

ALLIANCE18

Sponsorship and Exhibit Opportunities

Salt Palace Convention Center-Salt Lake City, Utah
March 25-28, 2018

Alliance 2018

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The Alliance Conference is an annual user-driven conference of Oracle application users from all over the world. The conference includes 4000+ attendees, 90+ exhibitors, and 400+ educational sessions/workshops. There are 20+ tracks covering:

- E-Business Suite applications (primarily Finance and HR)
- PeopleSoft applications (primarily Campus Solutions, Finance, HR, CRM)
- PeopleSoft/Oracle technology (including PeopleTools and Fusion Middleware)
- Reporting/BI
- Security

The Alliance 2018 Conference is going to be held in Salt Lake City, Utah for the first time ever! This is the perfect venue for our members to collaborate with other Oracle clients, exhibitors, and Oracle thought leaders. Make the most of your partnership with the HEUG by taking advantage of one of our many unique sponsorship opportunities on the following pages.

We'll see you in Salt Lake City!

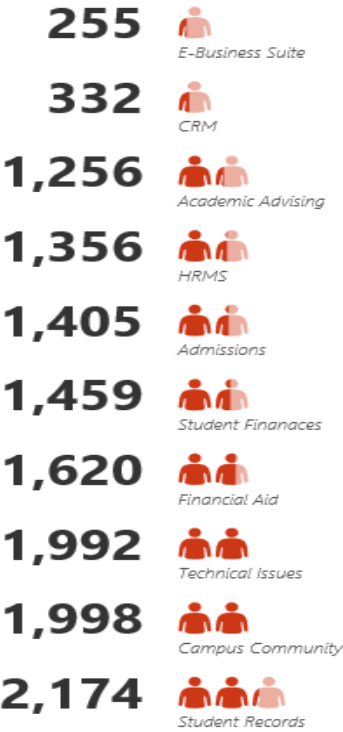




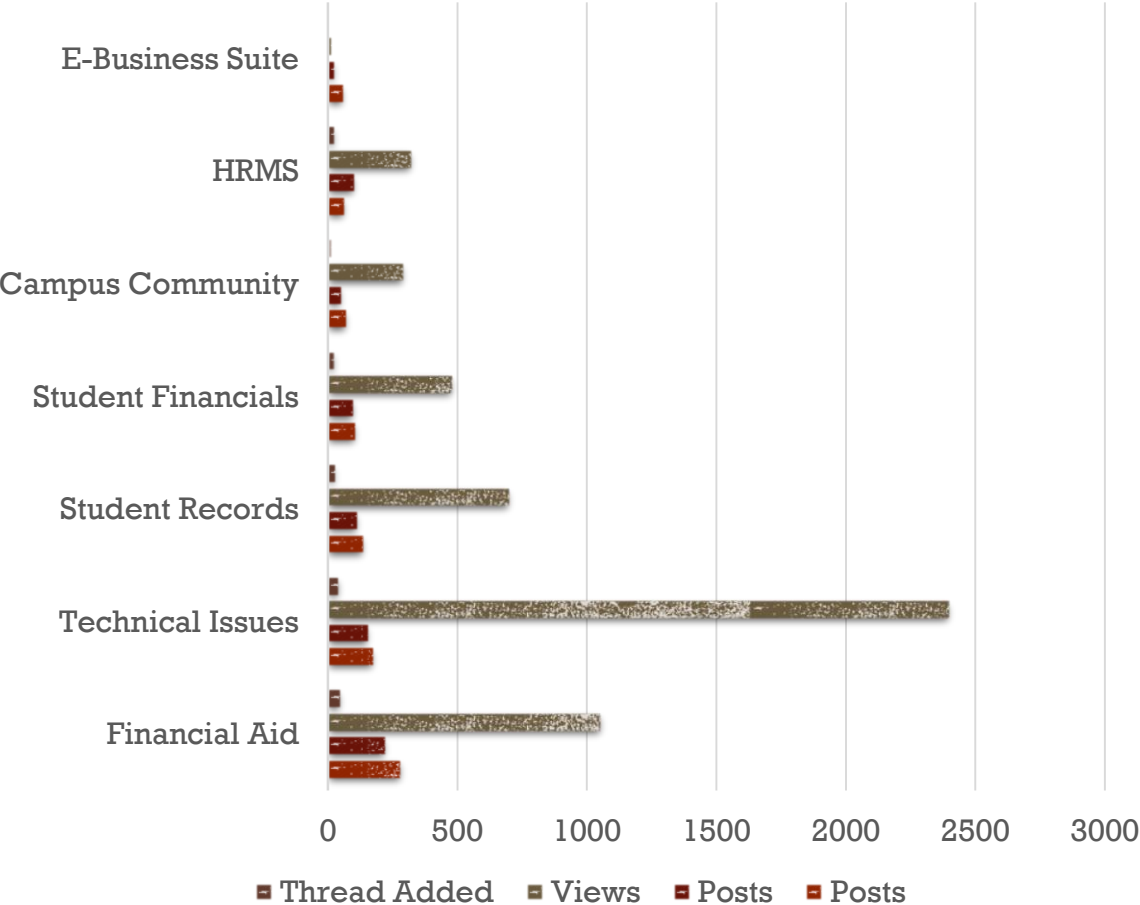
We are the **Global Higher Education Oracle User Community**. The Higher Education User Group (HEUG) represents the voice of Oracle technology professionals as they converge to the database – enabling them to share best practices, influence Oracle technology direction and network with their peers.

