** (“Sponsor/Exhibitor”) and The National Underwriter Company dba Summit Business Media (“SBM”), publisher of Senior Market Advisor Magazine for the services of SBM in connection with the Senior Market Advisor Expo (“Event”), August 25 – 27, 2010 at Mandalay Bay.

Listed below are the benefits of your Sponsorship, obligations and deadlines for materials to be provided to SBM, general conditions of the Sponsorship, and the invoice and payment policies. Please read them over carefully.

**SBM shall invoice Sponsor/Exhibitor for such amounts as are set forth in this Agreement. 50% is due upon signing, full payment is due sixty (60) days prior to Event. Invoices shall be due and payable in full within sixty (60) days of receipt by Sponsor/Exhibitor. For agreements executed within sixty (60) days of Event, invoices shall be due and payable in full immediately upon receipt by Sponsor/Exhibitor. Should the invoice be unpaid thirty (30) days prior to Event, SBM reserves the right to withhold all participation, including promotion, in the Event until payment is received. No Sponsor/Exhibitor will be permitted to attend the Event, if full payment has not been received. Reservations for Sponsors/Exhibitors are taken on a first-come, first-served basis, and are determined based on payment date. No sponsorship or booth assignment is final until full payment and a signed contract are returned.**

SENIOR MARKET ADVISOR EXPO 2010

**Sponsor/Exhibitor Selection:**

- 10X10 Booth (Includes two full conference registrations, one 6’ draped table, two chairs, wastebasket and company ID sign) \$4,100
- Additional Booth(s) \$3,900
- Additional Booth Personnel (Limit two) \$395

Booth Choice 1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_  
 >>Visit [www.SeniorMarketExpo.com](http://www.SeniorMarketExpo.com) to view an updated floor plan.<<

**Platinum (\$37,000)**

- Welcome Reception
- Closing Keynote

**Gold (\$30,000)**

- Opening Keynote
- 2<sup>nd</sup> Day Keynote
- Closing Cocktail Reception

**Silver (\$12,500 unless noted)**

- Notebooks (\$13,000)
- Thursday Networking Lunch
- Pre-con CE Session
- Advisory Board Appreciation Event (\$15,000)

**Bronze (\$9,000)**

- Attendee Conference Bags
- Thursday Breakfast
- Lanyards
- Internet Kiosk

**Level 1 (\$6,500 unless noted)**

- Friday Continental Breakfast
- Registration Counters
- Thursday Hospitality Suites – 4 available (\$5,000)
- Beverage Breaks – 4 available (\$3,300)
- Welcome Video Advertisement (\$1,000)

Terms of Payment

Sponsor/Exhibitor agrees to remit payment:

Event	Level	Cost
Senior Market Advisor Expo 2010	Exhibit/Sponsor	\$
<b>Total</b>		\$



### **Cancellation/Refund Policy:**

Executed contracts are binding and non-refundable. In the event that SBM elects to cancel any Event, SBM will refund only payments made directly to SBM and will not be held responsible for other costs or expenditures incurred by the Sponsor/Exhibitor. SBM will not refund payments or assume additional costs and/or liability that result from fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, municipal, state or federal law, act of war, or act of God. In the event Sponsor/Exhibitor cancels its exhibit space, or if this Agreement terminates as a result of any breach or misconduct by such Sponsor/Exhibitor, the SBM shall be entitled to retain one hundred percent (100%) of the fees payable hereunder.

### **General Terms and Conditions**

**Use of SBM's name:** Sponsor/Exhibitor also agrees not to use SBM name, initials or logos in booths or advertising without express written permission of SBM.

**Company Descriptions and Logos:** When applicable as part of your Sponsorship/Exhibit package, SBM will promote your organization throughout the marketing effort of the Event. We will need from you a 50-word company description for inclusion into our Event material, ideally in electronic form. Additionally we will need a copy of your corporate logo; we can accept logos electronically as jpg, gif or tif format, 72 dpi for the web or as eps. or tif format, 300 dpi for print.

