



2018 SMPS PACIFIC REGIONAL CONFERENCE

WAVE IN THE VINEYARD

FEBRUARY 7-9 AT THE MERITAGE RESORT & SPA, NAPA, CA



Dear Potential Sponsor:

There is a WAVE in the Vineyard - join us in beautiful Napa, California where you can partake in the highest level of visibility and awareness for your firm at the 2018 SMPS Pacific Regional Conference (PRC). PRC is the place to invest your precious sponsorship and advertising dollars. An annual regional event hosted by 10 SMPS chapters, PRC features educational sessions and keynote presentations focused on best practices in A/E/C marketing and business development.

Benefits of becoming a PRC sponsor include:

- ✓ Brand Visibility - exposure to more than 1,500 key decision makers through pre-conference promotion.
- ✓ Access to one of the largest and best networks of marketers in the country.
- ✓ Flexibility to choose between four reasonably priced sponsorship levels.
- ✓ Premier booth placement at the conference for valuable face-to-face networking and interaction with attendees.

Detailed information on the benefits of becoming a PRC sponsor are included on the following page.

Conference Details
February 7 - 9, 2018
The Meritage Resort & Spa | Napa, CA

If you are ready to dive-in and “Reap the Harvest” as a sponsor contact us now to maximize your pre-conference exposure. Please complete the attached Sponsorship Agreement. If you have questions, please reach out to our Sponsorship Committee at sponsorship@smps-prc.org.

Thank you for your support of the SMPS Pacific Regional Conference!

Sincerely,

Your 2018 Pacific Regional Conference Co-Chairs



Ginger Kelly
Vice President, Marketing
RIM
vkelly@rimarchitects.com



Beth Ito, CPSM
Manager, Corporate Communications
Coffman Engineers, Inc.
ito@coffman.com



2018 Pacific Regional Conference SPONSORSHIP AND ADVERTISING OPPORTUNITIES

THE FRUITS OF YOUR COMMITMENT	Wave in the Vineyard Sponsorship Levels			
	DOUBLE GOLD \$5,000	GOLD \$2,500	SILVER \$1,500	BRONZE \$750
Programs/Admission				
Complimentary Conference Registration (includes meals* and all sessions)	4	2	1	0
Complimentary Beverage Tickets (Wednesday Opening Reception)	4	2	1	0
Complimentary Thursday Night Social Registration (includes two beverage tickets)	4	2	1	1
Promotion/Advertising				
Five-Minute Speaking Opportunity at Conference General Session	1	0	0	0
Display of Company Banner at Registration Table or General Session Podium (sponsor must provide banner)	1	0	0	0
Company logo on conference goody bags or lanyards (agreement and payment must be received by 11/01/17)	1	0	0	0
Link to Company Website from PRC Website	1	1	0	0
Complimentary Ad in Conference Program (ad copy due 11/15/17)	Full-Page	Half-Page	Quarter-Page	Name Only
Company Postcard/Promotional Item in Goody Bag	1	1	1	1
E-Mail Recognition in all PRC Announcements (1,500+ recipients, at least twice monthly)	1	1	1	1
Company Logo in Conference Program	Large Logo	Medium Logo	Small Logo	Name Only
Company Logo in Conference PowerPoint (loops during meals and prior to General Sessions)	Large Logo	Medium Logo	Small Logo	Name Only
Company Logo on Conference Website	Large Logo	Medium Logo	Small Logo	Name Only
Visibility/Recognition				
Booth/Display at Conference (Prime Location)	1	0	0	0
Booth/Display at Conference	0	1	0	0
Verbal Recognition at General Sessions	1	1	1	1
Sponsor Ribbon for Company Attendees	1	1	1	1
CONFERENCE PROGRAM ADVERTISING - all ad copy due 11/15/17		Price		
Full-Page Ad		\$1,500 (complimentary with Double Gold sponsorship)		
Half-Page Ad		\$1,000 (complimentary with Gold sponsorship)		
Quarter-Page Ad		\$500 (complimentary with Silver Sponsorship)		

*conference meals include breakfast and lunch Thursday and Friday



2018 Pacific Regional Conference SPONSORSHIP AND ADVERTISING OPPORTUNITIES

SPONSOR/ADVERTISER: _____

CONTACT NAME/TITLE: _____

MAILING ADDRESS: _____

CITY/STATE/ZIP: _____

TELEPHONE: _____

EMAIL: _____

WEBSITE & SOCIAL MEDIA: _____

I commit to the following Sponsorship and/or Advertising level:

