



SPONSORSHIP PROSPECTUS

ProjectCon Indianapolis

May 10-11, 2019

“*Operations keeps the lights on, strategy provides a light at the end of the tunnel, but project management is the train engine that moves the organization forward.*

- Joy Gumz

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

ProjectCon® and AgileCon™ (same event) is an EPIC multi-day educational conference for Project & Product Management leaders offering multiple Keynote speakers, over 40 breakout sessions, expert panel discussions, OpenSpace, Agile Coaches Corner, Career Development Clinics, vendor expo, and plenty of opportunities for networking.

ProjectCon addresses the evolving and often converging practices of Agile and Traditional Waterfall approaches across all industries offering something for everyone regardless of one's experience or title. ProjectCon is the only conference of its kind offering actionable insights, *next* practices, innovative solutions, hands-on activities taught by nationally recognized and local thought leaders so that attendees can make an immediate impact on themselves and their organizations. Unlike other conferences, ProjectCon is not affiliated with any project management professional association allowing for freedom of sharing unbiased ideas while still earning continued educational credits e.g. PDUs, SEUs, CPEs,

ProjectCon 2019 is themed around: **AGILITY, INNOVATION, and TRANSFORMATION.**

Seize this opportunity to showcase your company brand, products, and services to your core prospective customers and candidates at the ProjectCon Exhibitor Expo. Network and build relationships with over 800-1000 key influencers and primary decision makers representing leading companies and tell them how you can help deliver success!

ProjectCon 2019 will kick-off on **Friday, May 10, 2019**, at 7:00 AM with a welcome reception & breakfast. Our first Keynote speaker will take the stage at 8:30 AM. Additional Keynote speakers and break-out sessions will continue throughout the day until 5:30 PM. **Saturday, May 11, 2019** will feature ½ and full day deep dive workshops. ProjectCon 2019 will take place at the brand new Embassy Suites by Hilton Indianapolis Conference Center 13700 Conference Center South Drive, Noblesville, Indiana. The Conference Center is located just off I-69 at Exit 210.

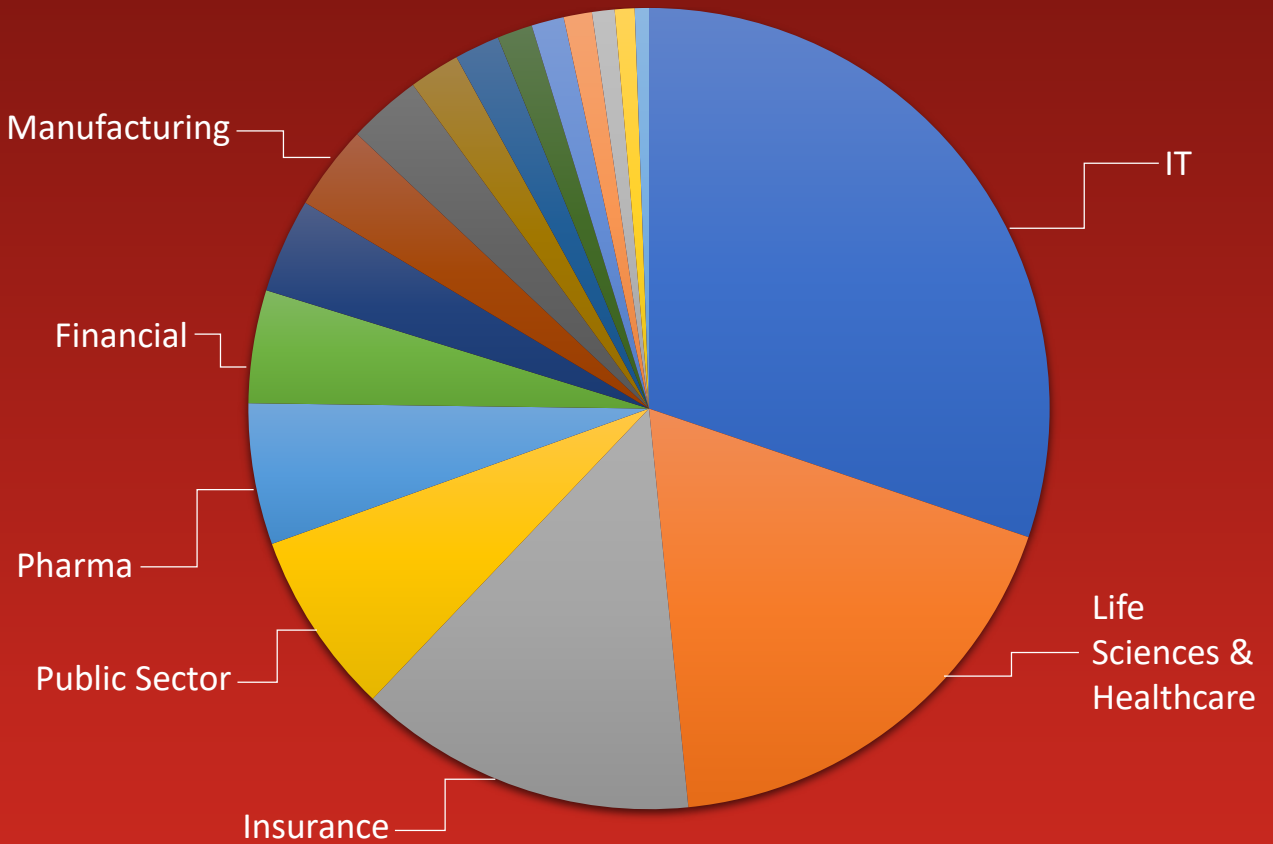
Select your own sponsorship approach by selecting from bundled options for maximum brand exposure and ROI. Our flexible sponsorship menu will enable you to target your investment and time to those opportunities that best fit your promotional needs and outreach strategies. Purchase early to get the most exposure prior to the event.

WHAT'S IN IT FOR YOU!

