

SPONSORSHIP AND EXHIBITOR PROSPECTUS



IRWA'S 64th ANNUAL INTERNATIONAL EDUCATION CONFERENCE

Sponsoring and exhibiting at IRWA's 2018 International Education Conference in Edmonton will afford your company with a unique opportunity to showcase your products and services to over 1,000 professionals involved in all facets of right of way work. IRWA conferences bring together public and private sector right of way professionals from all around the globe, facilitating diverse educational experiences, exciting professional opportunities, valuable networking time and even a little fun.

EXHIBIT HALL PASSPORT RETURNS!

Our Exhibit Hall Passport continues to be a great success, increasing attendee traffic throughout the exhibit hall! All attendees will get a special passport at registration with a space for each exhibitor to sign. Once an attendee fills up their passport, they simply enter it into the drawing for a chance to win great prizes!

EDMONTON, ALBERTA, CANADA

Shaw Conference Centre

JUNE 24-27, 2018



Exclusive Host Site Sponsorship - \$20,000- SOLD!

Your company's logo will be prominently displayed on registration booths in the Registration area, entrance signs to the Exhibit Hall and on the Conference Website's Home Page.

This Host Sponsorship is available to companies in Edmonton's Region 10 on a first-come first-served basis. If not secured by February 28, 2018, all companies are eligible!

Exclusive Host Site Sponsorship also includes these benefits:

- Two 10' x 10' Exhibit Hall booths in a premium location by the entrance!
- Four complimentary Full Conference Registrations
- Complimentary full page ad in Conference Program
- Your logo displayed on registration booth kickplates
- Your logo printed on all registration bags
- Conference bag insert: promotional material or small giveaway (provided by sponsor) will be inserted in the official conference bag. All materials must be pre-approved by IRWA.
- Your company's name and a 150-word description in the Conference Program
- Your logo published in the September/October 2018 issue of Right of Way Magazine
- Advanced list of registrants (one month prior to event) and final report following event (see terms and conditions)
- Your logo on the homepage of the IRWA Conference website, with a hyperlink to your company's homepage before and after event (through November 30, 2018)



Platinum Level - \$9,500

P1- Educational Breakout Session Signage - SOLD!

Your company's logo will appear on signage at each educational breakout session. With over 50 sessions, this sponsorship guarantees high visibility of your company's logo and is sure to go quickly!

P2 - Hotel Room Keys - SOLD!

Get maximum exposure with your logo printed prominently on attendee hotel room keys at the host hotel.

P3 - Installation Banquet and Monday Breaks - SOLD!

Your company logo will be visible to all attendees for these highlight events! Sponsorship includes your logo projected on two large view screens during the Installation Banquet, printed on the Installation Banquet Program, banquet tickets and individually-boxed truffles at each seat. Your company logo will also be printed on cocktail napkins and cups used during the Monday morning and afternoon breaks in the Exhibit Hall.

Platinum Sponsorship also includes these benefits:

- Two 10' x 10' Exhibit Hall booths
- Four complimentary Full Conference Registrations
- Complimentary full page ad in Conference Program
- Your logo printed on all registration bags
- Conference bag insert: promotional material or small giveaway (provided by sponsor) will be inserted in the official conference bag. All materials must be pre-approved by IRWA.
- Your company's name and a 100-word description in the Conference Program
- Your logo published in the September/October 2018 issue of Right of Way Magazine
- Advanced list of registrants (one month prior to event) and final report following event (see terms and conditions)
- Your logo on IRWA's conference website, before and after event (through November 30, 2018)



Gold Level - \$7,000

G1 – Opening Ceremony - **SOLD!**

Your company logo will be visible to all attendees during the Opening Ceremony. Sponsorship includes your logo printed on the Opening Ceremony program, projected on two large screens and verbal recognition from the Conference Host throughout the event.

G2 - SR/WA Recognition & Awards Luncheon - **SOLD!**

Your company logo printed on event tickets and on the back cover of the Awards Program, as well as projected on large screens before and after the ceremony and verbal recognition of your sponsorship.

G3 - At-A-Glance Conference Program- **SOLD!**

Your ad printed on the back cover of the program used daily by all attendees to check schedules and locations.

