



VCF/TPMA

Exhibit & Sponsorship
Opportunities Guide

2009



www.vcfww.com



www.tradepromo.org

Sponsorship

Platinum, Gold, and Silver event package sponsorships are available upon request.

Please contact Kim Zablocky at kzablocky@vcfww.com for more information.

Opportunity	Price
Exhibit Space 10' x 8' space, tabletop or "pop-up"	\$6,500
Webinar One 45 minute session	\$20,000

Meals and Breaks

Opportunity	Price
Breakfast Buffets	\$15,000
Break Bundles Morning/Afternoon break	\$15,000
Lunch Buffet	\$25,000
Evening Cocktail Reception	\$35,000
Dinner Buffet	\$60,000
Continuous Coffee Station	Call for details
Cyber Lounge	Call for details

Golf Related

Opportunity	Price
Golf Outing Exclusive Sponsorship	\$35,000
Golf Outing Non-Exclusive	\$20,000
Golf Balls	\$5,000
Longest Drive Prize	\$5,000
Closest to the Pin Prize	\$5,000

Promotional Sponsorship Items

Opportunity	Price
Hotel Room Drop Sponsorship plus cost of item	\$2,500
Passport Sponsor Sponsor to provide prize	\$3,500
Tote Bag Item¹	\$5,000
Notebooks²	\$5,000
Evaluations Per day, black and white copies for attendees	\$5,000
Key Cards²	\$5,000
Water Bottles²	\$5,000
Tote Bags²	\$8,000
Lanyards²	\$10,000
Daily Digest Per day, black and white copies for attendees	\$10,000

Conference Journal Advertising

Opportunity	Price
Half Page 8.5" x 5.5" or 4.25" x 11"	\$1,750
Full Page 8.5" x 11"	\$3,000
Inside Front Cover 8.5" x 11"	\$5,000
Inside Back Cover 8.5" x 11"	\$5,000
Two Page Spread 17" x 11"	\$5,500
Outside Back Cover 8.5" x 11"	\$7,500

Mechanical Requirements

Acceptable file formats:

- TIF, JPEG, PDF
- Collected/packaged files from InDesign (including all fonts and images)
- Native vector (Illustrator) file (.ai, .eps)

All files must include .25" bleed

Resolution: 300 dpi

All pricing is based on black and white advertising

For material submission and questions, contact:

Kim Zablocky | Founder & Chairman

kzablocky@vcfww.com | 646-442-3476

1. Size limitations apply
2. When sponsors provide selected item, \$1,000 credit applies

Premium Sponsorship Programs

Sponsor Benefits

Recognition as Industry Leaders

Recognition at each Event

Sponsor Case Study in the JTPP ⁽¹⁾

Event Branding

Sponsorship of one Evening reception

Sponsorship of one lunch

Sponsorship of one breakfast

Promotion Opportunities

Exhibit booth space at our national events

Annual event passes ⁽²⁾

Promotional / marketing material included in event bags ⁽³⁾

Company logo and profile in the event program

Signage displayed throughout event and sponsored events

Publicity and Marketing

Cover Advertisement in the Conference Journal

Advertisement in the Conference Journal

Rotating Advertisement in 12 issues of the *Journal of Trading Partner Practices*

Membership Benefits

VCF/TPMA Membership⁽⁴⁾

Member pricing to all events

Recognition on website homepage

Inclusion in the TPBuyers Guide

TPNexus Access participation

Metal Sponsorship Opportunities

Platinum
\$50,000

Gold
\$35,000

Silver
\$25,000

✓	✓	✓
2 Papers	1 Paper	1 Paper

1 Event		
	1 Event	1 Event
1 Event	1 Event	

2 Events	2 Events	2 Events
6 Passes	4 Passes	2 Passes
2 Events	2 Events	2 Events
2 Events	2 Events	2 Events
2 Events	2 Events	2 Events

2 Events	1 Event	
	1 Event	2 Events
Top Banner	Sidebar	BoomBox

✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓

Note: Metal sponsorships are non-exclusive.

(1) Article and White Paper topic/content must be approved by VCF/TPMA .

(2) Conference passes are for clients/prospects of the sponsor.

(3) All promotional items to be distributed at the conference or included in the conference bag shall be provided at the sponsor's cost. Limit one promotional item per sponsor.

(4) Does not include access to the VCF Compliance Clearinghouse.

Exhibitor / Sponsorship Agreement

Company & Contact Information

Company Name: _____
Street Address: _____
City: _____ State: _____ Postal Code: _____
Country: _____ Company URL: _____
Contact Name: _____
Contact Title: _____ Contact Email: _____
Contact Phone: _____ Contact Fax: _____

Sponsorship Desired

Please mark sponsorship items for which you are interested. You will be contacted to discuss sponsorship availability.