1. **Digital and Print Ad Space:** Depending on the tier selected, exhibitors/sponsors receive brand exposure through the ProjectCon website, mobile app, social media channels, email campaigns, onsite signage, promotional print media, event program, podium announcements, and ProjectCon t-shirts. Our event t-shirts with your name or logo on the back are worn by event volunteers for the entirety of the event. Each attendee will receive an event t-shirt with your name or logo on the back to ensure your brand lives on well after the event. We also leave past event exhibitor/sponsor information on our website long after the event.
2. **Social Media & Press Mentions:** We promote your participation in ProjectCon from the moment you sign-up through to the day of the event. Our social media campaigns feature each exhibitor/sponsor upon sign-up and regular mentions up to the day of the event. Our press releases feature mentions of our Official Sponsors of ProjectCon.
3. **Face-to-Face:** We help drive engagement to you. At registration, all attendees will be given an Expo Bingo Game card. All exhibitors will have their logo placed on a square on the game card. When an attendee visits an exhibitor, their card gets a stamp. When an attendee gets their game card completely covered, they enter the game card into a drawing to win raffle prizes at the end of the day. Raffle prizes in the past have included Echos, Echo Dots, Fire Tablets, Fire Stix, various gift cards, books, bags, free and discounted training courses, and many more prizes provided by exhibitors. All exhibitors are required to provide a raffle prize for the Expo Bingo Game prize drawing.
4. **Product & Service Exhibits:** Create a prominent exhibit hall presence with in-booth product & service demonstrations featuring high quality products, services and plenty of free give-a-way and promotional items.
5. **Capture Attendee Info:** Each attendee name badge will include a QR code that exhibitors may scan with their device and app of choice to capture the attendee's contact information.
6. **Free Conference Registrations:** Depending on the tier selected, exhibitors/sponsors receive a number of complimentary conference passes for clients and prospects. Complete the experience by adding VIP Access that provides front row seats to keynote presentations and reserved front parking. Group tickets are also available for groups of 10+. Purchase group tickets now and assign the attendees later. This is a great way to show you appreciation to staff or clients.
7. **Be A Proud Sponsor:** Your own marketing and promotion teams engage in programs and advertising campaigns that speak directly to your involvement in ProjectCon. We can provide ProjectCon logos for you to spread the word and encourage prospects to visit your exhibitor booth. Contact us if you are interested in touring with ProjectCon as an Official Sponsor.

Who Attends ProjectCon®?

INDUSTRIES REPRESENTED



- IT
- Life Sciences & Healthcare
- Insurance
- Public Sector
- Pharma
- Financial Services
- Medical Devices
- Manufacturing
- Education
- Hotel, Travel & Resorts
- Restaurant and Food Service
- Retail, Wholesale, and Distribution
- Energy & Resources
- Real Estate
- Construction
- Marketing
- Other

INFLUENCERS & DECISION MAKERS

C-level Executives

- CEO – Chief Executive Officer
- COO – Chief Operational Officers
- CDO – Chief Data Officer
- CIO – Chief Information Officer
- CINO – Chief Innovation Officer
- CTO – Chief Technology Officer
- CMO – Chief Marketing Officer
- CISO – Chief Information Security Officers
- Others...

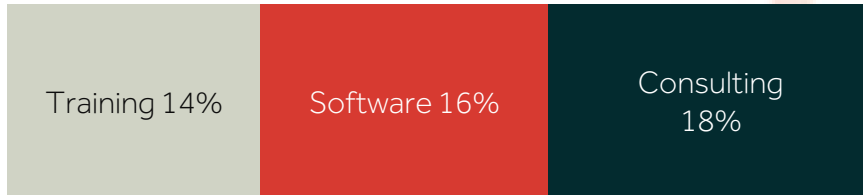
Senior to Associate Level Staff:

- Project Managers
- Scrum Masters
- Product Owners
- Business Analysts
- Product Managers
- Developers
- Quality Assurance
- DevOps

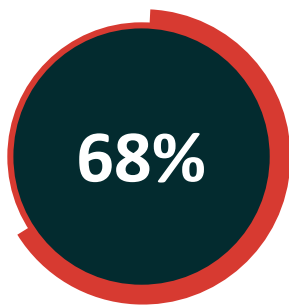
Senior Vice Presidents/ Vice Presidents/ Heads/ Directors/ Senior Managers/ Managers of:

- IT
- PMOs
- Analytics
- Software Development
- Web Development
- Digital Analytics
- Product Development
- Product Management
- Project Management
- Quality Assurance
- Data Science
- Network & Cyber Security
- Business Intelligence (BI)
- Customer Relationship Management (CRM)
- Marketing
- Others...

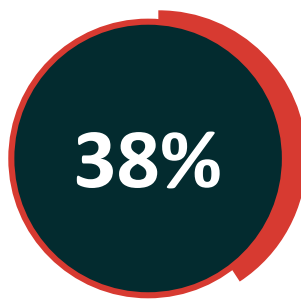
WHAT DO ATTENDEES PURCHASE?



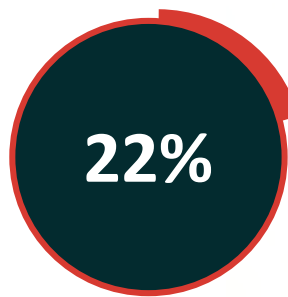
LEVEL OF PURCHASING INVOLVEMENT



Involved in purchasing process



Recommend vendor/purchase

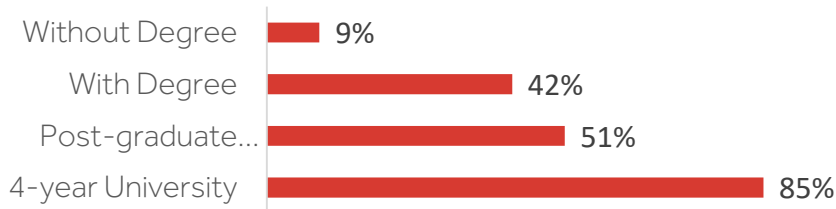


Make final decisions/approve purchases



Specify product/vendor services

EDUCATION



- Master of Science Project Management - 4%
- Management - 8.8%
- Computer Information Systems - 12.5%
- Technology Management - 1.6%
- IT - 1.8%
- Information Security Systems - 3.2%
- Information Systems - 2.8%
- Doctorate Project Management - 4.4%

SESSION THEMES

- Agile Mindset, Values, Principles, and Practices
- Scrum
- Traditional Project Management
- PMOs
- Non-Software Scrum
- Project Management Tools
- Leadership, Communication, and Soft Skills
- Strategic & Business Management
- Business Analysis
- Organizational Transformation
- Product Management & Delivery
- Agile Coaching
- Women in Agile

Exhibitor & Sponsorship Options

EVENT OFFICIAL CO-SPONSOR (3 MAX) \$20,000

Face-to-Face Engagement

- 8'x8' Exhibit Booth Space in a Premium Location
- Includes 4'x8' Skirted Table with 2 Chairs
- Logo on Expo Bingo Game Card

Access

- 20 Main Conference Registrations for Clients and Prospects
- 2 Exhibitor Only Badges