G4 – Lanyards - **SOLD!**

Your company logo printed on name badge lanyards worn by all attendees for the duration of the conference.

G5 - Welcome Reception - **SOLD!**

Be part of the event kick-off with your logo printed on cups and cocktail napkins, reception tickets, and your logo projected on a large viewing screen during the Welcome Reception.

G6 – Conference Eblast Banners - **SOLD!**

Your company logo and a link to your website headlining the conference promotion eblasts sent to all members. A minimum of seven eblasts will be sent.

Gold Sponsorship also includes these benefits:

- One 10' x 10' Exhibit Hall booth
- Three complimentary Full Conference Registrations
- One table (10 seats) reserved at your sponsored meal event
- Your logo printed on all registration bags
- Conference bag insert: promotional material or small giveaway (provided by sponsor) will be inserted in the official conference bag. All materials must be pre-approved by IRWA.
- Your company's name and a 75-word description in the Conference Program
- Your logo published in the September/October 2018 issue of Right of Way magazine
- Advanced list of registrants (one month prior to event) and final report following event (see terms and conditions)
- Your logo on IRWA's conference website, with a hyperlink to your company's homepage before and after event (through November 30, 2018)



Silver Level - \$5,500

S1 - Registration Amenity - SOLD!

Wrapped candy featuring your company logo at the registration area for the duration of the conference.

S2 - Tuesday Refreshment Breaks - SOLD!

Your company logo printed on cocktail napkins and cups used during the morning and afternoon breaks.

S3 - Wednesday Refreshment Breaks and Banquet Reception - SOLD!

Your company logo printed on napkins and cups used during the continental breakfast, morning break and cocktail reception prior to the Installation Banquet.

S4 - Hydration Stations - SOLD!

Your logo on biodegradable water cups and signage at multiple water stations (located throughout meeting areas) for the duration of the conference.

S5 - Registration Bags (Five available)

Your logo printed on eco-friendly reusable bags given to each attendee at registration. Limited to first five sponsors.

S6 - Exhibit Hall Passport - SOLD!

Your logo on all passports distributed to attendees for use in the Exhibit Hall to win a prize.

Silver Sponsorship also includes these benefits:

- One 10' x 10' booth
- Two complimentary Full Conference Registrations
- Conference bag insert: promotional material or small giveaway (provided by sponsor) will be inserted in the official conference bag. All materials must be pre-approved by IRWA.
- Your company's name and 50-word description in the Conference Program
- Your logo published in the September/October 2018 issue of Right of Way Magazine
- Advanced list of registrants (one month prior to event) and final report following event (see terms and conditions)
- Your logo on IRWA's website, with a hyperlink to your company's homepage before and after event (through November 30, 2018)



À la Carte Options

M1 - Message Board - \$1,500

The message board will be prominently displayed on the main floor, next to the registration area. Attendees and visitors constantly check the board for messages and other important communications. Your company logo will be affixed to the message board and verbal references to the board will be made each day of the conference.

M2 - Conference Bag Inserts - \$800 - (Six available)

This is a great way to put your company's name and message in the hands of every conference participant by inserting promotional material or small giveaway in the official conference bag. All materials must be pre-approved by IRWA.

Do you have another sponsorship idea?

Custom packages are available. Contact Jade at meador@irwaonline.org and we'll work with you to meet your needs.



Exhibitor Package - \$1,950

Exhibit Hall Hours

Sunday, June 24

11:00 am – 2:00 pm

Monday, June 25

9:30 am - 5:00 pm

NOTE: *Monday's morning and afternoon refreshment breaks will be held in the exhibit hall.*

Exhibitors will have the opportunity to showcase their products and services to more than 1,300 conference attendees.

