



GLOBAL SOF SYMPOSIUM - BELGIUM

1-3 OCTOBER 2019 // BRUSSELS



SYMPOSIUM PROGRAM GUIDE

The program guide is distributed to all Symposium attendees! The guide from the 2018 Global SOF Symposium - Spain is shown below as an example from the previous year's event:

	Corporate Partner (CP)	Non-Corporate Partner (NCP)
<input type="checkbox"/> Program Guide Sponsor (2 available): Includes Sponsor Logo on Cover & Free Ad	\$1,000	\$1,200
<input type="checkbox"/> Premium Full Page Cover (Inside Back Cover)	\$600	\$720
<input type="checkbox"/> Premium Full Page Cover (Inside Front Cover)	\$600	\$720
<input type="checkbox"/> Premium Full Page Cover (Outside Back Cover)	\$600	\$720
<input type="checkbox"/> Full Page Color - Exhibitor	\$400	\$480
<input type="checkbox"/> Half Page Color	\$300	\$360



SPONSORSHIP OPPORTUNITIES


Note: All Sponsors will be recognized with sponsor designation on the Symposium website, social media, and Program Guide, in addition to what is listed below.

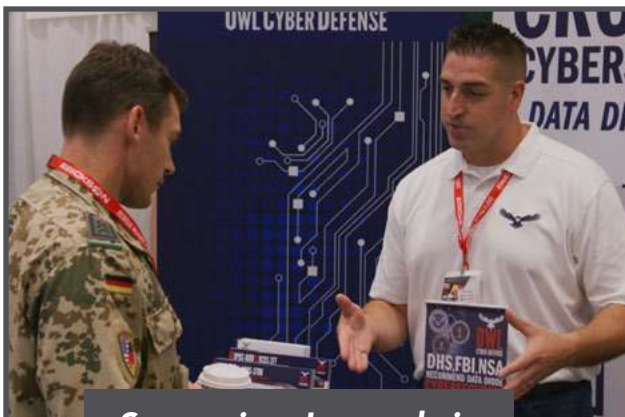
	CP	NCP
<input type="checkbox"/> Platinum	\$13,600	\$17,000
<ul style="list-style-type: none"> • 2 x 3 m. exhibit booth or kiosk space • 6 Complimentary Symposium registrations • Opportunity to introduce a Keynote Speaker • Opportunity to provide three 1-minute videos to air during General Session • Full page advertisement in the Symposium Program Guide • Logo included on Symposium Pens provided to all event attendees • Choice of mobile app, centerpiece, speaker ready room, or animated stinger with company branding • Logo included on banner and signage displayed during the Symposium • Logo on signs displayed on the General Session stage • Verbal acknowledgment of sponsorship during the Symposium 		

	CP	NCP
<input type="checkbox"/> Gold <ul style="list-style-type: none"> • 2 x 3 m. exhibit booth or kiosk space • Symposium Branded Water Bottle Sponsor • 4 Complimentary Symposium registrations • Opportunity to provide two 1-minute videos to air during General Session • Logo included on banner and signage displayed during the Symposium • Verbal acknowledgment of sponsorship during the Symposium 	\$11,900	\$14,000
<input type="checkbox"/> Silver <ul style="list-style-type: none"> • 2 x 3 m. exhibit booth or kiosk space • 2 Complimentary Symposium registrations • Opportunity to provide one 1-minute videos to air during General Session • Logo included on signage displayed during the Symposium • Verbal acknowledgment of sponsorship during the Symposium 	\$7,650	\$9,000
<input type="checkbox"/> Bronze <ul style="list-style-type: none"> • 2 Complimentary Symposium registrations • Logo included on signage displayed during the Symposium • Verbal acknowledgment of sponsorship during the Symposium • Opportunity to provide a flyer insert for inclusion with the Symposium Program Guide 	\$5,100	\$6,000
<input type="checkbox"/> Networking Reception (3 available, or exclusive for \$10,000 (CP) or \$5,000 \$13,000 (Non-CP)): This Reception will feature unique opportunities to meet attendees within your specific area of interest, allowing relationships to form that will build throughout the week! The Sponsor will receive designation on signage and appetizer picks at the Reception.		\$6,250
<input type="checkbox"/> Exhibit Hall Reception Belgian Beer Sponsor: The Sponsor of the Belgian Beer will receive designation on napkins and on signage displayed at the bar during the Wednesday evening reception.	\$3,500	\$4,200
<input type="checkbox"/> Exhibit Hall Reception Wine Sponsor: The Sponsor of the European Wine will receive designation on napkins and signage displayed at the bar during the Wednesday evening reception.	\$3,500	\$4,200



General Sessions will take place in the The Theater at the Le Plaza Hotel in Brussels, BEL.