SPONSOR

- DOUBLE GOLD (\$5,000)
- GOLD (\$2,500)
- SILVER (\$1,500)
- BRONZE (\$750)
- OTHER & IN-KIND

ADVERTISER

- FULL-PAGE (\$1,500)
- HALF-PAGE (\$1,000)
- QUARTER-PAGE (\$500)

Sponsor/Advertiser Signature

Date

SMPS Representative Signature

Date

Please complete this form and mail with payment (make checks payable to SMPS Pacific Regional Conference) to the address below, or, if you would prefer to pay with a credit card, e-mail sponsorship@smps-prc.org and we will send you a PayPal invoice.

To expedite the process, e-mail this completed form, along with a copy of your check and a vector-format logo (.ai or .eps) to: sponsorship@smps-prc.org. **No printing, advertising or sponsorship benefits will be tendered until payment is received.**

Print-ready ads (.pdf or .eps) for the printed conference program are due no later than November 15, 2017.

Send questions or comments to: sponsorship@smps-prc.org.

MAIL CHECKS TO:

SMPS Pacific Regional Conference
P.O. Box 111803
Anchorage, AK 99511-1803
907.646.9629

2017 SMPS Pacific Regional Conference Sponsor Agreement - *The Fine Print*

1. Payment Policy

All agreements must be accompanied by the total sponsorship amount and paid within 30 days of pledge, (which covers the booth space if applicable). All booth space is first -come first -served. By signing the sponsorship agreement form the exhibitor/sponsor agrees to all rules and policies contained herein. No outside food allowed.

2. Cancellations/Refunds

Cancellations must be made in writing via fax; they cannot be taken over the phone. Cancellations are effective as of the date of receipt.

- Sponsors/exhibitors canceling booth space prior to November 15 will receive a 50% refund.
- Sponsors/exhibitors canceling booth space between November 15 and January 1 will receive a 25% refund.
- Any sponsor canceling space after January 1 forfeits the entire sponsorship amount (no exceptions).

Exhibitors are considered "no show" if a company does not occupy and exhibit in the designated space by 10:00 AM on the Thursday of the conference, and has not given SMPS the required written notice of cancellation. SMPS has the right to use "no show" exhibit space in such a manner as it may deem in the exposition's best interest.

3. Exhibits, Eligibility, Assignment, and Relocation

SMPS Pacific Regional Conference (PRC) reserves the right to determine the eligibility of any company or product for inclusion as an Exhibitor. Exhibitor understands and agrees that SMPS has sole discretion on the assignment of booths and is under no obligation to assign Exhibitor any of the booths preferred by the Exhibitor. SMPS PRC reserves the right to alter Exhibitor's assigned location any time at its sole discretion if deemed in the best interests of the conference. SMPS also reserves the right to alter the exhibit area floor plan at any time.

4. Moving and Removal of Exhibits

Exhibits may be moved into the area beginning at 8:00 AM on Wednesday of the conference. Exhibits must be set up by 11:00 AM Wednesday morning of the conference, or will be considered a "no show" and subject to policies set forth in rule #2. Displays must remain fully intact and named during all exhibit hours. Removal of exhibits cannot take place until 3:00 PM on Friday of the conference.

5. Subletting Space

No Exhibitor may assign, sublet, or apportion the whole or any part of the space allotted, or exhibit therein, any other goods, apparatus, etc. than those manufactured or sold by the Exhibitor in the regular course of business. Sub-divisions and subsidiary organizations that share space with a parent company will not be recognized as Exhibitors.

6. Displays

Exhibitor's booths will have their booths moved, rearranged, or dismantled at the Exhibitor's expense. All booths must be maintained within their 8x10 exhibit area without obstructing or impeding on other Exhibitor booths or facility egress.

7. Shipments of Exhibits

Exhibitors are responsible for the delivery and return shipping of their booths to and from the conference site, and any costs for storage and handling at hotel.

8. Placement and Care of Exhibit Space

Exhibitors are to properly protect and maintain its exhibit space and appurtenant property. Security is not provided overnight for the exhibit area. You are strongly encouraged not to leave items of value in the space.

9. Conflicting Meetings and Social Activities

In the interest of the success of the entire convention Exhibitor agrees not to extend invitations to meetings, receptions, outings, social events, or otherwise encourage attendee absence from the conference or Exhibit area during conference and show hours. SMPS PRC reserves the right to request and enforce cessation of any non-approved activity as it sees fit.

