



2020 Sponsorship Program

The purpose of the Sponsorship Program is to provide vendors with the opportunity to support the annual conference and in return receive considerable name recognition and networking opportunities. Each organization can sign up for a variety of sponsor opportunities below. Space is limited!

Title Sponsor **SOLD OUT** **\$40,000**

- Provide one Keynote Presenter - Speaker and Content to be approved by Event Producers
- Name + Logo included on all Promotional Materials + Paid Advertising
- Complimentary Conference Registration for ten representatives
- Color Logo accompanying 150-word company description on website
- Color Logo accompanying 150-word company description in Program Guide
- Logo on all Signage
- Company Profile page on Website
- 2-Page color spread in Program Guide
- Full page article in Program Guide
- Company/Keynote provided highlighted in press release distributed by Event Producers
- Sponsorship recognition on company representatives' name badges
- Premium Placement Exhibit Space
- Company Name, Logo, 150-word Company Description, Social Links, Contact Info, link to Company website on Conference App
- 25 beverage tickets to distribute for receptions
- Attendee contact list
- Guest on BIGcast - <https://www.big-fintech.com/Media/BIGcast>

Diamond Sponsor **3 Available** **\$25,000**

- Provide one Keynote Presenter - Speaker and Content to be approved by Event Producers
- Name + Logo included on all Promotional Materials
- Complimentary Conference Registration for six representatives
- Color Logo accompanying 100-word company description on website
- Color Logo accompanying 100-word company description in Program Guide
- Logo on select Signage
- 2-page color spread in Program Guide
- Company/Keynote provided highlighted in press release distributed by Event Producers
- Sponsorship recognition on company representatives' name badges
- Premium Placement Double Exhibit Space
- Company Name, Logo, 100-word Company Description, Social Links, Contact Info, link to Company website on Conference App
- 15 beverage tickets to distribute for receptions
- Attendee contact list
- Guest on BIGcast - <https://www.big-fintech.com/Media/BIGcast>
- Your company recognized as sponsoring one of the following tracks (first come, first choice)
 - Analytics
 - Innovation
 - Cyber Security

Platinum Sponsor **2 Available** **\$15,000**

- Provide one breakout speaker - Speaker and Content to be approved by Event Producers and provided by February 28, 2020 or subject to availability
- Name + Logo included on Promotional Materials
- Complimentary Conference Registration for four representatives
- Color Logo accompanying 75-word company description on website

- Color Logo accompanying 75-word company description in Program Guide
- Logo on select Signage
- Full page color ad in Program Guide
- Sponsorship recognition on company representatives' name badges
- Exhibit Space
- Company Name, Logo, 75-word Company Description, Social Links, Contact Info, link to Company website on Conference App
- 10 beverage tickets to distribute to respective sponsored receptions
- Attendee contact list
- Guest on BIGcast - <https://www.big-fintech.com/Media/BIGcast>
- Your company recognized as sponsoring one of the following with logo on drink tickets (first come, first choice)
 - Opening Night Reception
 - Tuesday Cocktail Reception

Gold Sponsor

4 Available \$10,000

- Provide one panel speaker - Speaker and Content to be approved by Event Producers and provided by February 28, 2020 or subject to availability
- Complimentary Conference Registration for three representatives
- Name + Logo included on Promotional Materials
- Color Logo accompanying 50-word company description on website
- Color Logo accompanying 50-word company description in Program Guide
- Logo on select Signage
- Half page color ad in Program Guide
- Sponsorship recognition on company representatives' name badges
- Exhibit Space
- Company Name, Logo, 50-word Company Description, Social Links, Contact Info, link to Company website on Conference App
- Attendee contact list
- Guest on BIGcast - <https://www.big-fintech.com/Media/BIGcast>
- Your company recognized as sponsoring one of the following (first come, first choice)
 - Program Guide (Bonus - Back cover ad)
 - Conference Mobile App (Logo on app start page)
 - CU Broadcast - <https://www.cubroadcast.com/>
 - WiFi