Digital Presence

- Logo and Link on Event Website
- Name and Link Listed in Mobile App
- Logo and Link Listed on Ticket Purchase Page
- Social Media Announcement as Official Sponsor & Social Media Mentions Up to Event as Official Sponsor

Signage & Print Exposure (Deadline 4/10/19)

- Top Placement Logo on Sponsor Page in Program Book
- Two Page Spread Ad in Program Book
- Top Placement Logo on Official Event T-shirt & on the Official Volunteer T-Shirts Worn All Day
- Top Placement Logo on Event Sponsor Signage
- Opportunity to Place Item in Event Bags Given to Every Attendee

Brand Announcements

- Podium Recognition During Program Opening & Closing as Official Sponsor
- Opportunity to Play Your Short Company Video at the Opening Session

Value Adds As Official Co-Sponsor

- Mention on the ProjectCon Website as an Official Sponsor
- Mention in 2 Event Email Campaigns to ProjectCon's 14,000+ and Growing Subscribers
- Recognition in Press Releases as ProjectCon Official Sponsor
- One Sponsored Post on ProjectCon Facebook and LinkedIn
- Onsite Company Banner In Prominent Area
- 20 VIP Access Passes

Affiliate Program

- Affiliate Program URL Link to Promote Event Ticket Sales to Earn 10% Back per Ticket Sold

BREAKOUT OR PANEL PRESENTER (LIMITED) \$10,000

Face-to-Face Engagement

- 8'x8' Exhibit Booth Space in a Premier Location
- Includes 4'x8' Skirted Table with 2 Chairs
- Logo on Expo Bingo Game Card

Access

- 10 Main Conference Registrations for Clients and Prospects
- 2 Exhibitor Only Badges

Digital Presence

- Logo and Link on Event Website
- Name and Link Listed in Mobile App
- Logo and Link Listed on Ticket Purchase Page
- Social Media Announcement as a Sponsor & Social Media Mentions Leading Up To Event

Signage & Print Exposure (Deadline 4/10/19)

- Logo on Sponsor Page in Event Program
- Full-page ad in the onsite Program Book
- Mid Placement Logo on Official Event T-shirt Provided to Every Attendee
- Mid Placement Logo on Official Volunteer T-Shirts Worn by ProjectCon Volunteers Throughout the Entirety of the Event
- Mid Placement Logo on all Breakout Room Signage
- Opportunity to Place Item in Event Totes Given to Every Attendee

Brand Announcements

- Podium Recognition as the Breakout or Panel Sponsor
- Opportunity Allows for Selected Companies/Organizations and Leaders to Facilitate a Breakout Session or Panel Discussion to Advance the Profession

Affiliate Program

- Affiliate Program URL Link to Promote Event Ticket Sales and Earn 10% Back per Ticket Sold

MORNING KEYNOTE SPONSOR \$7,500

Face-to-Face Engagement

- 8'x8' Exhibit Booth Space in a Premier Location
- Includes 4'x8' Skirted Table with 2 Chairs
- Logo on Expo Bingo Game Card

Access

- 6 Main Conference Registrations for Clients and Prospects
- 2 Exhibitor Only Badges

Digital Presence

- Logo and Link on Event Website
- Name and Link Listed in Mobile App
- Logo and Link Listed on Ticket Purchase Page
- Social Media Announcement as a Sponsor & Social Media Mentions Leading Up To Event

Signage & Print Exposure (Deadline 4/10/19)

- Logo on Sponsor Page in Event Program
- Full-page ad in the onsite Program Book
- Middle Placement of Logo on Official Event T-shirt Provided to Every Attendee
- Middle Placement of Logo on Official Volunteer T-Shirts Worn by ProjectCon Volunteers Throughout the Entirety of the Event
- Logo on Breakfast & Morning Keynote Stage Signage
- Opportunity to Place Item in Event Totes Given to Every Attendee

Brand Announcements

- Podium Recognition as the Breakfast & Morning Keynote Sponsor
- Opportunity to Play a Short Company Promo Video During Breakfast

Affiliate Program

- Affiliate Program URL Link to Promote Event Ticket Sales and Earn 10% Back per Ticket Sold

AFTERNOON KEYNOTE SPONSOR

\$7,500

Face-to-Face Engagement

- 8'x8' Exhibit Booth Space in a Premier Location
- Includes 4'x8' Skirted Table with 2 Chairs
- Logo on Expo Bingo Game Card

Access

- 6 Main Conference Registrations for Clients and Prospects
- 2 Exhibitor Only Badges

Digital Presence

- Logo and Link on Event Website
- Name and Link Listed in Mobile App
- Logo and Link Listed on Ticket Purchase Page
- Social Media Announcement as a Sponsor & Social Media Mentions Leading Up To Event

Signage & Print Exposure (Deadline 4/10/19)

- Logo on Sponsor Page in Event Program
- Full-page ad in the onsite Program Book
- Mid Placement of Logo on Official Event T-shirt Provided to Every Attendee
- Mid Placement of Logo on Official Volunteer T-Shirts Worn by ProjectCon Volunteers Throughout the Entirety of the Event
- Logo on Lunch & Afternoon Keynote Stage Signage
- Opportunity to Place Item in Event Totes Given to Every Attendee

Brand Announcements

- Podium Recognition as the Lunch & Afternoon Keynote Sponsor
- Opportunity to Play a Short Company Promo Video During Lunch

Affiliate Program

- Affiliate Program URL Link to Promote Event Ticket Sales and Earn 10% Back per Ticket Sold

BREAKOUT SESSION SPONSOR \$5,000

Face-to-Face Engagement

- 8'x8' Exhibit Booth Space
- Includes 4'x8' Skirted Table with 2 Chairs
- Logo on Expo Bingo Game Card

Access

- 4 Main Conference Registrations for Clients and Prospects
- 2 Exhibitor Only Badges

Digital Presence

- Logo and Link on Event Website
- Name and Link Listed in Mobile App
- Logo and Link Listed on Ticket Purchase Page
- Social Media Announcement as a Sponsor & Social Media Mentions Leading Up To Event

Signage & Print Exposure (Deadline 4/10/19)

- Logo on Sponsor Page in Event Program
- Half-page ad in the onsite Program Book
- Logo on Official Event T-shirt Provided to Every Attendee
- Logo on Official Volunteer T-Shirts Worn by ProjectCon Volunteers Throughout the Entirety of the Event
- Logo on all Breakout Room Signage
- Opportunity to Place Item in Event Totes Given to Every Attendee

Brand Announcements

- Podium Recognition during Breakout Sessions

Affiliate Program

- Affiliate Program URL Link to Promote Event Ticket Sales and Earn 10% Back per Ticket Sold