Who is the HEUG?

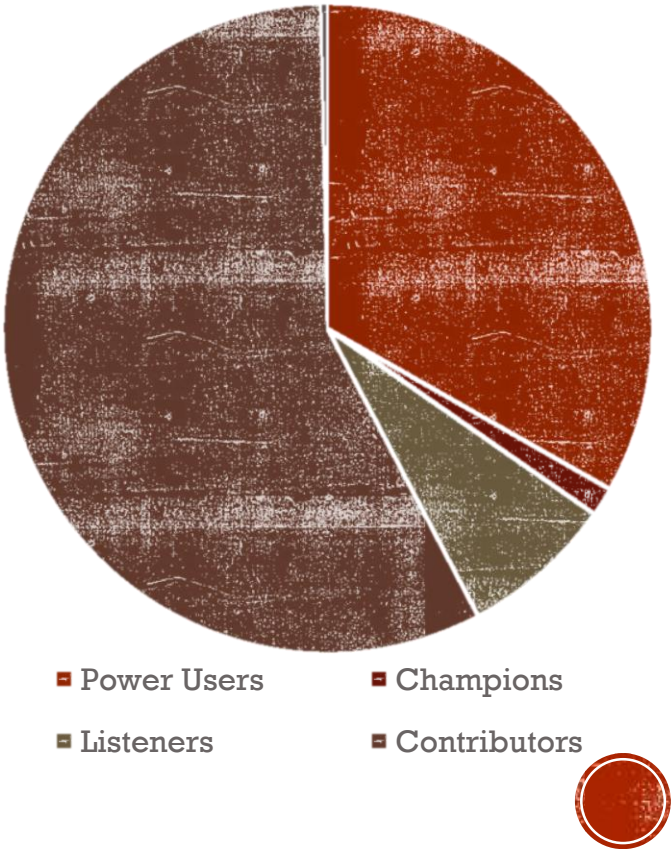
SUBSCRIBERS BY TOPIC



Most Active Forums by Topic



Attendee Participation Online



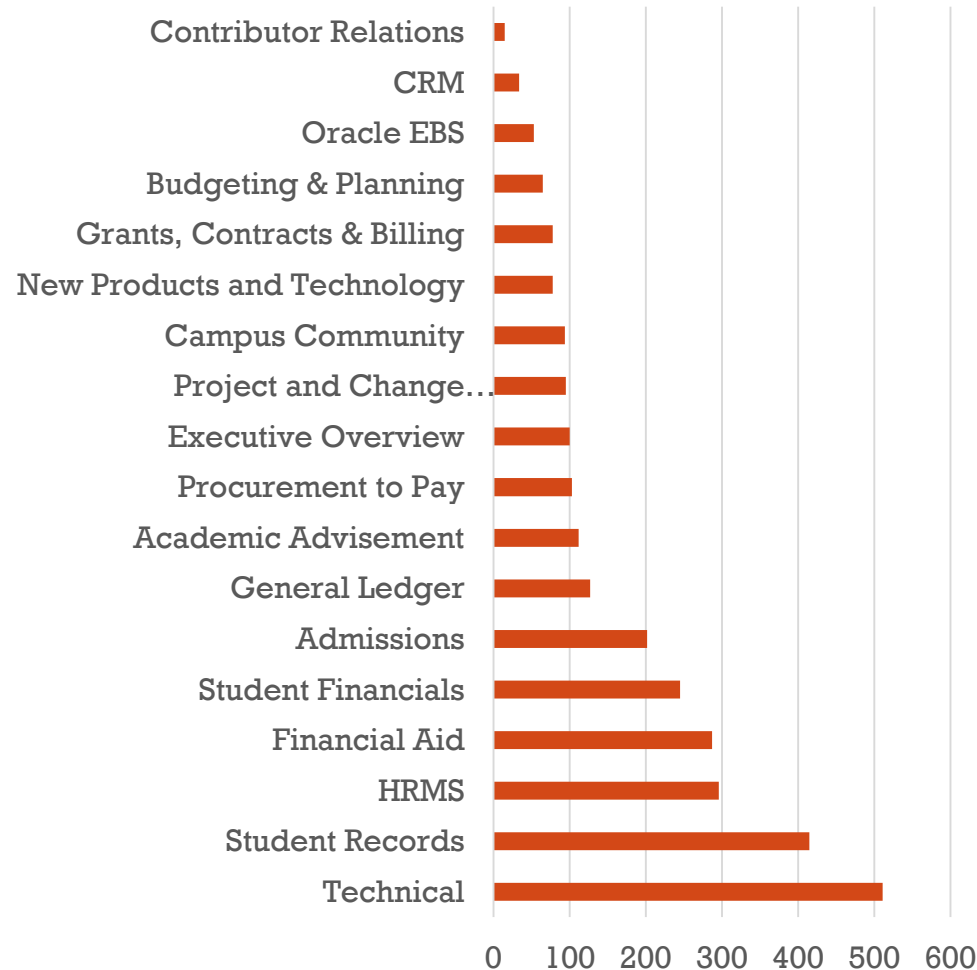
Who Are Alliance Attendees?