Silver Sponsor

7 Available \$5,500

- Complimentary Conference Registration for two representatives
- Color Logo accompanying 50-word company description on website
- Color Logo accompanying 50-word company description in Program Guide
- Logo on select Signage
- Half page color ad in Program Guide
- Sponsorship recognition on company representatives' name badges
- Name, Logo, 25-word Company Description, link to Company website on Conference App
- Exhibit Space
- Attendee contact list
- Your company recognized as a sponsor for Morning Coffee Breaks, Breakfast (Day 1 or Day 2), Lunch (Day 1 or Day 2)

Bronze Sponsor

7 Available \$3,500

- Complimentary Conference Registration for one representative
- Color Logo accompanying 50-word company description on website
- Color Logo accompanying 50-word company description in Program Guide
- Logo on select Signage
- Sponsorship recognition on company representatives' name badges
- Name, Logo, 25-word Company Description, link to Company website on Conference App
- Exhibit Space
- Attendee contact list

SPONSOR COMMITMENT FORM 2020

CONTACT NAME _____ TITLE _____

ORGANIZATION _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____ COUNTRY _____

DIRECT PHONE _____ CELLPHONE _____ EMAIL _____

SPONSOR OPPORTUNITIES

_____	TITLE	\$40,000 2 Available – SOLD OUT
_____	DIAMOND	\$25,000 3 Available
_____	PLATINUM	\$15,000 2 Available
_____	GOLD	\$10,000 4 Available
_____	SILVER	\$5,500 7 Available
_____	BRONZE	\$3,500 7 Available

TOTAL AMOUNT DUE: _____

TOTAL \$ AMOUNT

Please Read Carefully and Sign Below (Agreement is not valid without signature)

As an Exhibitor at the 2020 AXFI Conference, we agree to abide by the rules and regulations detailed in the Terms and Conditions for Exhibitors. As an Exhibitor, we hereby grant Trellance, Best Innovation Group (BIG) and The Event Group, Incorporated (TEG) a non-exclusive, limited license to use Exhibitor's name and logo for promotion purposes. We also warrant that we have the authority to grant this license, and such license does not violate the intellectual property or contractual rights of any third party.

Each party shall be responsible for its own acts and behaviors and the results thereof. Exhibitor liability is governed by the Minnesota Torts Act, Minnesota Statutes 3.736.

We acknowledge and agree that this signed application becomes a binding contract when accepted by The Event Group Incorporated, Trellance and Best Innovation Group. We understand that our space is only guaranteed upon receipt of the signed contract and full payment.

Signature: _____ Date: _____

If interested in exhibiting and other sponsorship opportunities, please submit your completed form by email to Paul TenEyck at paul.teneyck@eventshows.com. Thank you!

EXHIBITOR 2020 TERMS AND CONDITIONS

EXHIBITORS

All exhibitors shall be bound by the rules and regulations set forth herein and by such amendments or additional rules and regulations that may be established by Trellance (TRELLANCE), Best Innovation Group (BIG) or The Event Group, Incorporated (TEG)

PAYMENT

Space is confirmed with payment in full. Please contact Paul TenEyck at paul.teneyck@eventshows.com to discuss payment methods.

ASSIGNMENT OF EXHIBIT SPACE

Exhibit space will be assigned based on the level and date that TEG receives each contract and payment. Trellance, BIG and TEG reserve the right to modify the floor plan as necessary. In all instances, Trellance, BIG and TEG reserve the right to determine final placement of the exhibitor.

STANDARD EXHIBIT

Each Exhibitor Space includes a covered table and 2 chairs.

INSTALLATION / DISMANTLING

Exhibitor move-in is at TBD Time. After this time, installation work will NOT be permitted. If any exhibitor is not set up and in order by the specified time, Trellance, BIG and TEG reserve the right to direct 3rd party services to set up the exhibit at the sole expense of the exhibitor, or make such other use of space as deemed necessary or appropriate, with no refund made to the original exhibitor. Please bring all your exhibit materials with you or ship them directly to the Facility. Please note "ATTN: AXFI CONFERENCE" on all items.