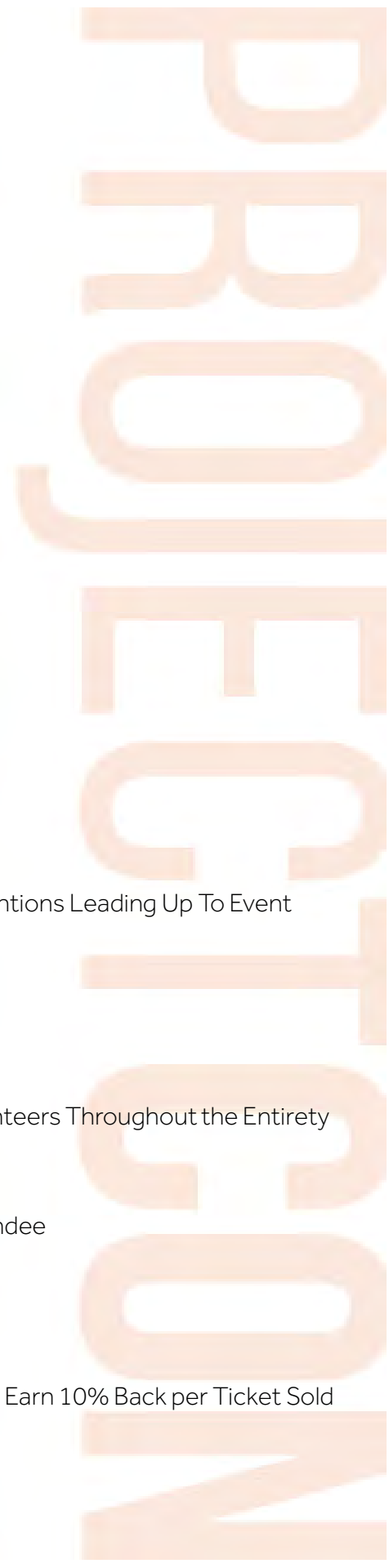


EXHIBIT BOOTH

\$1,500

Face-to-Face Engagement

- 8'x8' Exhibit Booth Space
- Includes 4'x8' Skirted Table with 2 Chairs
- Logo on Expo Bingo Game Card

Access

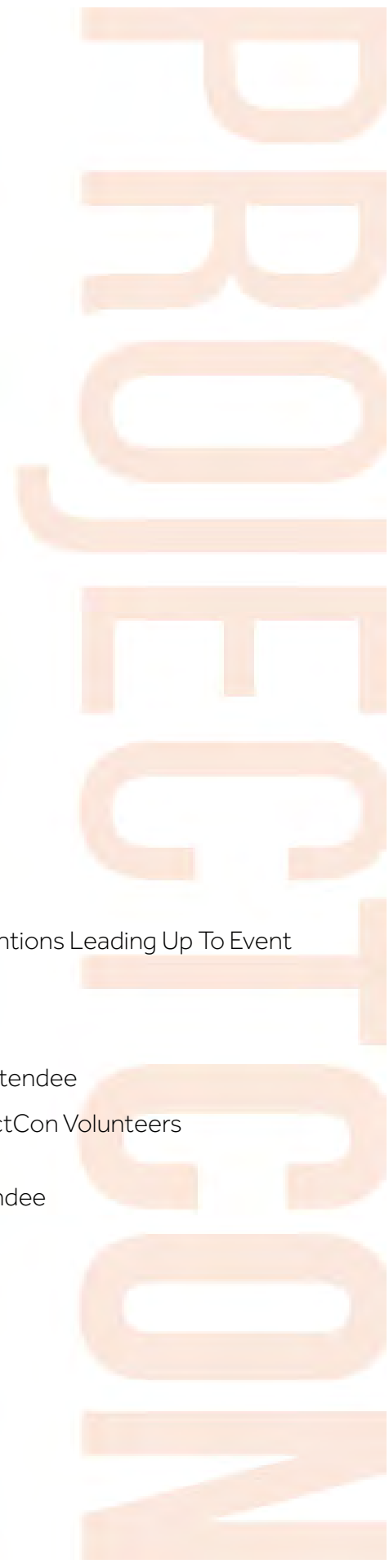
- 2 Main Conference Registrations for Clients and Prospects
- 2 Exhibitor Only Badges

Digital Presence

- Logo and Link on Event Website
- Name and Link Listed in Mobile App
- Logo and Link Listed on Ticket Purchase Page
- Social Media Announcement as a Sponsor & Social Media Mentions Leading Up To Event

Signage & Print Exposure (Deadline 4/10/19)

- Logo on Sponsor Page in Event Program
- Company Name on Official Event T-shirt Provided to Every Attendee
- Company Name on Official Volunteer T-Shirts Worn by ProjectCon Volunteers Throughout the Entirety of the Event
- Opportunity to Place Item in Event Totes Given to Every Attendee



SUPPORTER

\$1,000

- Logo and Link on Event Website
- Name and Link Listed in Mobile App
- Logo and Link Listed on Ticket Purchase Page
- Social Media Announcement as a Sponsor & Social Media Mentions Leading Up To Event
- Logo on Exhibitor Page in Event Program
- Company Name on Official Event T-shirt Provided to Every Attendee
- Company Name on Official Volunteer T-Shirts Worn by ProjectCon Volunteers Throughout the Entirety of the Event

PROJECTCON

CUSTOM

Don't see an option that fits your exact needs? Propose an option or mix and match options. We will work with you to create the sponsorship option that meets your goals and ROI.