	CP	NCP
<input type="checkbox"/> Symposium Lanyards (Exclusive): Sponsorship includes the name of the Symposium and sponsor's logo on the badge lanyard. Lanyards are provided to every event attendee at registration and worn throughout the event.	\$3,000	\$3,000
		
<input type="checkbox"/> Save the Date for 2020 US Symposium (Exclusive): Help remind attendees about the 2020 Global SOF Symposium - US, in Tampa, FL.! Sponsor will receive designation on a functional item that will be provided to each event attendee with Save the Date information.	\$2,500	\$3,000
<input type="checkbox"/> Morning Coffee Break (Exclusive): Coffee is incredibly popular at these events. Coffee sleeves with the sponsor logo will be held by all coffee-loving attendees.	\$2,500	\$3,000
<input type="checkbox"/> Worldly Wednesday Lunch (2 Available): Bring some international cuisine to our international event with a Sponsorship of our Wednesday lunch buffet. Sponsorship includes a unique centerpiece during the lunch.	\$2,000	\$2,400
<input type="checkbox"/> Thursday's Locals Lunch (2 Available): Bring Symposium attendees some local European fare by Sponsoring our Thursday lunch! Sponsorship includes a festive centerpiece during the lunch.	\$2,000	\$2,400
<input type="checkbox"/> Symposium WiFi (Exclusive): Everyone loves free WiFi! The Sponsor's logo will appear on signage and WiFi sign-in page.	\$1,500	\$1,800
<input type="checkbox"/> Afternoon Waffle Break (Exclusive): Give attendees a taste of a local snack on Wednesday afternoon, accompanied by your company's logo. The sponsorship includes Sponsor recognition on napkins and signage.	\$1,500	\$1,800
<input type="checkbox"/> Signage Sponsor (Exclusive): You can see your logo all over the Symposium as the Signage Sponsor. The Sponsor's logo will be at the bottom of all information signs at the Symposium.	\$1,200	\$1,450
<input type="checkbox"/> Registration (3 available): All attendees of the Symposium must register to attend. Sponsors receive recognition on the Symposium registration page as well as at on-site registration.	\$1,000	\$1,200



Symposium Lanyards in action at the Modern Warfare Symposium.



Sponsored Room Keys at the 2018 Global SOF Symposium - US.

	CP	NCP
<input type="checkbox"/> Exhibit Hall Raffle (Exclusive): The Sponsor will be featured on the Raffle Tickets that will be provided to every exhibitor at the Symposium. Exhibitors will then provide the Raffle Tickets to attendees with whom they have meaningful conversations--and at the end, there will be a drawing for prizes.	\$800	\$1,000
<input type="checkbox"/> Room Key (Exclusive): Attendees will be looking at your logo every morning and every night--as they head in and out of their Le Plaza room. Sponsor's branding will appear on all room keys.	TE	SOLD!
<input type="checkbox"/> Flyer Distribution: Provide a one-page marketing flier that will be handed out during registration to all Symposium attendees.	\$540	\$650
<input type="checkbox"/> After Party Promotion (Exclusive): What better way to be remembered than by being the last company everyone sees? If you plan an event after party on Thursday evening, we'll help promote it to attendees via signage and the App!	\$500	\$600



EXHIBITION OPPORTUNITIES

Booth Sizes and Pricing:	CP	NCP
<input type="checkbox"/> 6 sq meter Modular Booth	\$4,335	\$5,100
<input type="checkbox"/> 2 sq meter Table Top	\$2,380	\$2,800

Booth Amenities:

- Each Modular Booth includes 2 complimentary registrations
- Each Table Top includes 1 complimentary registration
- Additional people from your organization may register as Booth Staff at a reduced rate
- Additional booth passes are limited to 2 per contracted booth or table top. Booth partners are not entitled to purchase additional booth passes.
- Table Top includes one 6 ft table and 2 chairs

