

# EXHIBIT SPACE/SPONSORSHIP AGREEMENT

Print company information exactly as it should appear in all promotional materials:

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Company Phone \_\_\_\_\_

Website \_\_\_\_\_

Twitter Handle \_\_\_\_\_

Please send all exhibitor-related information to:

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**PAYMENT TERMS:** Your Customer Service Experience 2017 exhibit space/sponsorship is not confirmed until this agreement is signed and full payment is made. All accounts with Information Today, Inc. must be current in order to participate in Customer Service Experience 2017.

**CANCELLATION TERMS:** If Information Today, Inc. finds it necessary to cancel, based upon nonpayment in accordance with the terms of this contract, or if any exhibitor/sponsor requests a cancellation of the assigned exhibit space/sponsorship, the exhibitor/sponsor will be assessed a cancellation fee as follows:

- 50% of the total agreement value if cancelled on or before December 9, 2016 plus any applicable production expenses.
- 100% of the total agreement value if cancelled after December 9, 2016, plus any applicable production expenses.

**PAYMENT \$** \_\_\_\_\_

Check enclosed (please make check payable to Information Today, Inc.)

Charge my:  Mastercard  Visa  AmEx  Discover

Account # \_\_\_\_\_ Exp. \_\_\_\_\_

Signature \_\_\_\_\_

**ACCEPTED BY:** I have read the terms of this agreement. I fully understand that it shall become a binding contract upon signature and is subject to the terms, conditions, rules, and regulations as set forth herein and on the reverse side.

Name (please print) \_\_\_\_\_

Title \_\_\_\_\_

Signature/Date \_\_\_\_\_

**Reserve your exhibit space/sponsorship today!**

**EAST & MIDWEST:** Adrienne Snyder, 201-327-2773, adrienne@infotoday.com

**MOUNTAIN & PACIFIC:** Dennis Sullivan, 203-445-9178, dennis@infotoday.com

**SPEECHTEK EXHIBIT SALES:** La Shawn Fugate, 859-278-2223, ext. 104  
lashawn@infotoday.com

**Bob Fernekees, Publisher, 212-251-0608, ext. 106, bfernekees@infotoday.com**

Information Today, Inc. • 143 Old Marlton Pike • Medford, NJ 08055 • 800-300-9868



**CUSTOMER SERVICE experience**  
deliver exceptional customer care across all channels

**APRIL 24-26, 2017**

Washington Marriot  
Wardman Park  
Washington, DC



## MAJOR EVENT SPONSORSHIPS

- |  |                    |
|--|--------------------|
| <input type="checkbox"/> DIAMOND SPONSORSHIP = \$27,995  | BOOTH NUMBER _____ |
| <input type="checkbox"/> PLATINUM SPONSORSHIP = \$14,995 |                    |
| <input type="checkbox"/> GOLD SPONSORSHIP = \$6,995      |                    |
| <input type="checkbox"/> CORPORATE SPONSORSHIP = \$4,995 |                    |

## EXHIBIT SPACE ONLY

- |                                 |         |                    |
|---------------------------------|---------|--------------------|
| <input type="checkbox"/> 8'x10' | \$4,500 | BOOTH NUMBER _____ |
| <input type="checkbox"/> 8'x20' | \$9,000 |                    |

## ADDITIONAL SPONSORSHIPS & PROMOS

### ONSITE HIGH-TRAFFIC OPPORTUNITIES

- Branded Meter Boards ..... \$2,495
- Customer Solutions Expo Entry Greeter ..... \$2,495
- Video Monitor ..... \$2,495
- Floor Tiles ..... \$2,495
- Wireless Internet ..... \$2,495
- Conference Pads ..... \$2,495
- Conference Pens ..... \$2,495
- Hotel Key Cards ..... \$2,495
- Hotel Room Drop ..... \$2,495

### REGISTRATION MARKETING OPPORTUNITIES

- Badge Holder Insert ..... \$4,000
- Conference Attendee Bags ..... \$2,995
- Lanyards ..... \$2,495
- Press Room Sponsorship ..... \$995
- Attendee Bag Insertion (Exhibitors/Sponsors Only) ..... \$350

### PRINT MARKETING OPPORTUNITIES

- Logo Upgrade ..... \$350
- Full-Page 4-Color Ad ..... \$1,500

### HOSPITALITY MARKETING OPPORTUNITIES

- Customer Solutions Expo Grand Opening Reception ... \$7,495
- Tuesday Evening Networking Reception ..... \$10,000
- Continental Breakfast ..... \$2,995
- Morning Breaks ..... \$2,995
- Afternoon Breaks ..... \$2,195
- Private Breakfast Sponsorship ..... Call for Pricing
- Private Meeting Rooms ..... \$1,500 per day
- Exhibit Hall Meeting Room (duration of the conference) ... \$3,500

### ELECTRONIC MARKETING OPPORTUNITIES

- Event News Video Interviews ..... \$950
- Session or Keynote Video (Which session? \_\_\_\_\_) ... \$1,500
- Email Blasts**
- SpeechTEK ..... \$1,500
- CRM Evolution ..... \$1,500
- Customer Service Experience ..... \$1,500
- Confirmation Email ..... \$350

### CUSTOM SPONSORSHIPS

- Social Media Sponsorship ..... Call for Pricing
- Custom Off-Site Event ..... Call for Pricing

## TOTAL

\$ \_\_\_\_\_



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SERVICE *experience*  
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## EXHIBITOR/SPONSOR CONTRACT CONDITIONS AND RULES

These Contract Conditions/Rules & Regulations are part of the Customer Service Experience 2017 Application & Contract for Exhibit Space/Sponsorship and should be read before signing the Application & Contract for Exhibit Space/Sponsorship.