Buying Power 2017

ATTENDEES BY ROLE



Attendee Interest By Track



3,500 Expected # of Attendees for 2018

95% of exhibitors rated 2017 as valuable to their business

60% of 2017 attendees were purchasing influencers or decision makers

60% of 2017 attendees were management level and above

50% of 2017 Attendees come to Alliance to visit sponsors and learn about other solutions

50% of 2017 Attendees plan on purchasing products or services from exhibitors in next 18 months 20% within next 12 months



THANK YOU TO OUR 2017 ALLIANCE SPONSORS!



Premier

ORACLE®

Platinum



Gold



Silver



Exhibitors

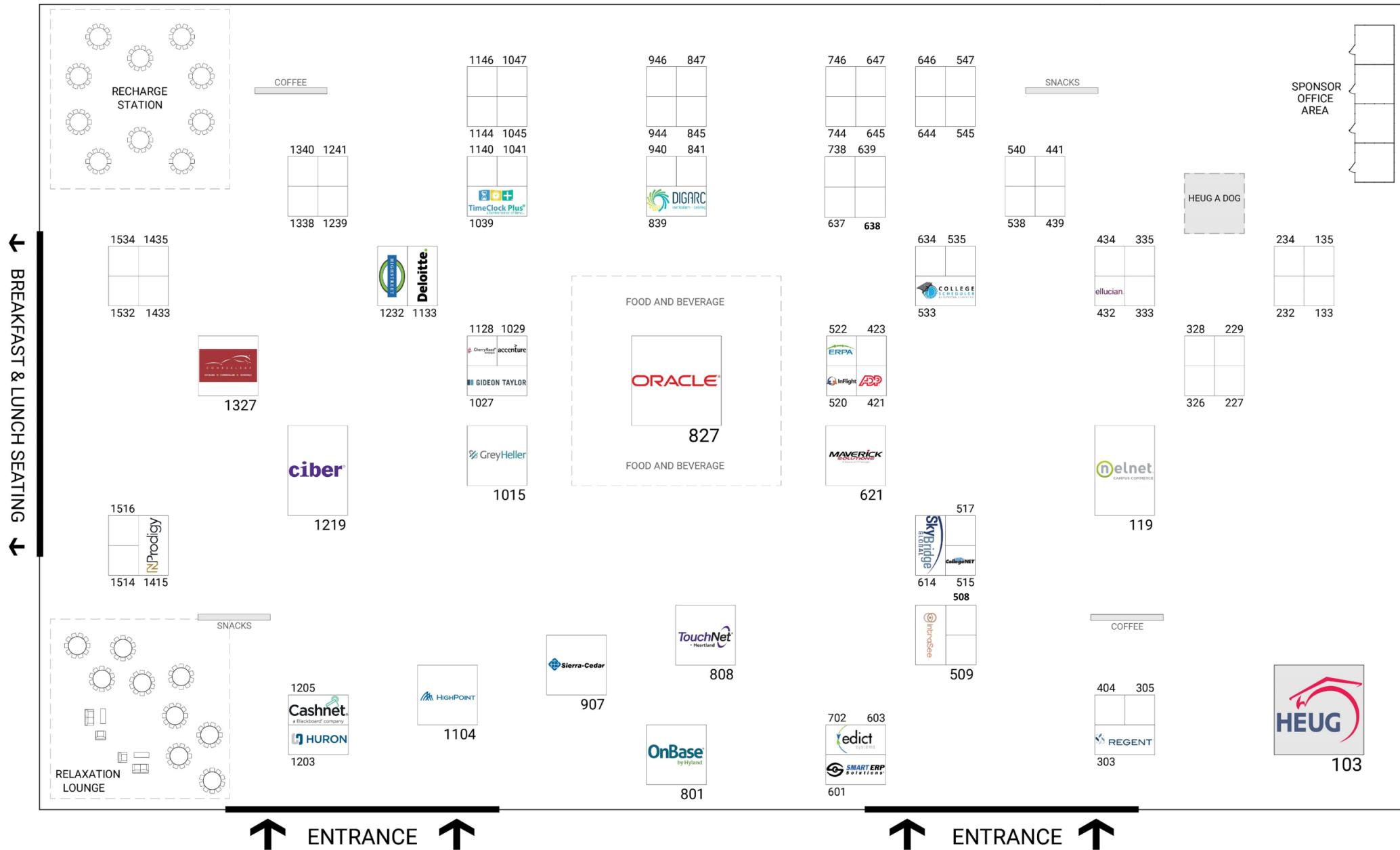


ALLIANCE 2018 SPONSORSHIP PACKAGES

Benefit Description	Platinum (Platinum) \$20,000	Gold (Gold) \$13,000	Silver (Silver) \$8,500
Booth Space	20'X20'	10'X20'	10'X10'
Available Booth Upgrades	Upgrade to 20'x30' Booth \$2,500	Upgrade to 20'x20' Booth \$2,500	Upgrade to 10'x20' Booth \$2,500
Full Registrations/Exhibit Hall Only	8 Full	6 Full	4 Full
Logo & Link on Conference Website	YES	YES	YES
Pre/Post-Conference Attendee List	YES	YES	YES
Listed on exhibitor Hall Entrance Signage	YES	YES	YES
May Co-Present Sessions with HEUG members Partner	YES	YES	YES
Exhibitor Track Presentations	1 Full	1 Full	1 Mini
Badge Scanning Unit	2 Included	1 Included	
Recognition as TOP SPONSOR General Session	YES	YES	
60 Sec Commercial	YES		
Conference Homepage Recognition as Platinum Sponsor	YES		
VIP Seating at General Session	YES		
Social Media Share/Repost	1 x Facebook/1 x Twitter		



ALLIANCE 2018 Vendor Solutions Hall



PLATINUM

\$20,000

Booth Space Alliance 18'- As a Platinum sponsor your company receives a 20'x20' booth space. This is upgradeable to 20'x30' for an additional \$2,500.