Booth Partners: Exhibitors and sponsors are permitted to have *up to two additional* partner companies at their booth. Partner companies will be included in the guide with a description and logo. Costs for each Partner Company are:

- Corporate Partner:** \$150
- Non-Corporate Partner:** \$185



Instructions

Step 1: Mark your selections below under Payment Amount & Method (select exhibit booth space, partnerships and sponsorships).
Step 2: Fax completed form to (703) 740-1941 or email to LPowell@eventPower.com.
Step 3: Register personnel through the conference Website.
Notes: Booth numbers are subject to change.
 Sponsor instructions are emailed and posted on the event Website. Program guide information will be requested via email.
This Commonwealth of Virginia contract is for exhibit space, sponsorships, and/or advertising as noted below, by and between Direct Marketing Productions, Inc. (doing business as: eventPower), and the Exhibitor named herein. The Exhibitor agrees to comply with all Terms and Conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.

Company & Contact Information

Company Name: _____			
Contact 1: _____		Contact 2 Billing Contact: _____	
Street Address: _____		Street Address: _____	
City State, Zip: _____		City State, Zip: _____	
Email Address: _____		Email Address: _____	
Phone #: _____	Fax: _____	Phone #: _____	Fax: _____

Contract Acceptance (signature is required)

This contract is accepted as binding by the following Exhibitor Representative:

Signature: _____ Printed Name: _____ Date: _____

Invoicing Policy, Payment & Cancellation Terms & Conditions

Invoicing: Invoices will be sent by email. If you wish to receive a printed copy please check the box below:
 Please send a printed invoice to our company billing contact (contact 2 above).

Payment: 50% payment is due at 180 days prior to the program start date with the remaining 50% due at 90 days prior to the program start date. Companies are 50% liable for contracted funds at 180 days prior to the program and 100% liable for contracted funds at 90 days prior to the program.

Cancellation: Cancellations must be received by email from a representative of the company signing this contract and confirmed as accepted by email from eventPower. Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start date will be 50% liable for contracted funds. Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds.

Payment Amount & Method

Partnership Package: \$ _____	Booth Selection: 1 st choice _____ 2 nd choice _____ 3 rd choice _____ (booth numbers are subject to change)
Sponsorship /Advertising: \$ _____	
Exhibit Space: \$ _____	P.O. #: _____
Discount: \$ _____	W-9 Form: To obtain eventPower's W9 form visit www.eventPower.com/w9
Total Contracted Amount: \$ _____	
Payment Method:	<input type="checkbox"/> Check Payable to: eventPower Mail to: eventPower, Accounts Receivables, 5205 Woodleaf Court, Centreville VA 20120
<input type="checkbox"/> Credit Card	A confirmation email will be sent with an Invoice attachment. A link to a secure online credit card payment portal will be provided at the bottom of the invoice.
<input type="checkbox"/> Wire Transfer	A confirmation email will be sent with an Invoice attachment. Wire transfer information will be provided on the invoice. Send wire transfer confirmations to SComer@eventPower.com

Send Check Payments To:

Payable to: eventPower
 Accounts Receivables
 5205 Woodleaf Court
 Centreville, VA 20120

Event Production Company/Merchant Contact Information:

Direct Marketing Productions, Inc. DBA: eventPower 5205 Woodleaf Court Centreville VA 20120	Laurie Powell, Director of Sales Telephone: (703) 740-1940 Fax: (703) 740-1941 Email: LPowell@eventPower.com Website: www.eventPower.com
--	---

Contract

This Commonwealth of Virginia Contract is for exhibit space, sponsorships, and/or advertising as noted below, by and between Direct Marketing Productions, Inc. (Doing Business As: eventPower), and the exhibitor named herein. The exhibitor agrees to comply with all terms and conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.

Payment and Liability Schedule

- 50% liable and 50% payment due 180 days prior to the first day of the conference.
- 100% liable and 100% payment due 90 days prior to the first day of the conference.
- If contract is received after payment due dates, the exhibitor agrees to pay the amount due within 15 days of submitting the contract.
- If contract is received within 15 days of the conference date, the exhibitor agrees to pay immediately with credit card, wire transfer or express check.
- Payment must be clear before the exhibitor is permitted to set up.
- eventPower reserves the right to reassign space or remove contracted company from the floor plan if the above payment schedule is not met.
- Failure to make payments does not release the contracted financial obligation.
- If payment is not received by the event date, a collection agency will be assigned to collect the debt. The exhibitor will be assessed the collection agency fees (typically an additional 30%).

