

ALTA SPRINGBOARD

Sponsorships & Vendor Registration



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VIRTUAL

ALTA SPRINGBOARD takes attendees' organizations and careers to the next level - it is the forum for fresh thinking, new insights, and a big step forward.



- **NOTHING about this event is traditional**
- **Three day conference that is part business accelerator, part knowledge community, and part leadership ideas festival where attendees will experience fresh thinking, new insights, and advanced education**
- **~400 attendees**
- **Vendor Space: pricing below**
 - Guaranteed number of brain dates with potential clients
- **Schedule information is available on our website: meetings.altaprogram.com/springboard**

Sponsorship	Description	Membership Sponsorship Price
Sponsor/Registration Basic Package	includes 1 registration, listed as sponsor	\$2,000
Special Topic Room	An educational session that is run by the sponsor to discuss key topics in the industry. The topic must be pre-approved by ALTA. Session will be listed on the schedule.	\$2,000
Cameo, Day 1	Bring a celebrity guest to the ALTA SPRINGBOARD attendees with this sponsorship. They will record a special video and verbally announce your company as the sponsor. rights to use video for x amount of time (time dependant on celebrity contract).	\$4,000
Cameo, Day 2	Bring a celebrity guest to the ALTA SPRINGBOARD attendees with this sponsorship. They will record a special video and verbally announce your company as the sponsor. rights to use video for x amount of time (time dependant on celebrity contract).	\$4,000
Cameo, Day 3	Bring a celebrity guest to the ALTA SPRINGBOARD attendees with this sponsorship. They will record a special video and verbally announce your company as the sponsor. rights to use video for x amount of time (time dependant on celebrity contract).	\$4,000
Career Advancement Talk Sponsor: 8 total available	session button includes logo, verbal thank you at the beginning	\$5,000

Knowledge Communities, Day 1	session button includes logo, verbal thank you at the beginning	\$5,000
Knowledge Communities, Day 2	session button includes logo, verbal thank you at the beginning	\$5,000
Knowledge Communities, Day 3	session button includes logo, verbal thank you at the beginning	\$5,000
Networking Roulette	A networking tool that virtual attendees will use to meet new faces and connect with old.	\$5,000
Pre-Event Package Item – 5 available	Work with the ALTA team to determine a branded piece to be included in the pre-event prep box that will be mailed to all attendees. Price of item is included in sponsorship cost.	\$5,000
Starbucks Giftcards– Tuesday	a \$5 gift card emailed to each attendee to kick off the conference. Sponsor name and logo included on the gift card email distribution	\$7,000
Email Sponsorship	Daily email to all attendees that includes your logo on the top. The email provides an explanatory video that is useful to attendees. Your company is verbally thanked in the video.	\$10,000
Brandating Platform, Second Tier- Two available	Shared sponsorship will give branding on all aspects of the platform including pre-promotion & schedule as the second tier sponsor below the first tier. Will work closely with the brandating team to make sure you are receiving the right amount of exposure and being matched for dates.	\$10,000
Ideas Festival Sponsor, Day 1	Intro 30-60 commercial time slot, Sponsor logo on marketing email prompting big name speaker, verbal thank you during session, logo on PPT, sponsor name included on schedule (addt sponsorships sold for 2nd commercial slot & giveaway item)	\$15,000
Ideas Festival Sponsor, Day 2	Intro 30-60 commercial time slot, Sponsor logo on marketing email prompting big name speaker, verbal thank you during session, logo on PPT, sponsor name included on schedule (addt sponsorships sold for 2nd commercial slot & giveaway item)	\$15,000
Ideas Festival Sponsor, Day 3	Intro 30-60 commercial time slot, Sponsor logo on marketing email prompting big name speaker, verbal thank you during session, logo on PPT, sponsor name included on schedule (addt sponsorships sold for 2nd commercial slot & giveaway item)	\$15,000
Brandating Platform, First Tier	Shared sponsorship will give branding on all aspects of the platform including pre-promotion & schedule as the first tier sponsor above the second tier. Will work closely with the brandating team to make sure you are receiving the right amount of exposure and being matched for dates.	\$20,000
Brandating Platform Sponsor, Exclusive	Exclusive level sponsorship will give sponsor full branding on all aspects of the platform including pre-promotion & schedule. Will work closely with the brandating team to make sure you are receiving the right amount of exposure and being matched for dates.	\$40,000

VENDOR OPTIONS

Vendor Space	Member Price	Add Demo	Guaranteed Number of Braindates	Registrations (1 comp with demo purchase)
1st row with demo space & demo time on schedule (2 medium buttons side by side) (vendor select available 1-hour time slot)	\$10,000	included	10	10
2nd row with demo space & demo time on schedule (2 medium buttons side by side) (vendor select available 1-hour time slot)	\$9,000	included	10	10
3rd row with demo space & demo time on schedule (2 medium buttons side by side) (vendor select available 1-hour time slot)	\$8,000	included	10	10
4th - 10th row button slot one or two (1 medium button)	\$3,000	\$1,500	5	5
11th row to end button slot one, two, or three (1 small button)	\$1,500	\$500	2	3

2021 SPRINGBOARD VENDOR CONTRACT (Page 1)

Vendor Request:

Booths assigned on a first come, first served basis.

