

# FUSION19

October 7 – 10, 2019 | New Orleans Marriott

## Federal Business Council, Inc. (FBC)

9800 Patuxent Woods Drive, Suite H, Columbia, MD 21046 | (800) 878-2940 | Fax (301) 206-2950

## SPONSORSHIP CONTRACT

This constitutes an agreement between FBC and \_\_\_\_\_ (to be referred to as Sponsor) to sponsor the following item(s) listed below at the given cost(s).

Please Initial Selection Below

### PRESENTATION OPPORTUNITIES:

- Afternoon Keynote - \$30,000 (Exclusive Opportunity)**
  - One hour of presentation time to address all conference attendees (abstract approval required)
- Breakfast Briefing - \$10,000 (Limited to 6)**
  - Prepare a 45 minute presentation on a topic of interest of your choosing. The session will be listed on the conference agenda.
- Solutions Spotlight - \$7,500 (Limited to 4)**
  - Showcase your latest product or service with a 20 minute presentation in the education area of the expo hall. The session will be promoted in conference materials.

### RECEPTION SPONSORSHIP OPPORTUNITIES:

- Premier Reception Supporter - \$10,000 (Exclusive Opportunity)**
  - Sponsorship recognition at all expo hall events
  - Logo on posters/invites/in official program guide
  - 75 custom drink tickets to distribute at events
- Standard Reception Supporter - \$4,000 (Limited to 2)**
  - Logo on posters/invites/in official program guide
  - 25 custom drink tickets to distribute at events
- Monday Night VIP Reception – Contact for Pricing**
  - Host an intimate cocktail gathering of FUSION attendees following the expo hall reception. Attendees will include it SMF USA board members, international member guests, executive participants, and other high tier conference guests
- Conference Party Sponsor - \$20,000 (Exclusive Opportunity)**
  - Exclusive sponsor of the post conference wrap up gathering
  - Logo on general session slide
  - Logo on all drink tickets
  - Opportunity to greet all guests at the event entrance
  - Logo on invites/posters/in official program guide



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## ADVERTISING SPONSORSHIP OPPORTUNITIES:

- Hotel Keycard - \$10,000 (Exclusive Opportunity)**
  - Logo on keycard for all conference participants staying at the Marriott New Orleans Canal St.
- Mobile App- \$8,000 (Exclusive Opportunity)**
  - Logo will appear on the app splash screen
  - Logo on posters and in conference guide
- Conference Program Guide - \$7,500 (Exclusive Opportunity)**
  - Full Color Ad on back of program guide and logo on the front cover
- Directional Sign Provider - \$5,000 (Exclusive Opportunity)**
  - Logo on directional signs for venue locations
- Lunch Table Drop- \$4,000**
  - Sponsor to provide literature to be distributed to all attendees during the conference meal
- Conference Bag Insert - \$3,500**
  - Sponsor to provide literature to be included in the conference bag distributed at registration

## GIVEAWAY ITEM SPONSORSHIP:

Each item is exclusive and will be branded with your logo to distribute to attendees at registration

- Conference Jacket - \$15,000**
- Water Bottle - \$9,000**
- Conference Notepad - \$7,000**
- Conference Bag - \$12,000**
- Conference Lanyard - \$8,000**
- Conference Pen - \$5,000**

## TRAINING SPONSORSHIP OPPORTUNITY:

### Training Sponsorship – Certification Class (\$12,000 sponsorship Value) - \$3,000

A Certification Class provides a combination of lectures and case study exercises so that participants leave with real world skills at the end of the Certification Class. In addition, each Certification Class includes access to a certification exam so that students have the opportunity to obtain a certification in the IT Service Management field. We are especially seeking ITIL 4 Foundation and DevOps Certification Classes, including exam (can be Instructor proctored onsite or students can be provided a voucher for an online proctored exam at a later date), but are open to receiving proposals for other two-day Certification Classes (Lean, Agile, etc) that might be of interest to Fusion19 attendees.

- Training company provides a certified instructor for 2-day classroom training.
  - Training company provides travel/living expenses for the instructor.
  - Training company provides certified ITIL v4 or certified DevOps 2-day course.
  - Training company provides certificate for online exam.
  - Training company provides student training materials in eBook format.
- Benefits:**
- 10x10 Booth
  - 1-flyer to be printed and placed in the Fusion19 attendee bag.
  - Display as Silver Sponsorship on our website and as Training Sponsorship.
  - Receive reimbursement of \$400 per registered student to cover certification exam and training materials.
  - Exposure to the itSMF USA community through Fusion19 marketing campaigns and website

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## EXHIBIT SPACE OPPORTUNITIES:

### **Diamond Package - \$45,000**

- 20'x20' Booth Space
- Keynote Presentation Session
- Breakfast Briefing Session
- Solution Spotlight Briefing Session
- 8 Full Conference Passes
- 8 Conference Party Passes
- 3 Single-day exhibit hall customer passes for local connections
- 8 Daily Lunch Tickets
- Conference WiFi Access
- Co-Sponsorship of Conference Party
- Breakfast, Break, or Lunch Sponsorship
- Conference Bag Insert
- Lunch Table Drop
- Sponsorship Level Recognition Poster
- Company Logo Featured on General Session Entrance Slides
- Access to Attendee Badge Scanning
- Company Description in Conference Guide
- Company Listing in Mobile App
- Company Name/Logo in promotional materials and on the FUSION19 Site
- Color Logo in Program Guide
- Full Page Ad in Conference Guide
- Banner Ad on Conference Website
- One-Hour itSMF USA hosted Webinar
- 12-Month Company Membership with itSMF USA
- Sponsored Tweets (3)

### **Platinum Package - \$28,000**

- 20'x20' Booth Space
- Breakfast Briefing Session
- Solution Spotlight Briefing Session
- 6 Full Conference Passes
- 6 Conference Party Passes
- 2 Single-day exhibit hall customer passes for local connections
- 6 Daily Lunch Tickets
- Conference WiFi Access
- Breakfast, Break, or Lunch Sponsorship
- Conference Bag Insert
- Sponsorship Level Recognition Poster
- Company Logo Featured on General Session Entrance Slides
- Access to Attendee Badge Scanning
- Company Description in Conference Guide
- Company Listing in Mobile App
- Company Name/Logo in promotional materials and on the FUSION19 Site
- Color Logo in Program Guide
- Half Page Ad in Conference Guide
- Banner Ad on Conference Website
- One-Hour itSMF USA hosted Webinar
- 12-Month Company Membership with itSMF USA
- Sponsored Tweets (3)

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## EXHIBIT SPACE OPPORTUNITIES CONTINUED:

### **Gold Package - \$16,000**

- 10'x20' Booth Space
- 4 Full Conference Passes
- 4 Conference Party Passes
- 2 Single-day exhibit hall customer passes for local connections
- 4 Daily Lunch Tickets
- Conference WiFi Access
- Breakfast, Break, or Lunch Sponsorship
- Conference Bag Insert
- Sponsorship Level Recognition Poster
- Access to Attendee Badge Scanning
- Company Description in Conference Guide
- Company Listing in Mobile App
- Company Name/Logo in promotional materials and on the FUSION19 Site
- Color Logo in Program Guide
- Quarter Page Ad in Conference Guide
- 12-Month Company Membership with itSMF USA
- Sponsored Tweets (3)

### **Silver Package - \$12,000**

- 10'x20' Booth Space
- 3 Full Conference Passes
- 3 Conference Party Passes
- 2 Single-day exhibit hall customer passes for local connections
- 3 Daily Lunch Tickets
- Conference WiFi Access
- Sponsorship Level Recognition Poster
- Access to Attendee Badge Scanning
- Company Description in Conference Guide
- Company Listing in Mobile App
- Company Name/Logo in promotional materials and on the FUSION19 Site
- Color Logo in Program Guide
- Quarter Page Ad in Conference Guide

### **Bronze Package - \$6,000**

- 10'x10' Booth Space
- 2 Full Conference Passes
- 2 Conference Party Passes
- 1 Single-day exhibit hall customer passes for local connections
- 2 Daily Lunch Tickets
- Conference WiFi Access
- Company Description in Conference Guide
- Company Listing in Mobile App
- Company Name/Logo in promotional materials and on the FUSION19 Site
- Color Logo in Program Guide

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## DEADLINES & SPECIFICS:

- Any artwork for print (logo or ad) must be received by September 20, 2019. Please submit in .eps or any high resolution format.
- Full page ads will be 8.5" X 11". Half page ads will be 8.5" x 5.5" Please send the best quality ads that you have as we will not be able to manipulate them. The exhibit list will be printed in COLOR. **File size should not exceed 10 MB.**
- Any changes to the above sponsorships or details must be approved by Dave Johnson at FBC prior to being confirmed.

## PLEASE COMPLETE YOUR CREDIT CARD PAYMENT INFORMATION

**\*Sponsorship must be paid 60 days prior to the event\***

**COMPANY NAME:** \_\_\_\_\_

Please charge this credit card \$ \_\_\_\_\_ for the \_\_\_\_\_ Sponsorship.