Cancellation or Downgrade

- Cancellations must be received in writing (email or letter) from a representative of the company signing this contract and confirmed as accepted in writing (email or letter) from an eventPower representative.
- Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start date will be 50% liable for contracted funds. Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds.
- In the event of either a full or partial cancellation of space by an exhibitor, eventPower reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment.
- The exhibitor agrees that the appropriate payment based on the schedule above must be received by eventPower within 15 days of the cancellation notice or by the first date of the conference (whichever comes first). If payment is not received by these dates, a collection agency will be assigned to collect the debt. The exhibitor will be assessed the collection agency fees (typically an additional 30%).

Relocation and Floor Plan Revisions

eventPower retains the exclusive right to revise the exhibition hall floor plan and/or move assigned exhibitors as necessary.

Occupancy Default

Any exhibitor failing to occupy contracted space shall not be relieved of their financial obligation. If not occupied by the time set for completion of the installation of the displays, such space shall be taken by eventPower, and re-allocated or reassigned for such purposes or use eventPower may see fit.

Limitation of Liability

- Exhibitor agrees to make no claim for any reason against eventPower, its employees, agents, or representatives for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the exposition as scheduled; nor for any action or omission of eventPower.
- The exhibitor is solely responsible for his own exhibition materials and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of an exhibitor is in his care, custody, and control in transit to, or from, or within the confines of the exhibit hall. eventPower shall bear no responsibility for the safety of the exhibitor, its personnel, employees, agents or representatives or personal property.

Damage to Property

The Exhibitor is liable for any damage caused by exhibitor, exhibitor's agents, employees or representatives to building floors, walls, or columns, or to standard booth equipment, or to other exhibitor's property.

Insurance

Exhibitors shall, at their sole cost and expense, procure and maintain through the term of this contract, the following insurance: Comprehensive General Liability insurance with limits not less than \$1,000,000 including Contractual Liability and Products Liability coverage and Workman's Compensation in full compliance with all laws covering the exhibitor's employees. Proof of such insurance shall be provided to eventPower or its agent or representative upon request. Email certificate of insurance (COI) to SComer@eventPower.com.

Installing, Exhibiting, Dismantling

eventPower specifies hours and dates for installing, exhibiting, and dismantling. Exhibitor shall be liable for all storage and handling charges resulting from failure to set up their booth or removing shipping crates from their exhibit booth three hours before the posted start time for the exhibit hall. Additionally, the exhibitor agrees not to begin dismantling their display or open crates before the specified conclusion of the dismantling period set by eventPower. Removal of exhibit materials or displays before the published dismantle times may be subject to a fine.

Agreement to Rules

Exhibitor and all exhibitor personnel agrees to abide by the foregoing rules and those provided and contained in the Exhibitors Manual, and by any amendments and additional rules that may be put into effect by eventPower.

Use of Space

Displays and demonstrations are limited to the confines of an exhibitor's own booth. Distribution of literature or other giveaways must be in the confines of the exhibitor's own booth. Displays must abide by the rules and regulations provided in the exhibitor service kit distributed by the event decorator.

Cancellation or Change of Exposition by eventPower

In the event that the premises in which the exposition is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not within the control of eventPower or its agents, the exposition may be canceled or moved to another appropriate location. eventPower shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not within the control of eventPower. Causes for such action beyond the control of eventPower shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the venue, municipal, state or federal laws, or act of God. Should eventPower terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damages. Refunds of "Paid Exhibit Space Fees" in the case of event termination or cancellation shall be made to exhibitors at the sole discretion of eventPower and in any case, will not exceed the amount of each exhibitor's paid exhibit space fee less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by eventPower through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

Exhibitor Representative's Responsibility

Exhibitor agrees to indemnify eventPower, its employees, agents, or representatives against, and hold them harmless for, all claims arising out of the acts of negligence of exhibitor, exhibitor's agents, employees or representatives, and any claims for injury to exhibitor, its employees, agents, representatives, or event attendees.

Amendment and Addition Rules

Any matters not specifically covered by the preceding rules shall be subject solely to the decision of eventPower. eventPower may, at any time, amend or add further rules to these rules, and all amendments made shall be binding on exhibitor equally with the foregoing rules and regulations.