1st choice: _____

2nd choice: _____

3rd choice: _____

If possible, not next to _____

Sponsorship Request:

1: _____

2: _____

3: _____

*Along with this form, please update your [marketplace profile](#)

Company Information:

(To be provided to Freeman- expo show handler)

Company Name _____ Contact Name _____

Address _____ City _____ State _____ Zip _____

E-mail _____ Phone _____ Ext. _____

On behalf of _____ (name of company) I agree to the terms of this contract (page 6), including any special terms spelled out two next pages (page 9-10).

Signature _____ Company Name _____ Date _____

Payment Method:

Email: Email completed forms to Claire, cmitchell@alta.org, and you will be notified how to pay securely on alta.org.

Check

or

Credit Card

Total Amount: \$ _____

CANCELLATION POLICY:

Cancellations received prior to Friday, March will receive a refund of 40%. No refunds will be made after Friday, March 5. Cancellations after Friday, March 5. obligates the Exhibitor/ Sponsor to payment of the full rental amount and forfeiture of all monies paid. All cancellations or substitutions must be received in writing.

RULES AND REGULATIONS

Sponsorship

In consideration for the right to sponsor ALTA's Programs in the manner listed above and to be acknowledged by ALTA as a sponsor of those Programs during the term of this Agreement, Sponsor agrees to make a cash contribution to ALTA in the amount listed in the above table. Full payment must accompany the invoicing of this sponsorship contract unless alternative payment options have been discussed, noted and mutually agreed to prior to invoice. Further, Sponsor will work with ALTA to identify and provide in-kind products, services and/or facilities to ALTA, its members, and/or in connection with ALTA activities as appropriate. In addition to the amounts listed above, Sponsor agrees to cover any additional production expenses for providing the sponsored item or service as part of an ALTA Program.

The items marked with an (*) will be complimentary per the partnership agreement. All strategic partners must be current ALTA members. Failing to remain a member in good standing with ALTA will constitute a material breach of this contract.

In the rare event that a meeting or sponsorship must be changed based on circumstances, Sponsor will be contacted with an opportunity to reallocate their contribution to another event or item. Upon agreement of the parties, Sponsor may be allowed to reallocate their contribution to a future year without causing a reassessment of their partnership level or any free or discounted items provided under this agreement.

During the term of this Agreement, ALTA agrees to identify and acknowledge Sponsor as sponsor of the ALTA's Programs, pursuant to Internal Revenue Code § 513(i) and related Treasury Regulations, by displaying Sponsor's logo and other agreed-upon identifying information on ALTA's marketing, advertising, and promotional media, in the manner (placement, form, content, etc.) reasonably determined by ALTA in its sole discretion. Sponsor agrees to provide all the necessary content and materials for use in connection with such sponsorship. During the term of this Agreement, Sponsor shall be permitted to utilize ALTA's name, acronym and logo for the sole purpose of promoting Sponsor's sponsorship of ALTA's Programs.

To the extent that any portion of a payment under this section would not (if made as a Separate payment) be deemed a qualified sponsorship payment under IRC § 513(i), such portion shall be deemed and treated as separate from the qualified sponsorship payment.

Intellectual Property

ALTA is the sole owner of all right, title, and interest to all ALTA information, including ALTA's logo, trademarks, trade names, and copyrighted information, unless otherwise provided. ALTA hereby grants to Sponsor a limited, non-exclusive license to use certain of ALTA's intellectual property, including ALTA's name, acronym, and logo (collectively, the "ALTA Property"), solely in connection with promotion of Sponsor's sponsorship of the Program. Sponsor agrees that it shall not use ALTA's Property in a manner that states or implies that ALTA endorses Sponsor (or Sponsor's products or services). It is understood that ALTA retains the right to review and approve in advance all uses of such intellectual property, which approval shall not be unreasonably withheld.

Sponsor is the sole owner of all right, title, and interest to all Sponsor information, including Sponsor logos, trademarks, trade names, and copyrighted information, unless otherwise provided. Sponsor hereby grants to ALTA a limited, non-exclusive license to use certain of Sponsor's intellectual property, including names, trademarks, and copyrights (collectively, "Sponsor Property"), solely to identify Sponsor as a sponsor of the Program. It is understood that Sponsor retains the right to review and approve in advance all uses of such intellectual property, which approval shall not be unreasonably withheld. Sponsor represents and warrants that it has not previously disposed of any of the rights herein granted to ALTA nor previously granted any rights adverse thereto or inconsistent therewith; that there are no rights outstanding which would diminish, encumber or impair the full enjoyment or exercise of the rights herein granted to ALTA; and that the Sponsor Property does not and will not violate or infringe upon any patent, copyright, literary, privacy, publicity, trademark, service mark, or any other personal or property right of any third party.

Upon termination or expiration of this Agreement, all rights and privileges for use of the other party's Property shall expire, and each party shall discontinue the use of such other party's Property.