8 Full Registrations- Platinum sponsorship includes 8 full registrations for your team.

Logo & Link on conference website & homepage Generate awareness and your commitment to the Higher Education User Group with your logo and link to your website prominently displayed on the conference website and homepage

Exhibit hall entrance signage – Your company logo included under the Platinum sponsor level prominently placed at the exhibitor hall entrance.

Presentation 1 Full session to conference attendees on the topic of your choice.

May co-present with HEUG members- Promote your products and services to conference attendees with a session led by a HEUG member

Two (2) Badge Scanning units- Keep one unit at your exhibitor table and use the other to track attendance at your presentation. Or, use both for your exhibit hall hours.

Recognition at general session- Be recognized at the General Session as a Major Sponsor of the event.

PRE & POST CONFERENCE ATTENDEE LIST- Receive the pre conference attendee list three weeks in advance to promote your sponsorship at the event. Post conference list will be distributed one week after the event.

60 Second Commercial “Sizzle Real”- Your 60 second commercial will be played throughout the day in the exhibit hall at the recharge lounge. Sponsor is to provide video.

VIP Seating at General Session- Access to VIP area for Major Sponsors during General Session and Keynote.

Social Media Share & Repost 1x Facebook & 1x Twitter



GOLD

\$13,000

Booth Space Alliance 18'- As a Platinum sponsor your company receives a 20'x20' booth space. This is upgradeable to 20'x30' for an additional \$2,500.

6 Full Registrations- Gold sponsorship includes 6 full registrations for your team.

Logo & Link on conference website- Generate awareness and your commitment to the Higher Education User Group with your logo and link to your website prominently displayed on the conference website.

Exhibit hall entrance signage – Your company logo included under the Gold sponsor level prominently placed at the exhibit hall entrance.

Exhibitor full presentation- A one hour session to conference attendees on the topic of your choice.

May co-present with HEUG members- Promote your products and services to conference attendees with a session led by a HEUG member

One (1) Badge Scanning units- Keep one to track attendance at your presentation or booth. Additional units available for purchase.

Recognition at general session- Be recognized at the General Session as a Major sponsor of the event.

PRE & POST CONFERENCE ATTENDEE LIST- Receive the pre conference attendee list three weeks in advance to promote your sponsorship at the event. Post conference list will be distributed one week after the event.



SILVER

\$8,500

Booth Space Alliance 18'- As a Silver sponsor your company receives a 10'x10' booth space. This is upgradeable to 10'x20' for an additional \$2,500.

4 Full Registrations- Silver sponsorship includes 4 full registrations for your team.

Logo & Link on conference website- Generate awareness and your commitment to the Higher Education User Group with your logo and link to your website prominently displayed on the conference website.

Exhibit hall entrance signage – Your company logo included under the Silver sponsor level prominently placed at the exhibitor hall entrance.

May co-present with HEUG members- Promote your products and services to conference attendees with a session led by a HEUG member

PRE & POST CONFERENCE ATTENDEE LIST- Receive the pre conference attendee list three weeks in advance to promote your sponsorship at the event. Post conference list will be distributed one week after the event.



EXHIBITOR PACKAGE

\$2,000-\$6,000

EXHIBITOR SPONSORSHIP \$6,000

Generate awareness and your commitment to the Higher Education User Group with your logo and link to your website prominently displayed on the conference website.

Each 10' x 10' includes the following:

- 8' back drape, 3' high side-rail draped dividers
- 6' draped table
- Two (2) side chairs
- One (1) company name identification sign
- One (1) wastebasket
- Two (2) complimentary full conference badges
- Alliance pre and post-show attendee list (Includes email/mail addresses for those who opt in)
- Inclusion in Exhibitor Directory
- May co-present with HEUG members
- May upgrade to 10x20 \$2,500

KIOSK SPONSOR \$3,950

Generate awareness and your commitment to the Higher Education User Group without the cost of setting up a full 10x10 booth. Use one of our pre-built Kiosks to showcase your presence in the exhibit hall. This comes with 1 Exhibit Hall Only pass to staff your booth.

DELEGATE PASS \$2,000

Small exhibitor sponsorship includes 1 full registration with the ability to purchase up to 3 Full Registrations.

Please note that the "Kiosk Sponsor" & "Small Exhibitor" Package is intended for those sponsors that wish to attend the conference as an exhibitor only who DO NOT require a full booth and will not be participating in conducting presentations. If you wish to present or co-present a session, or require booth space, then the "Exhibitor" Package or higher is required.

WHAT YOU NEED TO KNOW AS AN EXHIBITOR

Instructions for Reserving Exhibit Space

To reserve exhibit space for the Alliance 2018 Conference, please complete the application/contract found online [LINK](#).