Contact us at info@conferencefuel.com



SPONSORSHIP COMPARISON

Supporter

Exhibitor Booth

Breakout Sponsor

AM or PM Keynote

Breakout Presenter

Co-Sponsor

Face-to-Face Engagement						
8'x8' Exhibit Booth Space		✓	✓	✓	✓	✓
Logo on Expo Bingo Game Card		✓	✓	✓	✓	✓
Access						
Main Conference Registrations for Clients & Prospects		2	4	6	10	20
Exhibitor Only Badges		2	2	2	2	2
Digital Presence						
Logo and Link on Event Website	✓	✓	✓	✓	✓	✓
Name and Link Listed in Mobile App	✓	✓	✓	✓	✓	✓
Logo and Link Listed on Ticket Purchase Page	✓	✓	✓	✓	✓	✓
Social Media Announcement as a Sponsor	✓	✓	✓	✓	✓	✓
Social Media Mentions Leading Up To Event	✓	✓	✓	✓	✓	✓
Signage & Print Exposure						
Logo Placement on Sponsor Page in Event Program	Low	Low	Mid	Mid	Mid	Top
On Official Event Attendee T-shirt	Name	Logo	Logo	Logo	Logo	Logo
On Official Event Volunteer T-Shirt	Name	Logo	Logo	Logo	Logo	Logo
Opportunity to Place Item in Event Totes		✓	✓	✓	✓	✓
Brand Announcements						
Podium Recognition			✓	✓	✓	✓
Play a Short Company Video During Opening or Lunch				✓		✓
Facilitate a Breakout Session or Panel Discussion					✓	
Value Adds						
Mention on ProjectCon Website as Official Sponsor						✓
Mention in Two Email Campaigns to Subscribers						✓
Recognition in Press Releases as Official Sponsor						✓
One Post on ProjectCon Facebook and LinkedIn						✓
Onsite Company Banner In Expo Area						✓
20 VIP Access Passes						✓
Affiliate Program						
Custom URL Ticket Sales Link to Earn 10 % Back on Sales			✓	✓	✓	✓

Print Ads

PRINT AD IN THE ON-SITE PROGRAM BOOKLET

Full Page - \$500

- Full Page Ad (No Special Placement)
- Artwork due 30 days before event
- Vector File, CMYK, .EPS
- Finished Size: 4.5/8"W x 4.5"H
- Include Bleed: 4.6/8"W x 4.5/8" (1/8" or .125" Bleed)
- Safe Crop Area: 4.4/8"W x 4.3/8"

Full Page - First Page (limit 1) - \$750

- Full Page Ad (After Program Info Pages)
- Artwork due 30 days before event
- Vector File, CMYK, .EPS
- Finished Size: 4.5/8"W x 4.5"H
- Include Bleed: 4.6/8"W x 4.5/8" (1/8" or .125" Bleed)
- Safe Crop Area: 4.4/8"W x 4.3/8"

Inside Back Right Cover (limit 1) - \$750

- Full Page Ad (Inside Back Right Cover)
- Artwork due 30 days before event
- Vector File, CMYK, .EPS
- Finished Size: 4.5/8"W x 4.5"H
- Include Bleed: 4.6/8"W x 4.5/8" (1/8" or .125" Bleed)
- Safe Crop Area: 4.4/8"W x 4.3/8"

(Artwork Deadline 4/10/19)

PRINT AD IN THE ON-SITE PROGRAM BOOKLET (cont.)

Inside Back Left Cover (limit 1) - \$750

- Full Page Ad (Inside Back Left Cover)
- Artwork due 30 days before event
- Vector File, CMYK, .EPS
- Finished Size: 4.5/8"W x 4.5"H
- Include Bleed: 4.6/8"W x 4.5/8" (1/8" or .125" Bleed)
- Safe Crop Area: 4.4/8"W x 4.3/8"

Inside Front Left Cover (limit 1) - \$1000

- Full Page Ad (Inside Front Left Cover)
- Artwork due 30 days before event
- Vector File, CMYK, .EPS
- Finished Size: 4.5/8"W x 4.5"H
- Include Bleed: 4.6/8"W x 4.5/8" (1/8" or .125" Bleed)
- Safe Crop Area: 4.4/8"W x 4.3/8"

Outside Back Cover (limit 1) - \$1500

- Full Page Ad (Back Outside Cover)
- Artwork due 30 days before event
- Vector File, CMYK, .EPS
- Finished Size: 4.5/8"W x 4.5"H
- Include Bleed: 4.6/8"W x 4.5/8" (1/8" or .125" Bleed)
- Safe Crop Area: 4.4/8"W x 4.3/8"

(Artwork Deadline 4/10/19)

ProjectCon, LLC
Project-Con.com

Event Managed by:
Conference Fuel, LLC
12175 Visionary Way,
Suite 1220
Fishers, IN 46038
877-501-3337
info@ConferenceFuel.com

Exhibit Space & Sponsorship may be purchased
by contacting Conference Fuel via
email, phone, or purchasing online at
Project-Con.com

ProjectCon and AgileCon™ are registered trademarks of ProjectCon, LLC.

Download the INDYProjectCon Mobile App



ProjectCon 2019 – Sponsorship and Exhibitor Agreement

May 10-11, 2019 | Embassy Suites Noblesville Indianapolis Conference Center | Noblesville, IN

Exhibitor and Sponsor Rules and Regulations

This document supplements and applies to ProjectCon Exhibitor Application.

A. Official Representation

To be considered a Sponsor and/or Exhibitor vendor for the purposes of this, a company must comply with the following requirements:

1. Be registered as a Sponsor and/or Exhibitor (herein referred to collectively as “Exhibitor”) of ProjectCon (herein referred to as “Event”) with Conference Fuel, LLC Event management and ProjectCon, LLC (herein referred collectively as “Promoter”), at the Event location (herein referred to as “Event”) by completing an Exhibitor Application (hereinafter referred to as “Application”), and making required payments.
2. Secure a Sponsorship and Exhibitor Agreement (herein referred to as “contract” (this document)) conferring Exhibitor status inclusive of this contract.

B. Exhibitor Booth Space Assignment:

1. All space is assigned solely by Promoter. While Promoter will attempt to accommodate exhibit space requests, Promoter reserves the right to modify the floor plan to serve the best interests of the Event. Such a modification does not relieve Exhibitor of contracted liability. Promoter’s decisions about Exhibitor space assignments are final and binding.
2. Booths are assigned in the following order:
 - a) Co-Sponsor Assignment. If there are multiple Co-Sponsors, then the Co-Sponsors will be placed in priority order based on contract and deposit/payment date. If multiple Co-Sponsors have the same contract and deposit/payment date, then Co-Sponsors will be placed in date order the Application was received. Final tiebreaker is alphabetical by Exhibitor name or most recently used Exhibitor name.
 - b) After all Co-Sponsors have had their booths assigned, remaining Exhibitors will be placed in order of Sponsorship level ranking from contract and deposit/payment date, then by application received date, then alphabetical by Exhibitor name or most recently used name.
 - c) Exhibitors that complete an Application and deposit/payment on or before the current year’s posted rebooking deadline for the next Event, will be assigned above other first-time Exhibitors but below all Co-Sponsors assignments.
3. Booth space is not allowed to be shared by multiple organizations.

