

# SPONSORSHIP & EXHIBITING APPLICATION

## The 2018 OPEN MINDS Technology & Informatics Institute (October 22-24, 2018)

We, the undersigned, apply for exhibit space and sponsorship considerations, as requested below, for The 2018 OPEN MINDS Technology & Informatics Institute to be held October 22-24, 2018 in Philadelphia, Pennsylvania.

### Selection 1: Select Core Participation Package

Choose an OPEN MINDS core participation package.

- Knowledge Partner Sponsorship (Speaking Opportunity): **Contact OPEN MINDS For A Custom Agreement**
- Standard Exhibitor Sponsorship Package (10 ft. x 10 ft.): **\$4,500**

### Selection 2: Package Enhancement (Optional)

- Yes, I would like to enhance my core participation package: **Add \$2,500**
  - Logo inclusion on the institute tote bags distributed to all attendees
  - Logo inclusion on institute floor stickers or directional signage (if available)
  - Logo inclusion on special signage for sponsored networking events
  - Name and logo featured above standard sponsors on event marketing material and on the institute website
  - Half-page advertisement in the institute program guide

### Selection 3: Upgrade Booth Size

- Upgrade To A Double (10 ft. x 20 ft.): **Add \$4,500**
- Upgrade To A Triple (10 ft. x 30 ft.): **Add \$8,000**
- Upgrade To A Quad (20 ft. x 20 ft.): **Add \$11,500**

Please note, booth location selections are assigned in order based on total sponsorship contribution amount. Each vendor will be contacted prior to the event to select their designated exhibit space.

### Selection 4: Fee Summary

Core Participation Package \$ \_\_\_\_\_  
Package Enhancement \$ \_\_\_\_\_  
Upgraded Booth Size \$ \_\_\_\_\_  
**Total Fee \$ \_\_\_\_\_**

OPEN MINDS  
15 Lincoln Square  
Gettysburg, PA 17325-1933  
Phone: 717-334-1329 Fax: 717-334-0538  
[www.openminds.com/executive-education](http://www.openminds.com/executive-education)



### Section 5: Company Information

Designate below the name and address of the person in your organization who is to receive all relevant exhibition materials:

\_\_\_\_\_  
*Contact Name & Title*

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

\_\_\_\_\_  
*Booth Name for Identification Sign*

\_\_\_\_\_  
*Address*

\_\_\_\_\_  
*City/State/Zip*

\_\_\_\_\_  
*Telephone*

\_\_\_\_\_  
*Fax*

\_\_\_\_\_  
*Email*

\_\_\_\_\_  
*Signature*

*I understand, and agree to abide by the official Terms and Conditions of the OPEN MINDS Technology & Informatics Institute as found on the reverse side of this application.*

### Selection 6: Payment

- Check Enclosed    Invoice Me
- VISA    MasterCard    AmEx

\_\_\_\_\_  
*Account Number*

\_\_\_\_\_  
*Exp. Date*

\_\_\_\_\_  
*CVV No.*

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Name on Card*

*The undersigned understands and accepts all terms and hereby applies for exhibit space. Upon official acceptance of the original application, this document constitutes a contract.*

### Send completed application with payment to:

Education Events Sponsorships  
Email: [jgargiulo@openminds.com](mailto:jgargiulo@openminds.com)  
OPEN MINDS  
15 Lincoln Square  
Gettysburg, PA 17325-1933



## **Sponsorship & Exhibiting Application: Terms & Conditions**

This signed application confirms that the undersigning organization has agreed to purchase the selected sponsorship activities from *OPEN MINDS*.

- Name and logo on institute marketing materials
- Name, logo, and fifty (50) word description on exhibitor section of institute website
- Ten (10) complimentary registrations to the institute
- Ability to include two (2) marketing materials in attendee tote bags distributed at the institute
- Attendee list with full contact information before and after the institute
- Logo inclusion on the institute tote bags distributed to all attendees (*Enhancement Package Only*)
- Logo inclusion on institute floor stickers or directional signage (*Enhancement Package Only*)
- Logo inclusion on special signage for sponsored networking events (*Enhancement Package Only*)
- Name and logo featured above standard sponsors on event marketing material and on the institute website (*Enhancement Package Only*)
- Half-page advertisement in the institute program guide (*Enhancement Package Only*)

By signing this application, the undersigning organization and *OPEN MINDS* agree to the following terms and conditions:

### **The Undersigning Organization agrees to:**

- E-mail logo to [events@openminds.com](mailto:events@openminds.com) upon signing this application; color logo is requested and must be of high resolution (300 dpi or higher) and submitted as EPS, TIFF, or JPEG
- E-mail brief organization description (around 50 words) to [events@openminds.com](mailto:events@openminds.com) within fifteen (15) days of signing the application
- Submit marketing materials to be placed in attendee tote bags to *OPEN MINDS* forty-five (45) days before the event
- Provide *OPEN MINDS* with the names and contact information for ten (10) complimentary registrants forty-five (45) days before the event
- Provide *OPEN MINDS* with the half-page advertisement to be featured in the event program guide forty-five (45) days before the event
- Pay any additional costs associated with the exhibit space; this includes but is not limited to electricity, audiovisual equipment, and internet hookup
- Pay any additional fees for actual expenses, plus all applicable state and local taxes, known and unknown.
  - These fees will be billed as they are incurred. Payment of actual expenses is due within thirty (30) days of receipt of an invoice for such services.
- Not tear down exhibit booth prior to closure of exhibit hall or pay a \$1,000 penalty fee

### **Both parties agree:**

- This sponsorship and exhibiting application is an effective agreement upon signing
- Sponsorships are reserved but not confirmed until a signed application and payment is received
- This agreement may not be assigned and will continue in full force and effect, even if either party changes its name
- If the undersigning organization requested an invoice, payment of total exhibiting and advertising fees is due within 30 (thirty) days of receipt of an invoice for such services
  - For all invoice amounts, an interest charge of 2% per month will be charged on the overdue balance

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name