**Hotel Room Drops:** All room drops must be arranged for and approved of in advance by SBM. Room drops will be arranged by SBM and will be subject to all applicable fees and charges.

**Promotional Materials:** Sample articles, premiums, novelties, souvenirs and printed educational and promotional materials may be distributed from the confines of the Sponsor/Exhibitor's booth only. All such material must be available to all exhibition attendees so long as the materials are offered. Samples of handout materials, other than literature, must be screened and approved in advance by SBM's show management. SBM may, at any time, withhold or withdraw permission to distribute any material it considers objectionable.

**Sponsor/Exhibitor Give-Aways:** All items distributed at the Event must be arranged for and approved of in advance by SBM. All distributed items will be arranged by SBM and will be subject to all applicable fees and charges

**Products and Services:** Sponsor/Exhibitor should demonstrate related products and services that are of professional interest to event attendee representatives. SBM, as the Event sponsor, prohibits solicitation of business in any public areas supporting the Event. Solicitation in the exhibition hall is limited to badged individuals and only in registered booths. The Event is limited to those persons and firms that contracted and paid for exhibit space. No other persons or firms will be permitted to demonstrate a product, solicit orders, or distribute advertising materials in the exhibition area.

**Right of Refusal:** SBM reserves the right to refuse rental of exhibit space to any party for any reason if, in SBM's opinion, such exhibit would not be beneficial to the general character and objective of the Event. Acceptance of an application does not mean endorsement by SBM of the applicant's service or product. Rejection of an application does not imply disapproval of the applicant's service or product.

**Booth Staff:** Sponsor/Exhibitor agrees to have a representative at the booth during SBM established show hours and further agrees to set-up and tear down their booth per hours stipulated. Booth workers are employees of the sponsoring/exhibiting company. Booth names are to be received by SBM no less than 30 days prior to the event. Name replacements and/or changes within 14 days of the event are subject to a \$50.00 fee for each request.

**Liability:** SBM shall not be liable for any failure to deliver space to an exhibitor who has contracted for exhibit space under the terms of this agreement if non-delivery is due to one of the following causes: destruction of or damage to the building or exhibit area by fire or act of God; acts of a public enemy; strikes; the authority of the law; or any cause beyond its control.

**Outside Activities:** No Sponsor/Exhibitor shall conduct any event that would entice attendees away from the Exhibition, or the Event sessions/activities during show hours. All related events scheduled from two days prior to the start of the event and two days post the close of the event, must be approved and are subject to sponsorship fees.



**Admission:** SBM shall have sole control over show admission policies at all times. All Sponsors/Exhibitors and attendees visiting the exhibition are required to wear an appropriate Event badge while in attendance. The exhibit hall is a professional business environment; no one under the age of 18 will be permitted in the exhibit hall.

**Food and Beverage Sampling:** All food and beverage distribution in the exhibit hall must have prior approval from SBM.

**Conduct and Restrictions:** SBM reserves the right to restrict exhibits, at any time during the exhibition, which, because of noise, odor, and method of operation or any other reason become, in SBM's opinion, objectionable or otherwise detract from the Exhibition. This includes restriction of persons, things, conduct or printed material. SBM reserves the right to alter or close any exhibit that does not conform to the rules of this contract. No refund shall be given under such circumstances. Exhibits may not project beyond the space allotted and must comply with the IAEM Guidelines for Display Rules and Regulations. Subletting, assigning or apportioning of any exhibit space is prohibited. No Sponsor/Exhibitor may display any goods other than those it manufactures or distributes.

**Damage to Premises/Clean-up Costs:** Sponsor/Exhibitor will be responsible for any damage done by them, their employees or agents to the host hotel/convention center and for any additional service charges to SBM for clean-up, correcting exhibit deficiencies or any violation of this contract. No part of any exhibit, signs or other material may be posted, taped, nailed screwed or otherwise affixed to walls, doors, woodwork or floors or any horizontal or vertical surface within the hotel/convention center.