C. Cancellation

1. Cancellation by Promoter: If an Exhibitor fails to comply with the payment terms as outlined in this Application, contract, or fails to adhere to the rules, regulations and/or policies set forth in this application or contract Promoter reserves the right to cancel Exhibitor' space without issuance of a refund.
2. Cancellation by Exhibitor: Exhibitor wishing to cancel an exhibit space reservation must provide Promoter with the request for cancellation in writing. Cancellation of space will result in the forfeiture of all monies previously paid to Promoter. Exhibit space costs will not be refunded.
3. Promoter may reassign or resell any cancelled space, at its sole discretion, regardless of previously paid exhibit costs.

D. Exhibitor Badges

1. Exhibitors are allotted two Exhibitor badges for each contracted exhibit space.
2. Badges are created through Promoter's registration system at <http://Project-Con.com>. Exhibitors must use this registration system to register and create badges for those that will occupy the exhibit space during the Event.
3. Badges beyond the allocated number of complimentary allotment are available at the cost of a general admission ticket.
4. All Exhibitor badges will be available for pick-up at the registration tables at the venue on the day of the Event. Badges will not be mailed prior to the Event.

E. Equipment Provided

1. Each 8 foot square foot exhibit space is allotted one eight-foot skirted table, two chairs, one ink stamp, and one wastebasket.
2. If you have secured a peninsula, island, corner, or any other configured exhibit space, and you intend to utilize additional furniture, structures, or props other than those provided, you must specifically seek approval of the Promoter.
3. Electrical power to the exhibit booth space is not automatically provided and will need to be requested through Promoter prior to the Event.

F. Security

Exhibit Hall security personnel will be present during open hours of the Event; however, Promoter is not responsible for property loss. Please arrange and secure your exhibit to discourage shoplifting. Promoter strongly encourages all Exhibitors to take reasonable precautions to prevent theft and damages. If an incident occurs, please inform Promoter at the registration table immediately.

G. General Rules and Regulations

1. Handbill distribution is permitted only within the Exhibitor's rented booth or at Exhibitor sponsored Events. No material may be posted on convention walls, windows, fixtures, or furniture. Violators are responsible for all fees and damages incurred from the removal of such postings.
2. Adhesive stickers are not prohibited in the Venue. Exhibitors are liable for all costs and expenses associated with sticker removal.
3. Absolutely no selling, soliciting, or handbill distribution is allowed outside of your assigned Exhibitor booth spaces, unless such a distribution has been secured in writing from the Promoter. Violators will be removed from the conference.
4. Exhibitors must comply with, and be bound by, all laws, ordinances, and regulations of the country, state, county, city, facility, health department, and, whenever applicable, police and fire departments.
5. Authorized company representatives must staff exhibits during all exhibit hall hours and may not tear down early.
6. No Exhibitor or member of an exhibit may promote, display, or behave in a manner considered offensive to decency or good taste, or derogatory to any other person or company as determined by Promoter.
7. Demonstrations and all other activities must be confined to the limits of Exhibitors' rented booth space. Aisles may not be obstructed at any time. Exhibitors may not conduct activities of any kind that lead to congestion of aisle traffic.
8. Music may not be played without the proper license of copyrighted music. Volume must be appropriate for the attendees and venue space as determined by Promoter.
9. Attendees and Exhibitors are expressly prohibited from carrying or having weapons.
10. Access may be restricted to the Exhibit Hall outside of Event hours. All needed items and valuables must be taken with the Exhibitor before the Exhibit Hall closes. Exhibitors will be allowed into the hall one hour before Exhibit Hall opens and may stay up to one hour after it closes.
11. Promoter prohibits the sale and/or use of games of chance. Games of chance are defined as games in which a fee is paid specifically for the opportunity to receive an item of interest or value. Games of chance are permitted only as a free promotion or giveaway. Under state law, raffles are illegal unless they involve an element of skill. In other words, you can't give every customer a ticket for a chance to win a prize unless there is an element of skill involved with each ticket, such as answering a question correctly. Violators will be issued a warning to cease such activities, after which further violation may result in removal from the convention.

13. The removal of exhibits and materials prior to the official close of the Exhibit Hall will not be permitted. Exhibitors must remain present and open until closing.

H. Banner and Display Standards

1. At no time may uncovered or exposed cardboard boxes be visible to attendees from any side of your booth. Corrugated & packaging boxes cannot be used as displays. Box displays must be shelf-ready product packaging, and not shipping boxes.
2. All exhibit decorations must meet fireproof standards and city fire ordinances. Applicable certification must be presented upon request. Pyrotechnics and open flame of any kind are prohibited.
3. Electrical equipment and wiring must conform to national and local electrical codes.
4. All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring Exhibitors, hall laborers, or installation/dismantling equipment, such as hand or fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when doors are open.
5. For any Exhibitor whose rented booth space includes constructed elements of greater than eight feet high, the Exhibitor must email a floor plan view (top-down view) and elevation view (view from the front, showing height) designs to Promoter. Plans and designs must be received on or before one month prior to the Event. For Exhibitors with booths sized less than 16'x16', displays cannot be higher than twelve feet. For Exhibitors with rented booth spaces sized 16'x16' or larger, displays cannot be higher than twenty-two feet.
6. All exhibit features and components exceeding eight feet in height must have drawings available for inspection by Promoter, the installation and dismantling contractor, and government authorities during the time the exhibit is being erected, exhibited, and dismantled at the Event site.
7. Promoter will review plans for policy adherence. Such approval is in no way an engineering review or waiver of liability.
8. Banner and sign hanging is closely regulated by the Venue. There are specific restrictions to the types of signs that may be erected, as well as to the electrical connections required to power them. All signage must be self-supported. No signs may be posted, affixed, or leaned against Venue walls, windows, fixtures, or furniture and cannot be hung from the ceiling of the Venue.
9. Companies with booth dimensions 16'x16' or larger, may utilize approved rigging systems if the Venue allows. Rigging orders are placed through the venue. These Exhibitors must submit images rigging, display, and banners to Promoter and Venue for approval.
11. For Exhibitors in a rented booth space 8'x 8' endcap or peninsula booth, any banners or graphics that are visible above the eight-foot must be single sided with a finished back that faces the neighboring

booth. You cannot have your brand images or logos visible in someone else's booth by using double-sided banners above the back of your booth.

12. Exhibit Hall aisles must remain clear at all times. No sales, distribution, staff, or booth materials may be in the aisles, and displays and activities must be designed so that they do not block or reduce the flow of traffic.

13. Booths that build out to the edge of the assigned space must not have any items or signage extending over the aisle. Exhibitors using a full cubic content type booth must conduct any sales and demonstrations from inside the footprint of the booth, and may not position staff in the aisles, except for management of attendee queues.