The FULL PAYMENT for reservation is due at time of reservation. If you have questions contact, Tom Chambers at tchambers@HEUG.org. If paying by credit card, you will receive an invoice with credit card processing information.

Checks are should be made payable to:

Higher Education User Group, Inc.

c/o Tate & Tryon

2021 L Street NW, Ste 400

Washington, D.C. 20036 USA

Exhibitor Qualifications

Products shown at the Alliance Conference are limited to those products that enhance and support the Oracle products used by our attendees. In order to exhibit at the Alliance Conference, you must be an approved Oracle partner or exhibitor.

Housing

HEUG has negotiated special rates with local hotels. Detailed housing information will be sent to you with future exhibit materials. DO NOT BOOK THROUGH ANYONE OTHER THAN THE HEUG.

Speaking at Alliance

Exhibitors may be co-present with HEUG members only if they are also an exhibitor at the Alliance 2018 Conference. No exceptions will be made. Full Conference registration is required to present. Exhibitor Presenters - All exhibitors should refer to the [Exhibitor Information Page/exhibitor Presentations](#) section for submission rules and instructions.

Past Exhibitors

For a complete list of HEUG Global Conference exhibitors, [click here](#)

Dedicated Exhibit Hall Hours!

EXHIBITOR MOVE-IN

Saturday, March 24, 2018 | 12:00 pm – 5:00 pm

Sunday, March 25, 2018 | 8:00 am – 4:00 pm

EXHIBITOR HOURS - NEW

Sunday, March 25, 2018 | 4:00 pm - 9:00 pm

Monday, March 26, 2018 | 7:30 am – 3:45 pm

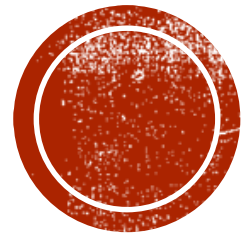
Tuesday, March 27, 2018 | 7:30 am – 3:45 pm

EXHIBITOR MOVE-OUT

Tuesday, March 26, 2016 | 3:45 pm – 9:00 pm

NOTE: All dates and times are subject to change. Absolutely no tear-down of booths allowed prior to 3:45pm





SPONSORSHIP ADD-ONS

showcase your company in addition to your exhibit space

Opportunities	Quantity	Price
Exclusive Closing Night Sponsor	1	\$25,000
Exclusive Welcome Reception & Keynote Speaker Sponsor NEW	1	\$14,500
Exclusive Mobile APP Sponsor	1	\$8,500
Exclusive Relax Lounge Sponsorship NEW	1	\$8,500
Exclusive Recharge Lounge Sponsorship NEW	1	\$8,500
Executive Connections NEW	4 (1 Left)	\$5,500
Name Badge Sponsor	4 (1 Left)	\$5,000
International Reception	5 (4 Left)	\$4,000
Green Screen Sponsor	(Sold)	\$4,000
HEUG A DOG Sponsor NEW	1	\$4,000
60 Second Commercial NEW	10	\$2,000
On-Site Email Blast to Attendees NEW	10 (8 left)	\$1,500
Mobile App Banner Ad	(Sold Out)	\$1,500
Presentation Full (20)	20 (15 left)	\$1,500
Mini Presentation (20)	20	\$1,000



CLOSING NIGHT EVENT SPONSOR \$25,000

Be the last thing that every attendee remembers from their experience at Alliance!

Closing Night Benefits

- Company will be the official sponsor of the Closing Night Event
- Sponsorship recognition signage included
- Sponsor will be able to do a brief introduction/1 minute welcome remarks prior to the event kick-off, to be presented by a Senior Executive(s) of the company
- Ability to play a 90 second company sizzle reel prior to the start of the main event (must be provided in required format in advance)
- Company Branding will be included with all mention of Closing Night Details
- Custom Napkins with branded Sponsor's logo to be used for food and drink
- Distribution of literature or promo item during event (subject to approval by HEUG events committee)
- Wait staff may wear one sponsor logo item provided by sponsor, i.e. shirts or pins
- Post-Closing Night email blast facilitated by HEUG (Access to Post-Attendee List 48 hours prior to other sponsors)
- VIP Seating for event
- VIP Meet and Greet with event performers (subject to approvals by performers and HEUG events committee)
- 10 Additional tickets to closing night event



WELCOME RECEPTION WITH KEYNOTE SPEAKER \$14,500

Keynote Sponsorship & Welcome Reception Sponsorship

Keynote

- Company will be the official sponsor of the Keynote
- Sponsorship recognition signage included
- Sponsor will be able to do a brief introduction/1 minute welcome remarks prior to the Keynote, to be presented by a Senior Executive of the company
- Ability to play a 90 second company “sizzle reel” prior to the start of the Keynote
- Company Branding will be included with all mention of Keynote

Welcome Reception

- Company will be the sponsor of the Welcome Reception in the exhibit hall post Keynote
- Custom Napkins with branded sponsors' logo will be used for food and drink
- Distribution of literature or promo item during reception (subject to approval by HEUG events committee)
- Wait Staff may wear one sponsor logo item provided by sponsor, ie: shirts or pins, etc.
- Post reception email blast



MOBILE APP SPONSOR \$8,500

Being the main sponsor of the mobile app means that all 3,500+ attendees will see your company's logo for all 3 days of the event to access information about the conference!