Exhibits shall remain open through the Reception on Tuesday, June 9 at 7:30 pm. Please do not dismantle exhibits before the official closing of the Exhibit Area. Packing of equipment or materials shall NOT begin until that time. After the Conference, the Exhibitor is liable for any handling charges resulting from failure to remove exhibit material as and when required. All costs for freight movement, installation/dismantling, and shipment charges are the exhibitor's.

EXHIBITOR SERVICES AND MATERIAL HANDLING

Shipping will be handled by each exhibitor. Shipments directly to the Facility should note "ATTN: AXFI CONFERENCE" on all items. Each exhibitor will be responsible for shipments back to your respective organizations.

EXHIBIT CONSTRUCTION AND DISPLAY

Exhibitors are encouraged to offer information that is educational, professional, and instructive. Over-the-counter sales of goods for onsite delivery are expressly prohibited without having a proper sales tax ID number. EXHIBITOR'S ACTIVITIES MUST BE CONFINED TO THE LIMITS OF THE RENTED SPACE AND MUST NOT IMPEDE TRAFFIC OR INTERFERE WITH THE ACTIVITY OF OTHER EXHIBITORS. The exhibitors shall finish or drape the back of unfinished or unsightly structures at their own expense. No homemade signs may be displayed. All tables will be professionally skirted. Electricity, water, and special cleaning service are at the exhibitor's expense. Unless approved by Trellance, BIG or TEG, publicizing and/or maintaining any extraneous activities, including hospitality suites, inducements, demonstrations, or displays away from the exhibit area during exhibit hours is prohibited. Trellance, BIG and/or TEG reserve the right to prohibit such activities or require revisions, at the exhibitor's expense, to comply with these guidelines.

CANCELLATION OF SPACE or ADDITIONAL OPTIONS

In the event you need to cancel your space reservation or any additional options, a portion of your fees will be refunded if written notification is received by The Event Group as per the following schedule: By Nov. 29, 2019 – 75%; by Jan 31, 2020 – 50%; by Mar 31, 2020, 25%. No refunds will be given for cancellations after Mar 31, 2020.

SUBLETTING OF SPACE

Exhibitors shall not sublet or assign their exhibitor's space or any portion thereof. Exhibitors shall not share their exhibit space with any other person or entity without prior written consent of Trellance, BIG or TEG which may be withheld for any reason. If Trellance, BIG or TEG agrees to permit such sharing, such person or entity shall be required to execute a copy of this agreement.

COMPLIMENTARY ADMISSION

All Sponsors will be furnished with at least one complimentary admission. This registration will grant access to all conference activities and presentations and may be used for booth representative.

STAFFING

Exhibitors must open their exhibits on time and staff their table at all times during Conference exhibit hours. The designated representative shall represent the exhibitor in connection with installation, operation, and dismantling of the exhibit. Only representatives who are employed by the exhibiting company and who will be working the Exhibit Table are to be registered with the complimentary registration. False certification of individuals as exhibitor's representatives, sharing of exhibitor's badges, or any other method used to assist unauthorized persons to gain admission to the exhibit area will be just cause for expelling the violator from the Conference.

ELECTRICITY and HARD LINE INTERNET are available for purchase through the Facility. An order form will be provided.

AMERICANS WITH DISABILITIES ACT

Each exhibitor shall comply with the Americans with Disabilities Act (ADA), and shall modify policies, practices and procedures as necessary to enable individuals with disabilities to participate equally within the confines of the exhibitor's exhibit space. This includes, but is not limited to, setting up exhibits, seating and access ways in an accessible manner, and otherwise removing physical barriers created in connection with the event and providing auxiliary aids and services where necessary to ensure effective communication to individuals with disabilities who participate or desire to participate. Each exhibitor shall be responsible for compliance with the ADA within its exhibit space, including the provision of auxiliary aids and services as needed.

MUSIC AND AUDIOVISUAL EFFECTS

Exhibitors' use of music or audiovisual devices with sound is permitted only in those locations and at such decibel intensity as not to interfere with the activities of other exhibitors.