**Fire Regulations:** Booth decorations and construction must conform to the regulations of the local Safety and Fire Code. Combustible or explosive materials may not be used. Cloth and other flammable materials must be flameproof. Packing containers and materials must be removed from the exhibit area. They may not be stored under tables or behind displays.

**Indemnification:** Sponsor/Exhibitor represents and warrants that it shall be in full compliance with all applicable governmental laws and regulations during each Event, including but not limited to, all applicable fire, health and safety codes and regulations. Sponsor/Exhibitor shall indemnify, defend and hold harmless SBM, its officers, members, directors, employees and agents, and each of them from any and all claims, actions, causes of action, demands or liabilities of whatsoever kind and nature including judgments, interest, attorneys' fees, and all other costs, fees, expenses and charges which SBM, its officers, members, directors, employees and agents, and each of them, may incur arising out of (1) Sponsor/Exhibitor's noncompliance, real or alleged, with any law, regulation or code; (2) any negligent or reckless act or omission or willful misconduct by Sponsor/Exhibitor, its employees, or any third party engaged by Sponsor/Exhibitor in the execution or conduct of any Event; (3) any breach in a representation, warranty, covenant or obligation of Agency contained in this Agreement; and (4) any claim for personal injury or property damage occurring at or in connection with any Event. Indemnification under this section shall be dependent upon SBM promptly giving notice of the claim for which indemnity is sought, allowing the Sponsor/Exhibitor to assume defense of the claims, causes of action, demands or liabilities of whatsoever kind and nature including judgments, interest, attorneys' fees, and all other costs, fees, expenses and charges.

Sponsor/Exhibitor acknowledges that neither the Hotel, its owners, nor its operator maintain insurance covering Sponsor/Exhibitor's property and that it is the sole responsibility of Sponsor/Exhibitor to obtain business interruption and property damage insurance insuring any losses by Sponsor/Exhibitor.

SBM may modify, add or delete regulations, as it deems necessary, without notice, to ensure the success of the Event.

This Agreement shall be governed by the laws of the State of Kentucky, without reference to conflict of laws and principles. If any provision of this Agreement is held to be void, invalid or inoperative, the remaining provisions of this Agreement shall continue in effect and the invalid portion of any provision shall be deemed modified to the least degree necessary to remedy such invalidity while retaining the original intent of the parties. This Agreement contains the entire agreement of the parties with respect to the subject matter of the Agreement, and supersedes all prior negotiations, agreements and understandings with respect thereto. The exchange of a fully executed Agreement (in counterparts or otherwise) by facsimile shall be sufficient to bind the parties to the terms and conditions of this Agreement.



Please list the name and contact information of the person responsible for coordinating the details of your Sponsorship:

<b>Contact for Sponsorship/Exhibit Logistics</b>
Name: _____
Title: _____
Address: _____ _____
Phone: _____
Fax: _____
Email: _____

<b>Contact for Billing</b>
Name: _____
Title: _____
Address: _____ _____
Phone: _____
Fax: _____
Email: _____

Immediately upon signing this contract, Sponsor/Exhibitor must provide the most recent version of your company logo that will be used by SBM on all marketing and advertising materials including, but not limited to the Event workbook, Event website, emails, and signage. Logos must be sent in both an EPS and jpeg formats.

**By signing below, I represent and warrant, on behalf of the company listed below, that I have the right and authority to enter into this Agreement and perform its obligations.**

<b>SBM</b>
Signature: _____
Name: <u>REP NAME</u>
Title: <u>REP TITLE WITH MAGAZINE NAME</u>
Phone: <u>REP PHONE</u>
Fax: <u>REP FAX</u>
Email: <u>REP EMAIL</u>
Date: _____

<b>SPONSOR/EXHIBITOR</b>
Signature: _____
Name: _____
Title: _____
Phone: _____
Fax: _____
Email: _____
Date: _____