Mobile App Benefits

- Company will be recognized as the official sponsor of the Mobile App
- Sponsorship recognition signage included
- Includes 1 Banner Ad played in Rotation
- 5 Alerts through the app (Sunday afternoon, 2 Monday, 2 Tuesday)
- One Twitter Timeline Post and One Facebook Timeline Post



RELAXATION LOUNGE SPONSORSHIP \$8,500

Located in the exhibit hall every attendee at the conference will sing your praises when they get a free 10 min massage at your company branded Relaxation Lounge. Generate booth traffic and outstanding visibility for your company by sponsoring the relaxing service. Conference attendees will be required to stop by sponsor's booth to pick up a coupon provided by the HEUG for the free massage. Relaxation Lounge will be available during exhibit hall hours Monday and Tuesday.

Relaxation Lounge Benefits

- Company will be recognized as the official sponsor of the Relaxation Lounge
- Sponsorship recognition signage included
- 1 Alert through the app (Monday)
- One Twitter Timeline Post and One Facebook Timeline Post
- Sponsor may provide shirts for massage therapist to wear



RECHARGE LOUNGE SPONSORSHIP \$8,500

Located in the exhibit hall this space will include furniture and a sponsor branded charging kiosk. Attendees can relax and charge their electronic devices between sessions. Relaxation Lounge Benefits

- Company will be recognized as the official sponsor of the Recharge Lounge
- Sponsorship recognition signage included
- 1 alert through the app (Monday)
- One Twitter Timeline Post and One Facebook Timeline Post
- Sponsor may provide company promotional material



EXECUTIVE CONNECTIONS SPONSOR \$5,500

If you are looking for more time with those C-Suite decision makers this is the event you'll want to attend! This is a full day event that will start in the late morning and end with hors d'oeuvres and drinks. This is an intimate event limited to 75 attendees.

Tentative Agenda:

- Preparing for the future of ERP
- Is the Cloud right for me? And When?
- Cloud Lessons Learned – Tales from Institutions Living it
- Integrations, Shadow Systems, Bolt-Ons and more: The New Reality of IT Systems in Higher Education

Sponsor Benefits

- Sponsorship includes signage at the event
- Ability to send 2 representatives to event
- Introduction at the event
- Ability to have your company material available on a table at the event and provide giveaways



NAME BADGE HOLDER SPONSOR \$5,000

No one can miss your presence when your corporate identity literally encircles every neck at the conference!

Name Badge Sponsor Benefits

- Company will be recognized as one of the official sponsor of the Name Badges Lanyard
- Sponsorship recognition signage included
- One Twitter Timeline Post and One Facebook Timeline Post
- Artwork is to be provided by sponsoring companies and all logos will be white, unless a white Badge holder is selected. If a white badge holder is selected, the company can select the single color of the imprint.



INTERNATIONAL RECEPTION SPONSOR \$4,000

Every year the HEUG welcomes our international members who are attending Alliance by hosting a reception in their honor. Sponsoring the International Reception provides an excellent opportunity for your company to meet and network with over 300 international HEUG attendees.

Sponsor Benefits

- Send up to 4 of your representatives
- Signage will be included recognizing your company as a sponsor of the event
- Introduction at the event
- Ability to have your company material available on a table at the event



GREEN SCREEN SPONSORSHIP- \$4,000 (EXCLUSIVE)

Sponsor Benefits

- Sponsor logo can be placed at the bottom corner of the photo.
- Customized messages can be sent out with tweeted, instagrated & emailed photo
- Email addresses of the social media users sent after event

Green Screen Photography is where a Alliance Attendees are photographed in front of a green background. The image is then transferred to a computer where our special green screen software replaces the background in the image with pre-selected images thus giving the appearance of the subject standing in front of the selected scene.



HEUG A DOG (EXCLUSIVE)

\$4,000

Sponsor Benefits

- Company will be recognized as the official sponsor of the HEUG a DOG Park
- Sponsorship recognition signage included
- 1 Alert through the app
- One Twitter Timeline Post and One Facebook Timeline Post
- Sponsor may provide shirts for Staff to wear with Alliance Approval
- Sponsor may provide giveaways with Alliance Approval



60 SECOND COMMERCIAL “SIZZLE REEL”

\$2,000

Sponsor Benefits

- Sponsorship includes your 60 second commercial played in the recharge lounge on two separate monitors in between sessions and roadmap viewings.
- One Twitter Timeline Post and One Facebook Timeline Post



ON-SITE EMAIL BLAST TO ATTENDEES

\$1,500

Sponsor Benefits

- Sponsorship includes 1 email blast sent by the Alliance team on your behalf to all attendees



MOBILE APP BANNER AD \$1,500

Sponsor Benefits

- Sponsorship includes 1 Banner Ad played in rotation on the mobile app for the event



PRESENTATIONS

FULL \$1,500 MINI \$1,000

Sponsor Benefits

- Ability to present at Alliance 2018
- Available to Platinum, Gold, Silver, and Exhibitor Levels
- A one hour session to conference attendees on the topic of your choice.
- Note that this item sells out very quickly as a limited number of vendor session slots are available.

PAST CONFERENCE ATTENDANCE AT VENDOR PRESENTATIONS SHOWS THAT VENDORS WHO GET THEIR ABSTRACT IN, PRIOR TO REGISTRATION OPENING, GENRALLY GET THE HIGHEST SESSION ATTENDANCE.



