

New England

2020 New England Area Conference Sponsor and Exhibitor Contract

The organization: (“Sponsor/Exhibitor”) contracts for Sponsor opportunities provided by ATD New England Area 2020 Conference (“ATD”). Any additional opportunities/benefits must be agreed to by both parties and listed on this contract. This contract is not valid until it had been signed by both the Sponsor/Exhibitor and ATD and ATD has received payment in full. Go to www.atdnewengland.com for an overview of the conference. We will accept for consideration, on a first-come, first served basis, completed and signed contracts that are submitted to info@atdnewengland.com prior to February 1, 2020. Earlier submissions provide the Sponsor/Exhibitor the best selection of available options and maximum marketing visibility. Only Payment in full will reserve a space for Sponsor/Exhibitor participation. Payment can be made by check, credit card or electronic payment.

Conference Overview:

ATD (Association Talent Development) is the world’s largest association dedicated to workplace learning and development professionals.

The ATD New England Area Conference 2020 will take place on Friday, March 27, 2020 from 8 am to 5 pm. There will be a networking reception the evening before on Thursday evening from 6 to 8 pm on March 26, 2020. The conference will be held at the Sheraton Norwood in Norwood, MA. This is our 10th year in operation, and the feedback has been tremendous – from attendees, Sponsors and Exhibitors. Given last year’s reception, we very well may sell out this year. The program includes keynote addresses and concurrent session tracks, all supporting the topics and themes important to Learning and Development Professionals.

The ATD New England Area Conference grows each year with increasing numbers of attendees. Sponsors and Exhibitors have visibility and access to up to 300 learning and development professionals, representing the 8 ATD New England Area Chapters, from Maine to Connecticut, including learning & development managers, decision makers, corporate trainers, instructional designers, training consultants and others from all over New England to meet, share experiences and explore the latest innovations in talent development.



Location:

Sheraton Norwood
1125 Boston-Providence Tpk
Norwood, MA 02062

Conference Schedule:

Networking Reception: Thursday, March 26, 2020 6 pm -8 pm
Registration/Breakfast: Friday March 27, 2020 7am – 8 am
Main Conference: Friday March 27, 2020 8 am – 5 pm

Exhibit Hours:

Networking Reception:
Thursday, March 26, 2020 6 – 8 pm

Main Conference:
Friday, March 27, 2020 7 am – 5 pm

Set-up for booths
Thursday, March 26, 2020 3 pm – 9 pm
Friday, March 27, 2020 6 am – 7 am

Breakdown for booths
Friday, March 27, 2020 5 pm – 6 pm

Contact Information:

Sponsorship Contact:
Peter Ward: 508-918-0990
pward@axiomlearningsolutions.com
Donna Horrigan
dhorrigan@integritysolutions.com

Event Operations, Logistics & Set-up Contact:
Marie Cullen Oliver: 617-697-9315
info@atdnewengland.com or
mariecullenoliver@comcast.net

Conference Management Contact:
Katie Vaillancourt: 207-712-8897
info@atdnewengland.com or
kvallancourt@vcorptraining.com

Payment Information:

Payment in US Dollars Only

Payment can be made by check, credit card or electronic payment.

Please Make all Sponsor/Exhibitor Checks payable to:
ATD New England Conference and mail it to: ATD New
England Area Conference
c/o Marie Cullen Oliver
26 Shipway Place
Charlestown, MA 02129

Sponsor / Exhibitor Payment:

For credit card or electronic payments, contact:

Marie Cullen Oliver
617-697-9315
info@atdnewengland.com or
mariecullenoliver@comcast.net

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1. Contact Information			
Company or Organization			
Contact Name			
Company Web Site			
Mailing Address			
Email Address			
Preferred Phone Number			
Are you an ATD National Member?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Are you a local ATD Chapter Member?	<input type="checkbox"/> Yes, Chapter:	<input type="checkbox"/> No	
Comments <i>(Special Instructions, etc)</i>			
2. Contact Information – Day of the Conference On Site Employee			
Contact Name			
Title			
Company or Organization			
Contact Cell Phone Number			
Mailing Address			
Email Address			
Preferred Phone Number			
Comments			
3. Conference Sponsorship and Exhibitor Options			
PRESENTING Sponsor (Sold Out)	<input type="checkbox"/> \$7,500	GOLD Sponsor (Sold Out)	<input type="checkbox"/> \$5,000
Sponsor (10-15 available)	<input type="checkbox"/> \$1,500	EXHIBITOR (15-20 available)	<input type="checkbox"/> \$850
Event Sponsorships:			
Coffee Break Sponsor	<input type="checkbox"/> \$500	Lunch Sponsor	<input type="checkbox"/> \$750
Program Brochure Sponsor	<input type="checkbox"/> \$650	Thurs Networking Reception (Sold Out)	<input type="checkbox"/> \$2,500
Extra Opportunities:			
Company 8 ½ x 11 Slip Sheets for Tote Bag	<input type="checkbox"/> \$150 (Company provides 300 inserts)		
Pens for Tote Bag	<input type="checkbox"/> Company provides 300 pens		
Pads of paper with Company name/logo	<input type="checkbox"/> Company provides 300 pads of paper		
Other, For Tote Bag (Specify, eg: Branded Swag)	<input type="checkbox"/> Company provides 300 – must be approved by ATD NEAC		
Other, including “in-kind” (Specify)	<input type="checkbox"/> TBD – must be approved by ATD NEAC		