Premium Sponsorship

- Platinum (\$50,000)
- Gold (\$35,000)
- Silver (\$25,000)

Individual Event Sponsorship

- Dinner Buffet (\$60,000)
- Evening Reception (\$35,000)
- Lunch Buffet (\$25,000)
- Breakfast (\$15,000)
- Break Bundle (\$15,000)
- Exhibitor (\$6,500)
- Promotional Items (see pricing sheet)
- Other: _____

Conference Journal Advertising

- Outside Back Cover (\$7,500)
- Two-Page Spread (\$5,500)
- Inside Front Cover (\$5,000)
- Inside Back Cover (\$5,000)
- Full Page (\$3,000)
- 1/2 Page (\$1,750)
- Other: _____

Payment

Credit card payments: Visa MC AmEx

Name on Card: _____
Credit Card #: _____
Exp Month/Year: _____ Security Code _____
Authorized Amount: _____

Provide billing address if different than the company address above.

Street: _____
City: _____
State: _____ Postal Code: _____

I authorize Trading Partners Collaboration (TPC), dba VCF and TPMA to use the credit card listed for the authorized amount and agree to pay this amount in accordance to the card issuer's agreement.

Authorized Signature _____

Printed Name _____ Date _____

Check payments: Please use this form as your invoice. Make check(s) payable to **VCF**.
TPC, dba VCF and TPMA, is a limited liability corporation. Our tax ID# is 42-1613901.

Return completed form with payment to:

VCF
Attn: Michelle Hardick
1055 Parsippany Boulevard
Suite 405
Parsippany, NJ 07054
Phone: 201-714-4527
Fax: 973-263-1974

Exhibitor/Sponsor hereby designates the products listed above as those which shall be displayed or demonstrated and agrees to notify VCF/TPMA in writing of any changes prior to the event. We (Exhibitor) agree that this application is offer, which is subject to the absolute right of the VCF/TPMA to accept or reject. Upon acceptance of this application, we (Exhibitor) agree to the conditions, policies and penalties set forth in the Exhibitor Rules & Regulations.

Accepted as binding for Sponsor _____ Date _____

Accepted as binding for VCF/TPMA _____ Date _____

Exhibitor Rules & Regulations

Show Management:

All matters and questions not covered by the Exhibit Space Agreement or these Rules and Regulations are subject to the decision of TPC, its officers, agents or employees acting for it, in the management of the exhibit.

Eligible Exhibits:

TPC reserves the absolute right, at any time, to determine the eligibility of any company or product for inclusion in the Exhibit. No approved exhibitor may assign or transfer such approval without the written consent of TPC. No subleasing or sharing of space with another business or firm is permitted, unless approved by TPC.

Limitation of Liability:

The exhibitor agrees to make no claim for any reason whatsoever on its members, agents, employees, lessors or owners of the exhibit premises, for loss, theft, damage or destruction of property; nor for any injury to himself/herself while in the exhibit facilities. Each exhibitor should have separate insurance to protect itself against such liabilities.

Signage:

All signs must be freestanding. No sign may be strung between posts or hung from walls or the ceiling. Signs must be professionally made. No pennants are to be used unless approved by TPC and no sign may be placed outside the booth area, in doorways, hallways or aisles.

Damage to Premises:

Exhibitors or their agents may not allow any article to be brought into the exhibition, or any act done on the premises, which would invalidate the insurance or increase the premium of the policies held by the management of the exhibit / convention / hotel facility. They will also not permit anything to be done by their employees, which will damage the premises, property or equipment of other exhibitors. No signs or articles can be affixed, nailed or otherwise attached to walls, doors, etc. in such a manner as to deface or destroy them. Likewise, no attachments can be made to the floors by nails, screws or any other devices that would damage them.

Exhibit Specifications:

TPC shall supply, at no charge to the exhibitor, the following standard provisions for each exhibitor: 10' x 8' exhibition booth or 6' tabletop space, 6' skirted table, 2 chairs, wastebasket, power cord and vendor identification sign. Please call TPC for details.

Sound Devices and Performers:

The use of devices for mechanical reproduction of sound or music may be permissible, but must receive advance approval from TPC. Sound of any kind must not be projected outside the confines of the exhibit booth. Exhibits featuring performers or attractions must be large enough to contain the audience within the exhibit. Aisles must be kept clear.

Rejected Displays:

The exhibitor agrees that the exhibit shall be admitted and remains, from day-to-day, solely in strict compliance with the rules set forth herein. TPC reserves the right to reject or prohibit any exhibit in whole or in part, any exhibitor or its representative, with or without giving cause and TPC shall have no liability to the exhibitor as a result of the cancellation of the exhibit. If cause is not given, liability shall not exceed the return to the exhibitor of the amount of rental unearned at the time of rejection. If an exhibit or exhibitor is rejected for violation of these rules or for any other stated reason, no return of rental shall be made.