I. Insurance

1. Exhibitors and their appointed contractors (collectively the "Exhibitor") shall maintain general liability insurance in the following minimum amounts:

2. Exhibitor's general liability policy must name "ProjectCon, LLC and Conference Fuel, LLC and their board of directors, officers, employees and agents" as additional insured with respect to the contractual liabilities assumed by Exhibitor in accordance with Promoter's Exhibitor terms of service as represented herein.

3. Exhibitor shall maintain worker's compensation insurance meeting statutory minimums as applicable to Exhibitor's organization and commercial automotive insurance. All insurance policies must cover the full period Exhibitor occupies of the Venue, including installation and dismantle operations.

4. Exhibitor shall furnish Promoter with certificates of required insurance no later than the stated insurance deadline for the Event, which shall fall approximately ninety (90) days prior to Exhibitor move-in. Should Exhibitor fail to provide satisfactory certificates of insurance by the deadline, Promoter will have the right to insure the Exhibitor's booth and operations and assess the Exhibitor related administrative fees or cancel the Exhibitor contract without refund, at its sole and absolute discretion.

- \$2,000,000 General Aggregate, \$1,000,000 Per Occurrence
- \$1,000,000 Products/Completed Operations
- \$1,000,000 Personal & Advertising Injury
- \$300,000 Fire and Property Damage to Leased/Rented Premises
- \$5,000 Medical Payments

J. Standards for ProjectCon

1. Profanity—The gratuitous use of profanity and symbols considered vulgar by contemporary standards of a product's target market is not acceptable unless integral to a character or story. At the sole discretion of Promoter, such material may not be advertised, displayed, or sold at ProjectCon.

2. Violence and Gore—Products depicting lurid scenes of excessive bloodshed, gory or gruesome crimes, depravity, lust, filth, sadism or masochism, harm to children, presented editorially or graphically, are

unacceptable. Products featuring depictions of unnecessary violence, brutality, physical agony, and gore, including but not limited to, extreme graphic or descriptive scenes presenting cannibalism, decapitation, evisceration, amputation, or other gory injuries, may not be advertised, displayed, or sold.

5. Nudity—Displays or advertising containing nudity or sex acts are not acceptable. Degrading or salacious displays are unacceptable. Explicit depictions or facsimiles of reproductive organs are not permitted.

6. Affliction—Advertising or selling items containing disparaging graphic or editorial references to physical afflictions, handicaps, or deformities are not permitted.

7. Supremacy—Advertising or selling products that depict minorities, marginal groups, and/or persons of specific nationalities as inferior to other people is not permitted.

8. Religion —Actual, current religions are not to be depicted, ridiculed, or attacked in any way that promotes disrespect.

12. Media reproductions—you must be officially licensed to sell videos, books, drawings, diagrams, audio, digital media, and other media.

13. Compliance—All Exhibitors and advertisers are obligated to comply with these standards. Failure to comply will result in the refusal of advertising, alteration or removal of unacceptable products/activities, or closure of exhibits found to be in noncompliance. In this case, no refunds will be issued for exhibit space or badges. The interpretation of whether an exhibit, activity, product, object, conduct or material meets these standards is subject to Promoter’s sole and absolute discretion.

K. Application Fees, Booth Specifications, and Services

1. Companies, organizations, or individuals selling or promoting products or services at ProjectCon must rent exhibit space and must confine such activities to the space so rented. Exceptions to this requirement must be obtained in writing from Promoter prior to the start of the Event.

2. Exhibit space assignments will be confirmed only after full payment and the fully executed signed agreement are received by Promoter. A minimum non-refundable deposit of 50% of the total cost is required to secure an exhibit space or sponsorship. The final cost of all exhibit space is determined by the postmarked date of the final and full remittance. All exhibit booths must be paid for in full by the payment due date on the signed Exhibitor application. Failure to pay in full by that date will result in the release of your booth space.

3. NSF checks will be charged a \$35 processing fee and another form of payment must be used such as a money order, cash, or credit card.

5. Promoter decisions about Exhibitor space assignments are final and binding.

6. The exhibit booth rental and sponsorship fee are described in the Sponsorship Prospectus.

7. Exhibitors must check in at the registration table no later than thirty minutes prior to the start of the Event. Exhibitors must have their exhibit booths “Event-ready” fifteen minutes before the doors open to ticket holders on the day of the Event.

8. In the Event an Exhibitor fails to occupy their space by 15 minutes prior to doors opening to ticket holders on the day of the Event, Promoter has the right to use said unoccupied space to suit its own convenience, including renting said space to another Exhibitor without rebate or allowance due the defaulting Exhibitor.
9. Exhibitors agree that if any default is made in any covenant or agreement contained herein, Promoter may, at its option, cease and terminate the contractual relationships. In such an event, Promoter may resort to legal proceedings to obtain possession of Exhibitor's exhibit space.
10. Promoter assumes no responsibility for including the name of the defaulting Exhibitor, or descriptions of its products or services, in the ProjectCon Program Book, brochures, news releases, or other materials stated herein, and all applicants hereby irrevocably grant Promoter the right to use their name or describe their products and services.
11. Exhibitors may not begin dismantling any display before the official close of the ProjectCon Exhibit Hall.
12. Exhibitors using their own displays are responsible for arranging and paying for all transfer and storage fees, all labor and equipment rental necessary to assemble and dismantle said display, and all costs related to moving said display in and out of the exhibit area and the venue site.
13. All Exhibitor shipments must be addressed to venue and arrangements made through the venue.
14. Exhibitors and their regular, full-time employees may load/unload exhibit materials from privately owned cars, small trailers and straight trucks. Hand carts will not be made available to use. Exhibitors are prohibited from using any motorized pallet jacks or forklifts. All unloading vehicles may not obstruct traffic or firelanes, must be moved 45 minutes prior to doors opening to ticket holders, and must not be parked in the main venue lot where attendees and guests park. Parking is designated for Exhibitors away from the building to allow for maximum parking spaces for attendees and guests.
15. Due to the size of ProjectCon, it may necessary to utilize marshalling for safe and orderly move-in and move-out. This will help alleviate congestion at the venue and prevent back-ups at the entrances. Prior to move-in, locate the Exhibitor entrance and plan accordingly.
16. Promoter reserves the right to require the alteration, removal, and/or cessation of any article, activity, or booth element brought into the exhibit area or contracted space that Promoter deems hazardous or objectionable in nature at its sole and absolute discretion. Promoter shall not be held liable for loss, damage, or injury resulting from alteration, omission, or rejection of said material. Exhibitors agree to indemnify, defend, and hold harmless promoter against any and all claim for such loss, damage, or injury.
17. Exhibitors will be given a reasonable period of time in which to consider any changes required by Promoter, and may withdraw material so altered if the Exhibitor finds such changes unacceptable. See "Exhibitor Standards."