4. General Information	
Cancellation Policy	Cancellations must be received in writing to the 2020 ATD New England Area Conference by January 1, 2020 to receive a full refund (less fees incurred). No refunds will be provided after this date.
Space Assignment	Sponsor and Exhibitor space will be assigned on a “first paid, first choice” basis. ATD reserves the right to assign and re-assign space as deemed necessary or appropriate in the best interest of the conference.
Use of Space	Each Sponsor and Exhibitor will be assigned its own table. Sponsors and Exhibitors are to arrange materials so as not to obstruct other displays. Surrounding space and aisles must be kept clear.
Displays & Decorations	All displays and decorations proposed by the Sponsors and Exhibitors shall be subject to the approval of the Sheraton Norwood in each instance. The Sheraton Norwood does not permit the affixing of anything to the walls, floors, light fixtures or ceilings in any room with materials other than those supplied by a representative of the Sheraton Norwood. The use of confetti or streamers of any type is prohibited.
Liability	It is mutually agreed that ATD New England Area Conference 2020 and the Sheraton Norwood shall not be liable to sponsors for any damage to or for the loss or destruction of an exhibit or the property of a sponsor or injuries resulting from any cause. All claims for any such loss, damage or injury are expressly waived by the Sponsor. All Sponsors are bound by the Exhibitor rules and regulations promulgated by the Sheraton Norwood. A copy of these rules is available from the Sheraton Norwood upon request.
Force Majeure	No party shall be responsible for events beyond its reasonable control, such as acts of God, weather delays, government restrictions, security alerts or unforeseen commercial delays. In the event the event is postponed due to inclement weather or other conditions beyond ATD’s control, it may be rescheduled for another time.
Audio/Video Release Authorization:	<p>In consideration of my sponsorship/exhibitorship, I, (Sponsor/Exhibitor name): - hereby grant ATD New England Area 2020 Conference (“ATD”) and its representatives, the irrevocable and unrestricted permission and right to take, use, re-use, publish and re-publish photographic, video, motion film, and/or audio recordings of me and my performance content in which I may be included, in whole or in part, and in all media now or hereafter known for illustration, promotion, training, exhibition, and/or advertising in connection ATD New England Area 2020 Conference (“ATD”).</p> <p>I hereby waive any right that I may have to inspect or approve the finished product/ products/advertising copy or other matter that may be used in connection therewith or the use to which it may be applied.</p> <p>I hereby release and discharge ATD New England Area 2020 Conference (“ATD”) and its representatives from any and all claims and demands arising out of or in connection with the use of photographic, video, motion film and/or audio recordings of me and the content I present, including and without limitation any and all claims for libel or violation of any right of publicity, privacy and or copyright.</p>

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	<p>I hereby certify that I am fully competent and of full legal age and have the right to execute this release with ATD New England Area 2020 Conference (“ATD”) and its representatives, and hereby release all rights to them and confirm that they are free and clear of copyright and without royalty.</p> <p>I further state that I have read the above release authorization, prior to its execution, and that I am fully familiar with the contents thereof. This release shall be binding upon me and my heirs, legal representatives, successors and assigns; I hereby affirm that I received a copy of this authorization.</p>
5. Contract Completion and Payment	
Sign Below	Sign Contract in Section 6, scan and email all 6 sections to info@atdnewengland.com
Indicate Payment Method	<p>Payment in US Dollars Only</p> <p><input type="checkbox"/> Check – make checks out to <i>ATD New England Conference</i></p> <p><input type="checkbox"/> Credit Card – contact Marie Cullen Oliver for arrangements</p> <p><input type="checkbox"/> Electronic Transfer – contact Marie Cullen Oliver for arrangements</p>
Mailing Address/ Contact for Payment	<p>ATD New England Area Conference Attn: Marie Cullen Oliver: 26 Shipway Place, Charlestown, MA 02129 617-697-9315 info@atdnewengland.com</p>
Once Contract is signed and Payment is made in Full	<p>Email Logo for the conference program, signage and website in all of the following formats if possible: eps, jpg, jpeg, png. Please include a high-resolution version. Send to: info@atdnewengland.com</p> <p>***Opportunities and Benefits of participation will NOT go into effect until payment is received in FULL.***</p>

6. Signature Section	
<p>For Sponsor: Sponsor Organization: Signature: Name: Title: Date:</p>	<p>Sponsor Address: Phone: Fax: Email:</p>
<p>For ATD New England Area Conference: Signature: Name: Title: Date:</p>	
<p>ATD will sign the contract, scan and return a signed copy to the Sponsor’s Address, email or Fax.</p>	