COPYRIGHT LAW

No copyrighted music or materials may be played, displayed or performed in the exhibition area in any fashion (including, but not limited to, background music on video or audio presentations) without obtaining appropriate licensing. The exhibitor is solely responsible for obtaining licenses for music originating in the exhibitor's table/display area. The exhibitor shall indemnify Trelance, BIG and TEG and their officers and employees, and shall hold them harmless from any and all liability whatsoever for any infringement of or other violation arising out of the use of copyrighted music or materials.

PHOTOGRAPHY AND VIDEO RECORDING

Photography and video recording, other than by official Conference photographers, is prohibited in the exhibit area at all times, including during installation and dismantling.

SMOKING

The exhibitor shall comply with all federal, state, and local laws and ordinances and regulations concerning the environment and hazardous materials.

ELECTRICAL REGULATIONS

Exhibitor is responsible for knowledge and compliance with all union requirements and Fire and Safety Codes. Table decorations must be flame-proofed. Electrical wiring must conform with all federal, state, and municipal government's requirements and to National Electrical Codes. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, Trelance, BIG and TEG reserves the right to cancel, at exhibitor expense, all or such part of the exhibit that may be non-compliant.

SAFETY REGULATIONS

The exhibitor must comply with all federal, state, and local laws and ordinances and regulations concerning the environment and hazardous materials.

LIABILITY

Each exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of damage to exhibitor's displays, equipment, and other property brought upon the premises of the Facility, and shall indemnify and hold harmless Trelance, BIG, TEG, the Facility, and any authorized agent, representatives, or employees of the foregoing

for any and all losses, damages, and claims for any cause whatsoever by reason of the use or occupancy of the exhibit space by the exhibitor or its employees and representatives. If an exhibitor's materials fail to arrive, the exhibitors are, nevertheless, responsible for all amounts due hereunder. In holding this conference, Trellance, BIG or TEG do not act as the agent of the exhibitor or the Facility. Claims against any party shall be submitted directly to the party involved.

INSURANCE

Exhibitors must make provision for safeguarding their materials, equipment, and displays at all times. Exhibitors are advised to carry special insurance to cover exhibit material against loss or damage, and public liability insurance against injury to the persons and property of others. There will be general hotel perimeter security; however, this does not constitute a guarantee or an agreement to indemnify against loss or theft.

TERMINATION OF RIGHT TO EXHIBIT

As the hosts and producer, Trellance, BIG and TEG reserve the right to terminate an exhibit if an exhibitor or any of its representatives fail to observe the conditions of this contract or in the opinion of Trellance, BIG or TEG, engage in unethical or unprofessional conduct. Such exhibitors will be dismissed without refund.

CONFERENCE CANCELLATION

Neither Party shall be liable for the non-performance of its obligation under this Agreement if such performance is caused by weather, natural disasters, strikes, war, terrorism, utility outages, communication outages, or any other circumstances which could not have been reasonably foreseen and avoided by commercially reasonable action or are beyond the reasonable control of a Party ("Force Majeure"). A Party shall be excused from performance under this Agreement for the duration of the effects of such Force Majeure circumstances.

LINKING TERMS AND CONDITIONS

Trellance, BIG, and TEG has the right to use the exhibitor's logo and link to exhibitor's site from websites associated with the event ("Event Websites"). Trellance and BIG grant sponsor the right to link to <http://www.axficonference.com/>. Exhibitor agrees that its website will not contain libelous, defamatory, obscene, pornographic, abusive, or unlawful material. The Event Website, including any content or information contained therein are provided "AS IS" with no representation or warranties of any kind, either expressed or implied, including, but not limited to, the implied warranties of merchantability, fitness for a particular purpose, and non-infringement.

Trellance refers to Trellance Conference Title Sponsor; BIG refers to Best Innovation Group, Conference Title Sponsor; TEG refers to The Event Group, Incorporated, Conference Producer, in connection with the 2020 AXFI Conference, held June 7-10, 2020.