L. Limitations on Representation

Exhibitors may not sublet or assign any portion of their display space without prior consent of Promoter.

M. Exhibit Booth Operation

1. No mechanical, electrical, or other apparatus will be allowed to create noise or otherwise interfere with other Exhibitors in any way as solely determined by Promoter. Any Exhibitor who fails to regulate such apparatuses when so asked by Promoter will be removed from the exhibit area.
2. No self-adhesive decals or helium balloons are permitted without the prior written consent of facility management.
3. Exhibitors may post and distribute promotional materials only from within their paid rented areas. All such material must meet the standard of good taste (see “Standards for ProjectCon”). Exhibitors and their agents or employees may not affix promotional materials to venue site buildings, and Exhibitors are not allowed to distribute materials that encourage the public to affix such materials to buildings.
4. Exhibitors agree to provide a raffle prize of at least \$100 retail value to Promoter on the day of the Event and to participate in all ProjectCon prize redemption, coupon promotions, and promotional programs.
5. Exhibitors may not engage in live-action gaming activities that pose any potential injury to participants or bystanders.

N. Security and Liability

1. Exhibitors are solely responsible for paying all applicable city, county, state, and federal taxes on sales and promotional activities at ProjectCon.
2. Promoter will arrange for personnel to control access to the Exhibit Hall but is not responsible for any injury to Exhibitor’s agents, servants, employees, or damage to or theft of property from any cause prior to, during, or subsequent to ProjectCon. Exhibitors hereby expressly agree to indemnify and hold harmless Promoter against any and all claims for such loss, damage, or injury.
3. Exhibitors are required to insure their own vehicles, exhibits, display materials, merchandise, and personnel. Exhibitors agree to indemnify, defend, and hold harmless Promoter against any and all claims for loss, damage, or injury associated with Exhibitor’s vehicles, property, personnel, Events, and general conduct at the Event. In the Event that Promoter or the owners of the Venue are held liable for reasons caused or aggravated by Exhibitor’s action or failure to act in any manner whatsoever, said Exhibitor shall reimburse Promoter and/or Venue owners for all costs incurred, including legal defense.
4. Exhibitors are fully responsible for any loss, damage, or injury to the Venue owners or personnel resulting from Exhibitors’ displays or actions.
5. Exhibitors are fully responsible for any loss, damage, or injury to ProjectCon attendees resulting from Exhibitor’s displays or actions.
6. Exhibitors are liable to the venue for any and all loss or damage to rented or leased booth equipment, regardless of cause, and shall indemnify, defend, and hold harmless Promoter against any and all claims or suits for such loss or damage.

7. Promoter reserves the right to cancel arrangements or contracts or close an exhibit whenever it, in its sole and absolute discretion, deems such action necessary for the safety or comfort of those attending ProjectCon. Causes for cancellation or closure may include, but are not limited to exhibits, activities, or materials being deemed hazardous, objectionable or offensive in nature or deemed in violation of applicable laws and ordinance, third-party legal rights, convention policies, and/or facility rules and regulations. Any exhibit, activity or materials deemed to have caused injury or damage to the Venue and hotel facilities, ProjectCon equipment and brand, and/or ProjectCon attendees and their personal property will be cause for immediate cancellation and closure at Promoter's sole and absolute discretion.

8. Promoter reserves the right to cancel arrangements, contracts, or exhibits if Event fails to take place as scheduled, is interrupted and/or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lock out, act of war, act of God, emergency declared by a government agency or event, or for any other reason established as cause for Exhibitor contract termination herein. In the event of such termination, Exhibitors waive all claims of damages and agree that the sole liability of Promoter shall be the Exhibitor display booth space rental fee paid, less a pro rata portion of all costs and expenses incurred and committed to, by Promoter.

9. Promoter reserves the right of editorial discretion over any material submitted as ProjectCon program advertising that is deemed by Promoter in its sole and absolute discretion. Exhibitors must meet the Promoter standards of good taste.

10. Exhibitors will comply with all laws of the United States as well as all applicable state or local ordinances, rules, and requirements of police and fire departments or other authorities of such jurisdictions, will obtain all necessary permits and licenses with respect to their activities, and will not do or suffer to be done anything during the term of this agreement in violation of any such laws, ordinances, rules, or regulations. If the attention of said Exhibitors is called to any such violation committed by said Exhibitors, or committed by any person employed by or admitted to the premises by said Exhibitors, said Exhibitors will immediately desist and correct, or cause to be corrected, such violation. Exhibitors agree to indemnify, defend, and hold harmless Promoter from any and all costs, suits, and legal proceedings alleging violations of any such law or regulation.

11. Use of any product by any Exhibitor, employee, or agent thereof containing the ProjectCon trademark, the ProjectCon logotype, or other trademarks owned by Promoter is prohibited without the express written permission of Promoter. Exhibitors agree that if any materials making such unauthorized use appear before, during, or after the Event, Promoter shall have the right to take possession of and destroy all such materials, as well as to pursue other available legal remedies.

12. All matters and questions not covered by this application and these terms are subject to the decision of Promoter.

13. Exhibitors agree to abide by and conform to all additional rules and regulations from time to time adopted or prescribed by Promoter for the management of ProjectCon and the exhibit areas.

14. Exhibitors acknowledge that they have read the preceding terms and conditions, expressly agree to comply with them, and authorize Promoter to enforce them.

O. Enforceability

If any portion or provision of this Agreement and/or contract (including, without limitation, any portion or provision of any section of this Agreement and/or contract) shall to any extent be declared illegal or unenforceable by a court of competent jurisdiction, then the remainder of this Agreement and/or contract, or the application of such portion or provision in circumstances other than those as to which it is so declared illegal or unenforceable, shall not be affected thereby, and each portion and provision of this Agreement and/or contract shall be valid and enforceable to the fullest extent permitted by law.

P. Representation on Authority of Parties/Signatories. Each person signing this Agreement represents and warrants that he or she is duly authorized and has legal capacity to execute and deliver this Agreement. Each party represents and warrants to the other that the execution and delivery of the Agreement and the performance of such party's obligations hereunder have been duly authorized and that the Agreement is a valid and legal agreement binding on such party and enforceable in accordance with its terms.

Company: _____

By: _____

Printed Name: _____

Title: _____

Date: _____