### 1. Booth Assignments

Booth assignments will be made in the order that contracts are received at the offices of Information Today, Inc. The full booth rental fee must accompany applications for space. The organizers will make every effort to place exhibitors in their preferred position and separate exhibitors from competitors where requested. The organizers reserve the right to change location assignments at any time.

### 2. Booths

A standard booth package including 8' back and 3' side wall draping and identification sign) is provided by Exhibition Management without cost to the exhibitor. If an exhibitor plans to install a completely constructed display of such a nature that the exhibitor will not require or desire the use of the standard booth equipment, no part thereof shall so project as to obstruct the view of adjacent booths. Linear (in-line), Corner, and Perimeter Booths: Booth walls must not exceed 8' in height and are restricted to the back wall and rear 4' of the booth only. A 4' height restriction is imposed on all materials placed in the front half of the booth. No hanging banners and signage are permitted. Island Booths and End Caps: No full walls are permitted on any side(s) of the booth. Towers and/or partial walls are permitted and the design must account for 3' of empty space on each of side of tower and/or walls. Maximum height for booth and signage is 8'. All booths more than 30' wide as well as island and end-cap booths will be required to provide a booth schematic to Exhibition Management for approval prior to installation. Any exceptions must first be approved by Exhibition Management in writing. Audio-visual aids may not be placed in a way that interrupts line of sight with adjacent booths. The use of speakers and other sound equipment is permitted so long as the noise level does not disrupt the activities of neighboring booths. Carpet is required in all booths at the expense of the exhibitor.

### 3. Payment and Cancellation

The full amount of the booth rental/sponsorship must accompany contract. Refer to the cancellation terms on the exhibit space/sponsorship agreement for further clarification.

### 4. Use of Space

No exhibitor shall permit any other corporation or firm or its representatives to use the space allotted to him, nor shall he display articles not manufactured or normally sold by him. Requests for co-participation by any other corporation or firm or its representatives in space assigned to the original applicant must be made in writing to Exhibition Management. If permission is granted by Exhibition Management, there will be an additional charge of \$150.00 per day for each additional participant for the run of the particular conference or convention. Exhibitors shall not sublet booths or assign this lease in whole or in part without the prior consent of the organizers.

### 5. Limitation of Liability

The exhibitor shall indemnify the organizers against all claims, demands, actions, expenses, damages, penalties, or proceedings arising out of or in any way connected with the exhibitor's occupancy and use of the exhibition premises or any part thereof. Exhibitors will be required to meet the cost of making good any damage to floors, walls, structures, and accessories.

### 6. Security and Insurance

The organizers will take reasonable care to ensure security in the exhibition area and will employ reputable security guards. The duty of the guards will be to protect the general exhibit against theft during closed hours. Neither the organizer, organizer management, nor the owners of the exhibit premises will assume any responsibility for an Exhibitor's personal property, booth materials, or rented equipment. Exhibitors should make their own insurance agreements.

### 7. Protection of the Exhibit Hall Facility

Nothing shall be posted on or tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the hotel, conference, or convention hall exhibit area without permission from the proper building authority and Exhibition Management. Packing, unpacking, and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Exhibition Manager, the hotel, conference, or convention hall manager, or their assistants.

### 8. Installation and Dismantling

The specific requirements as to time for installation and dismantling of exhibits shall be supplied to each exhibitor. Such requirements shall be binding. All displays must be in place and set up by the time of the official opening of the show. Space not occupied or set up by that time may be reassigned for other purposes. No exhibits shall be dismantled before the official closing time of the show. The exhibitor must comply with all union regulations applicable to installation/dismantle and display of exhibits.

### 9. Default Occupancy

Any exhibitor failing to occupy space which has been contracted is not relieved of the obligation of paying for such space at the full rental price, and the Exhibition Management shall have the right to use such space as it sees fit to eliminate empty space in the exhibit hall, provided such booth space is not occupied by one (1) hour before the official show opening.

### 10. Distribution of Printed Matter, Etc.

Neither exhibitors nor non-exhibitors shall distribute to the conference or convention delegates printed matter, samples, souvenirs, and the like, except from within rented spaces. Special distribution of such matter elsewhere must be approved by the Exhibition Management.

### 11. Use of Paging System

The paging system in the exhibit hall is for the use of Exhibition Management. Exhibitors wishing to make announcements may do so only with the approval of the meeting organizers.

### 12. Agreement to Conditions

Each exhibitor for himself and his employees agrees to abide by these conditions, it being understood and agreed that the sole control of the exhibit hall rests with the Exhibition Management.

### 13. Amendments

The organizers shall have sole authority to interpret and enforce all rules and regulations contained herein and to make any amendments thereto and to make such further rules and regulations as shall be necessary for the orderly conduct of the exhibition.