10. Prize Drawings and Promotions

No drawings or sweepstakes that require the purchase of raffle or lottery tickets are permitted, unless approved by conference chairs. Drawings must be available to all PRC attendees (except persons under 18 years of age and other exhibitors). Registration for drawings must be done within the confines of the rented exhibit booth(s) and may not distract from other exhibitor displays. A description of the drawing process (including time of drawing and where winner names will be posted or announced) should be clearly visible to all attendees. SMPS PRC encourages the exhibitors to donate door prizes to the PRC for drawings throughout the conference where they will receive verbal mentions of their company and door prize donated.

11. Insurance

SMPS PRC is not liable for loss or damage of any article of equipment or property of Exhibitor that Exhibitor may suffer during installation or removal or during the exhibit itself, by reason of robbery, fire, accident, or any other destructive cause. Insurance must be placed by the Exhibitor. Exhibitor shall, at its own expense, secure and maintain through the period of the exhibit, inclusive of move-in and move-out days, the following insurance: (a) worker's compensation insurance; (b) employer's liability insurance with limits not less than \$1,000,000 each accident; and (c) comprehensive general liability insurance with limit not less than \$1,000,000 each (occurrence combined single limit) for bodily injury and property damage. Required comprehensive general liability and liability insurance policies name SMPS PRC, its affiliates and their respective officers, directors, agents, and planning committees as additional insurers.

12. Indemnification and Waiver

Exhibitor agrees to indemnify, hold harmless, and defend SMPS PRC or The Hotel and their respective members, officers, directors, agents, and employees ('indemnitees') from and against any and all liabilities, damages, actions, losses, claims, and expenses (inclusive of attorney's fees) on account of personal injury, death, or damage to or loss of property or profits arising out of or contributed to by any act, omission, negligence, fault, or violation of a law or ordinance by the Exhibitor or its employees, agents, contractors, patrons, and invitees. Exhibitor hereby waives each and every claim that arises or may arise in its favor against any one or more of the indemnitees for any and all losses of damage covered by valid and collectible insurance. Such waiver precludes the assignment of any claim by subrogation or otherwise.

13. Protection of Facilities and the Public

Exhibitor shall not use the exhibit facilities or permit them to be used by any employee, patron, contractor, or invitee: (a) for any illegal purpose; (b) in conflict with any applicable law, ordinance, rule, or regulation of any governmental authority; (c) in any manner that could violate the insurance or increase the rate of insurance on the facilities; (d) in any manner that constitutes any waste or nuisance; (e) in any manner that causes any injury to the facilities; or (f) in violation of any applicable rule or regulation issued by management of the exhibit facilities.

14. Facilities Rules

Exhibitor agrees to comply with all rules and regulations prescribed by the management of the exhibit facilities, meet the requirements of all local authorities, and obtain, at their own expense, any necessary permits, licenses, or equipment, should any be required for the particular individual displays or the particular exhibit of the Exhibitor. Exhibitor agrees that failure to conform to all facilities and city rules and regulations may result in the closure of its exhibit by SMPS PRC.

15. Audio/visual Equipment

Sound must be kept at a volume not to exceed that of normal conversations, 80 decibels. It must not interfere with neighboring Exhibitors and must be devoted exclusively to the business of the Exhibitor. The operator must be in the space, not in the aisle. Please check with conference chairs for any sound needs.

16. Cancellation of Show

In the event the show is canceled because of a reason beyond the control of SMPS PRC, space rental fees or deposits already paid will be returned to Exhibitors on a priority basis after all related show expenses incurred by PRC through the date of cancellation have been met plus an administrative fee and overhead charges.

17. Amendment to Terms and Conditions

Any and all matters or questions not specifically covered by the terms and conditions contained herein shall be subject to the sole discretion of SMPS PRC. PRC may, in its sole discretion, make reasonable changes, amendments, or additions to these terms and conditions. Any such changes shall be binding on Exhibitor equally with the other terms and conditions contained herein.

18. Lodging and Travel

Each Exhibitor is responsible for his/her own lodging and accommodations. SMPS PRC encourages the use of the facility where the conference will be held. A reduced rate for the nights of the conference is available to those identifying themselves as SMPS Pacific Regional Conference attendees. The hotel contact information is available on the SMPS PRC website at smps-prc.org.