BRANDING OPPORTUNITIES AVAILABLE

CONTACT TOM CHAMBERS FOR MORE INFORMATION AT TCHAMBERS@HEUC.ORG



EXHIBITOR MEETING ROOMS

\$1,000 PER DAY

Alliance has small 400 sq. ft. exhibitor meeting rooms available in the conference center for exhibitors to use as offices and to have meetings with attendees. These will be offered on a first come, first serve basis. All catering and A/V can be contracted through the conference center and are the responsibility of the exhibitor.

Contact Tom Chambers for more information at tchambers@heug.org.



TERMS & CONDITIONS

PLEASE READ CAREFULLY. THE FOLLOWING INFORMATION IS CONSIDERED PART OF THE EXHIBITOR CONTRACT TERMS AND CONDITIONS. It is the responsibility of each exhibiting partner to know and understand these rules & regulations.

These rules and regulations are a bona fide part of the contract for exhibit space with the Higher Education Users Group Conference, hereinafter referred to as Alliance, which is organized and managed by members of the Higher Education Users Group Conference Committee, hereinafter referred to as the Show Management. On behalf of Alliance, the Show Management reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well being of Alliance. Each exhibitor, for himself, his employees, and his contractors, agrees to abide by these regulations and by any amendments or additions hereafter made by the Show Management. Alliance is a unique opportunity to network with representatives of many different institutions, and with other exhibiting partners, in the sharing of implementation strategies and experiences. As such, exhibiting partners must have existing higher education clients with a focused business, or product, that provides unique opportunities for the Alliance membership. The Show Management reserves the right to decline, prohibit, deny access, or remove, any exhibit which in its sole judgment is contrary to the character, objectives, and best interests of Alliance or its attendee audience. This reservation includes, but is not limited to, any violation of any public policy, or these rules and regulations, and extends to persons, things, printed matter, products, and conduct. The Show Management reserves the right to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. The Show Management's decision and interpretation shall be accepted as final in all cases.

1. VALID APPLICATION FOR SPACE AND SPONSORSHIP.

Applicants for exhibit space and conference sponsorship are required to execute and forward the Application and Contract for Exhibit Space.

2. PAYMENT FOR SPACE. Upon receipt and acceptance of the

Exhibitor Sponsorship purchase by Show Management an invoice will be prepared and can be paid online or via check. **Payment is due immediately.** All booth and sponsorship payments are to be made payable to "The Higher Education User Group" (in U.S. funds). All checks must be mailed, along with a copy of the invoice to:

HEUG ALLIANCE Conference
c/o Tate & Tryon
2021 L Street NW, Suite 400
Washington, DC 20036

NOTE: Booths WILL NOT be assigned until the online application and payment has been received.

3. CANCELLATION AND REFUNDS. While Exhibitor may cancel this contract at any time, Exhibitor understands and agrees to pay Alliance the full fee listed on this contract at time of cancellation if it has not been paid online already. The Exhibits Chair must be notified in writing (letter, fax, or email) of any Cancellations. The cancellation date is the date notification is received. No refunds will be provided for cancellations. Failure to appear at the show does not release exhibitor from responsibility for payment of the full cost of the space rented, and any sponsorships committed to. In the event of cancellation, space and sponsorship(s) revert back to the Show Management for use at its sole discretion. Reselling of the space and sponsorship(s) shall not affect the refund schedule.

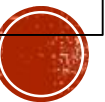
4. CANCELLATION, TERMINATION, OR POSTPONEMENT BY SHOW MANAGEMENT In the event that any unforeseen occurrence shall render the fulfillment of this agreement impossible by Alliance, the parties shall mutually amend or terminate this agreement at Show Management's option. Exhibitor hereby waives any claim against Show Management for damages or compensation. Show Management shall not be financially liable in the event the show is interrupted, cancelled, moved, or dates changed, except as provided herein.

5. ASSIGNMENT OF BOOTH LOCATION. Wherever possible, booth locations will be assigned based upon exhibitor's stated preferences, level of sponsorship, and timing of receipt of contract. The Show Management, however, reserves the right to make the final determination of all booth assignments in the best interests of the Alliance.

6. USE OF BOOTH, SUBLETTING BOOTH. No exhibitor may assign, sublet, or apportion his booth to or with another business entity or individual without the express permission in writing from the Show Management. No exhibitor may show or demonstrate products or services other than those manufactured or handled in the normal course of his business.

7. OPERATION OF EXHIBITS. The Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of Alliance as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, or changes in exhibitor's business relationships with Higher Education or Oracle, is determined by the Show Management to be objectionable to the successful conduct of Alliance as a whole. All demonstrations or other promotional activities must be confined to the limits of the booth space. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

8. BOOTH SET-UP Booth Set-up must be complete by the time noted on the conference website for Exhibitor Move-in. If the exhibitor is not present in the exhibitor hall setting up their booth 1 hour prior to end of exhibitor move-in timeframe for 10 x 20 booths or smaller, or 2 hours prior to end of exhibitor move-in timeframe for 20 x 20 booths or larger show management reserves the right to have the show decorator set-up their booth if the booth is present. All costs for the set-up and related charges will be billed to the exhibitor.