Type: (Circle one) **MC VISA AMEX** Expiration: \_\_\_\_\_ / \_\_\_\_\_ CSC/Security Code: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Card Holder Signature: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Telephone: (\_\_\_\_\_) \_\_\_\_\_

CC Billing Address: \_\_\_\_\_

Street

City

State

Zip

## Terms and Conditions

1. The Sponsor, when making an application to participate, accepts and agrees to comply with the conditions of this contract governing the conduct of and participation in this event. Sponsor further agrees that this contract is binding on all parties and can be amended only in writing by both parties hereto.
2. **In the event the Sponsor cancels their reservation contracted herein, the sponsor must do so in writing. Written notice must be received no later than 60 days prior to the event date to be liable for 0% of the Sponsor cost. Written cancellation received within 59 days or less of the event date obligates the Sponsor to pay FBC 100% of the Sponsor cost.**
3. Sponsor agrees not to assign or sublet any portion of any included space nor permit individuals other than employees and/or their representatives to use the facilities provided. Sponsor further agrees not to display products or literature that are not regularly sold or distributed to him/her, except as may be necessary to illustrate the applications of his/her product.
4. FBC nor the Federal Government assumes responsibility or liability for any theft, damage or loss by any cause of property to the Sponsor, employees or their agents, nor for any injury that may occur to the Sponsor, agents or employees.
5. Sponsor agrees to hold FBC harmless and to reimburse the same for any judgments, settlements, costs or other expenses (including legal fees) to which it may be subject, for any injury, damage, loss or harm resulting or occurring to anyone (including visitors) which may result directly or indirectly from or in connection with Sponsor by the Sponsor, its employees or representatives.
6. FBC will not be liable for fulfillment of this contract due to any of the following causes: by reason of the building being destroyed by fire, acts of God, strikes, the authority of the law or for any other causes beyond FBC's control.
7. Pre-show advertising/promotions are at the discretion of FBC.
8. **Sponsor agrees not to accept any form of funds while at the event.**
9. Demonstrations and Interviews: All activities during the event must be conducted in such a way as not to infringe on the rights of other participants or offend visitors. Interviews, discussions or other business conversation must be confined to the Sponsors area only. Independent 'hospitality suites' or other activities which are not an official function of the event or official agenda are prohibited and will not be supported nor promoted.
10. FBC nor the government approve, endorse or recommend the use of any specific commercial product or services. The Sponsor may not, therefore, imply either verbally or in printed literature, that his/her products or services are approved, endorsed or recommended by FBC or the government by virtue of this contract.
11. The Sponsor agrees to comply with local fire and safety regulations and furnish any permits required.
12. FBC reserves the right to reject, in whole or in part and at any time, any individual or material which in its opinion is objectionable to participants or others. No liabilities or damages whatsoever against FBC or any of their representatives, agents or members shall be incurred because of such rejections.
13. FBC reserves the right to cancel or change the date of any component of the event at any time.
14. FBC will hold all event activities as scheduled during times of inclement weather, unless the Federal Government is closed. FBC will not honor requests for refunds or credits for companies who choose not to participate.
15. Sponsors who fail to comply with the security requirements may be denied access to the selected site by the hosting agency and/or FBC. FBC will not be responsible and will not provide refunds or credits to Sponsors who are denied admission to the event site due to failure to comply with these security instructions.
16. All Sponsor fees are due and payable in advance. FBC will only invoice for Sponsor contracts that are received **more than 90 days from the event date**. Otherwise, the company must pay for the fees of the Sponsor by credit card. Registrations are taken on a first-come, first-serve basis according to receipt of payment.
17. **Sponsor will be liable for ANY collection expenses, including reasonable attorney's fees and credit card fees due to charge backs.**
18. FBC is not responsible or financially liable for the coordination of any shipped materials to or from an event site unless the item is included with a sponsorship. This includes contacting shipping companies, cost of lost items and packaging of materials. The shipment, packaging and tracking of materials are the responsibility of the participating Sponsor
19. FBC will coordinate all of the administrative, catering, purchasing of materials and other details dealing with the contracted Sponsor item.
20. Sponsor agrees to coordinate any activities, including but not limited to, social events, special seminars, hospitality suites, etc. relating to the event, its participants or any personnel connected with the event, exclusively with FBC. FBC works under agreements with both the hosting agency and the hotel/site. In order to facilitate the conference or event in the best manner and avoid scheduling conflicts, FBC has been directed to coordinate all social functions and receptions that are held on site at the host venue/hotel involving attendees from the particular conference. Therefore any planned social involving industry and conference attendees must be agreed upon and coordinated with FBC. Please speak directly with FBC to get further direction and guidance on this area. Failure to comply with this requirement may result in exclusion from the event.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