Insurance:

Exhibitor and exhibitor's contractors shall, at their sole cost and expense, procure and maintain through the term of this License Agreement the following insurance: (a) Commercial General Liability insurance against claims for bodily injury or death, property damage as well as personal and advertising injury occurring in or upon or resulting from the exhibition, with combined single limits of liability of not less than \$1,000,000 per occurrence. This insurance must be in force during the lease dates of the event, with TPC added as an additional insured; and (b) Workers Compensation insurance as required by statutory law. Exhibitor shall obtain and shall furnish upon request a certificate of insurance evidencing the required insurance.

Exhibitor Representative's Responsibility:

Each exhibitor must name at least one person to be a representative in connection with installation, operation and removal of the exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible.

Character of Display:

Distribution of samples and printed matter of any kind or any promotional material is restricted to the confines of the booth. Exhibitors may not leave merchandise or printed matter in the registration areas, lounges, meeting rooms or other facilities of the convention/conference hotels. No noisemakers or items not in keeping with the character and high standards of TPC may be distributed or used by any exhibitor.

Labor:

It is mutually agreed that it is the duty and responsibility of each exhibitor to receive and install their exhibit before the opening of the exhibition; and to dismantle, pack and ship their exhibit immediately after the close of the exhibition, in accordance with local union regulations. Should an exhibitor not arrange for appropriate labor, TPC will not be responsible for the installation, dismantle or shipment of any exhibitor's display. In addition, should an exhibitor be unable exhibit because labor had not been arranged, the exhibitor fee will neither be refunded nor be applied to any future exhibit opportunity at a TPC event. Additional labor can be made available if TPC is formally alerted to the need 30 days in advance of show date, and arrangements are agreed to by both Exhibitor and TPC in advance of show date. Exhibitor will be responsible for the expense of the labor arranged by TPC, plus a 20% service charge.

Official Service Contractor/Decorator

The official service contractor will be designated by TPC as needed and will provide all services required: drayage, furnishings, carpet, accessories, tables, drapery, electrical power, labor to erect and dismantle your exhibit, signs, etc. An exhibitor service kit with order forms, rates and instructions on the services provided will be sent to exhibitors for any outside services required.

Attendance:

Show Management shall have sole control over attendance policies at all times.

Exhibit Hours:

All exhibits must be in place ready for opening of show. No part of an exhibit shall be removed during the showing without special permission from TPC. An exhibitor is not allowed to dismantle or pack any part of his or her exhibit until after the official closing of the event. Exhibitor's booths must be staffed at all times during exhibit hours. Exhibitors agree not to host hospitality suites and private parties during scheduled hours of TPC meetings, exhibits or other functions.

Security:

Neither Show Management, exposition management, nor the owner or lessors of the exhibit premises will assume any responsibility for exhibitor's property. It is suggested that the exhibitor insure its property against loss and theft.

Fire & Safety Laws: Federal, state and city laws must be strictly observed.

Amendment to Rules: The exhibitor agrees that TPC shall have the right to make such rules and regulations or changes in floor plan arrangements of booth for said exhibition, as it shall deem necessary and to amend same from time to time. TPC shall have the final determination and enforcement of all rules, regulations and conditions.

Amendment to Rules:

The exhibitor agrees that TPC shall have the right to make such rules and regulations or changes in floor plan arrangements of booth for said exhibition, as it shall deem necessary and to amend same from time to time. TPC shall have the final determination and enforcement of all rules, regulations and conditions.

Cancellation of Exhibit Space:

Payment in full is due upon exhibitor's receipt of signed and countersigned agreement to exhibit/sponsorship participation, to terms stated within contract. Exhibitor/Sponsorship fees are not refundable.

Acts of God, Fires, Strikes:

In case the exhibit hall shall be destroyed or damaged, or if the show fails to take place as scheduled or is interrupted and / or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of terrorism or threat of terrorism, act of God, emergency declared by any governmental agency or by TPC, or for any other reason, this contract may be terminated by TPC. In the event of such termination, the exhibitor waives any and all damages and claims for damages, and agrees that the sole liability of TPC shall be to return to each exhibitor its space payment, less its pro-rata share of all costs and expenses incurred and committed by TPC.

Compliance with Laws:

Exhibitors must comply with all laws, rules, regulations and ordinances. No combustible decoration, such as crepe paper, cardboard or corrugated paper, shall be used at any time. All packing containers, excelsior or wrapping paper, which must be flameproof, are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silken or any other cloth decoration must stand a flameproof test as prescribed by fire ordinance of the city and/or state in which the show is held. All materials and fluids, which are inflammable, are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc. are not permitted. Exhibits cannot block aisles and fire exits.