TERMS & CONDITIONS

9. PROMOTIONAL MATERIALS AND MARKETING ACTIVITIES.

Alliance is intended to be a forum for the exchange of information pertaining to the implementation and support of PeopleSoft/Oracle applications in the Higher Education and Public Sector. Exhibitor participation is intended to support that objective and is not a direct sales. Exhibitor also agrees that the use and distribution of promotional materials at or around the conference facility, in exhibit areas, session areas, hotel, etc. (i.e. anywhere other than the Exhibitor booth), including but not limited to flyers, circulars, and souvenirs, is subject to approval by the Show Management. This includes any materials to be included in the attendee registration bag as an optional service that Exhibitor has contracted for. The Exhibits Chair must receive approval requests and samples related to such marketing materials. Show management will not make attendee registration information available to exhibitors unless stated otherwise in the prospectus. However, exhibitors may collect this information at their booth when provided voluntarily by each attendee. Other options are available to sponsoring exhibitors please contact the exhibit chair.

10. EXHIBITOR KIT, OFFICIAL EXHIBITS CONTRACTOR. The Exhibitor Kit will be made available on the conference web site. It can be downloaded and as such will not be mailed in printed form. All policies, rules, and regulations contained in the Exhibitor Kit or its equivalent as provided by Show management are hereby incorporated by reference and made part of this contract. The kit has been assembled by our official exhibits contractor, Freeman, Inc., and provides information pertaining to exhibits hours, setup and take down times, standard booth information, shipping instructions and cutoff dates, freight storage costs, etc. It is the responsibility of each exhibitor to obtain this information and to ensure that they are aware of all rules, guidelines, and critical dates regarding set up, take down, acceptable display configurations, and shipping, as well as any additional services required such as electrical, audio/video, etc. Exhibitors wishing to have displays that do not conform to the standard booth layout must provide the Exhibits Chair with a copy of their proposed display plans for

approval.

11. EXHIBITOR'S AUTHORIZED REPRESENTATIVE. The exhibiting firm assumes full responsibility for its authorized representative to follow all Alliance Rules and Regulations.

12. EXHIBITOR BADGES, REGISTRATION & EXHIBIT STAFFING. Exhibitor staff must register as regular attendees through the online registration system, or onsite (at prevailing rates). Exhibitor booths must be staffed at all times during show hours. Exhibitor's must not pack, remove, or dismantle, their booth prior to the close of the show. Exhibitor staff not on booth duty may attend conference sessions.

13. LIABILITY AND INSURANCE. All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither the Show Management, its service contractors, the management of the exhibit hall, nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism, or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

14. INDEMNIFICATION (SHOW MANAGEMENT & ALLIANCE). Exhibitor agrees that it will indemnify and hold and save Show Management whole and harmless of, from, and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or averted against Show Management on account of injury or damage to person or property to the extent that any such damage of injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents,

servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs. Incurred by or imposed upon Show Management by virtue of any such litigation. Property Damage. Neither Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion, or other insurable casualty, and Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. Accordingly, it shall be the responsibility of Show management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage. Use of Certain Property. Exhibitor will assume all costs arising from the use of patented, trademarked, or franchise materials, devices, processes or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend and hold harmless Alliance, Show Management, facility management, and their officers, directors, members, agents and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees and expenses of whatever kind or nature, which might result from or arise out of use of such material(s) described above.



TERMS & CONDITIONS

15. WAIVER. Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of rights in writing on one occasion shall not be construed as a consent to, or a waiver of, any right or remedy on any future occasion.

16. ATTORNEYS' FEES.

Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement to protect in any manner its interest or interests under this agreement. Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

17. AMERICANS WITH DISABILITIES ACT.

Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless Alliance, Show Management, and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the Act.

18. SOCIAL FUNCTIONS/SPECIAL EVENTS.

Any social function or special event planned by an exhibiting company, to take place during the Alliance conference, must be pre-approved by Show Management.

19. OTHER REGULATIONS.

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show

20. CHILDREN AND MINORS. Children under the age of 16 are not allowed on the tradeshow floor during move-in and move-out. All Alliance registered attendees and guests must be at least 18 years of age.

21. HEUG PRIORITY POINTS (NEW)

A priority point system has been established to equitably assign space to exhibitors. All points are accrued based on the previous year (2017) for the company's participation with the HEUG Conference exhibit space, Conference sponsorships and other opportunities throughout the calendar year as outlined by HEUG Show Management.

HEUG Global Conference Priority Point System (points accrued 2016)

- 1 point for previous year participation Alliance
- 5 points for sponsorship spend \$50,000+
- 4 points for sponsorship spend \$25,000 - \$49,999
- 3 points for sponsorship spend \$15,000 - \$24,999
- 2 points for sponsorship spend \$5,000 - \$14,999
- 1 point for sponsorship spend \$4,999 or less
- 1 point per International Sponsorship 2016
- 1 point per Regional Sponsorship 2016
- 3 points HEUG.Online Sponsor

In the instance two companies have the same number of priority points, priority will be based on contract received date.

MANAGEMENT. THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED ANY AMENDMENTS, WHEN MADE, ARE BROUGHT TO THE NOTICE OF EXHIBITORS. EACH EXHIBITOR, FOR HIMSELF AND HIS EMPLOYEES, AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE.



To Start Registration Click
Here!

Questions? Please contact HEUG exhibitor Relations:

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