Exhibit Booth Pricing:

- Until March 30, 2018: \$1,950
- After March 30, 2018: \$2,200

Exhibit Booth Includes:

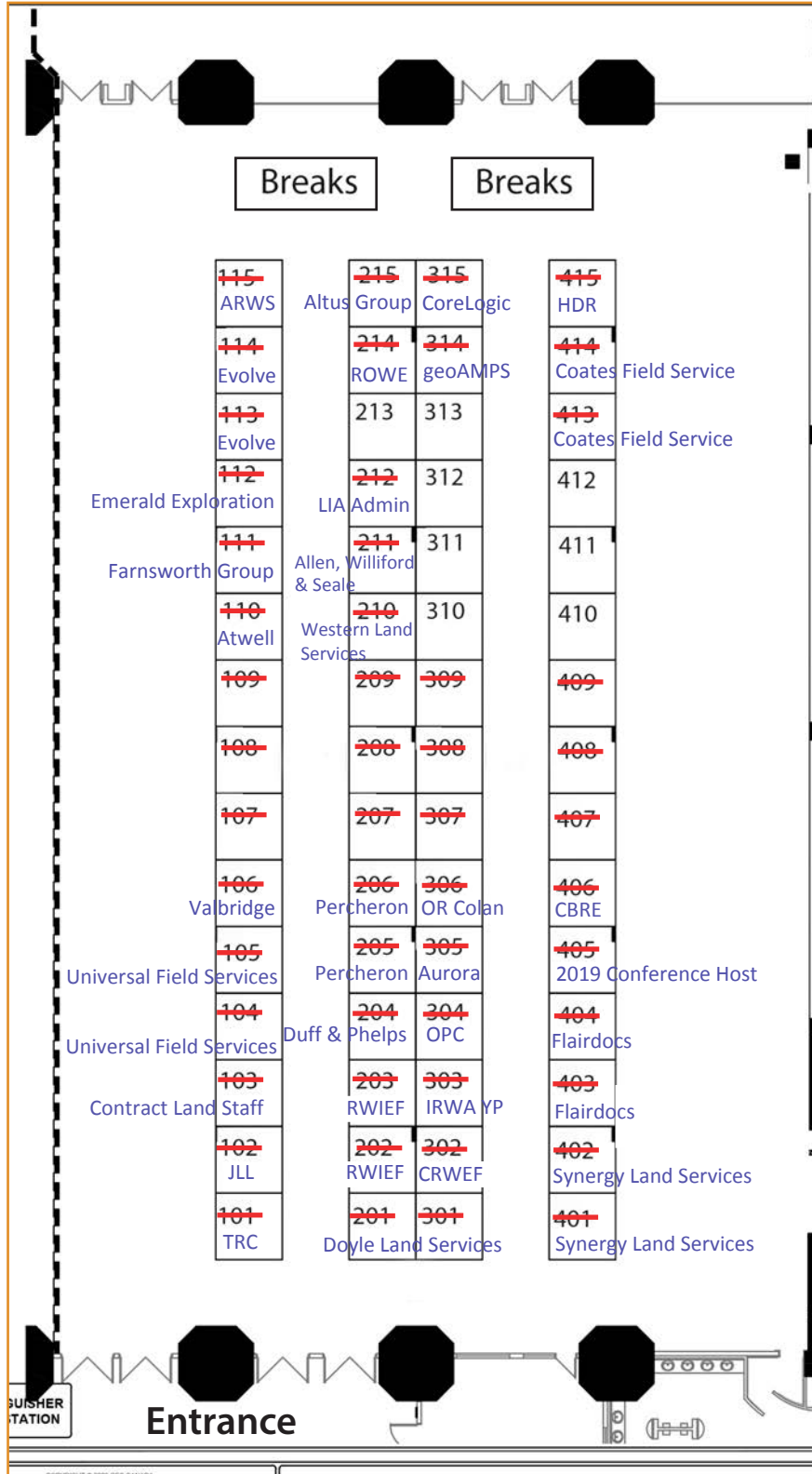
- One 10' x 10' exhibit booth
- Booth signage with your company name
- Standard back and side drapes
- One covered and skirted table; two chairs

Exhibiting also offers these benefits:

- One complimentary Full Conference Registration
- Two "Booth Only" personnel passes (no meals included)
- Conference bag insert: promotional material or small giveaway (provided by sponsor) will be inserted in the official conference bag. All materials must be pre-approved by IRWA.
- Advanced list of registrants (one month prior to event) and final report following event (see terms and conditions)
- Listing in the Conference Program with a 50-word description of your company



Shaw Conference Center



Sponsorship and Exhibitor - Application and Contract

Contact Person: _____ Date: _____

Company: _____

Address: _____

City: _____ State/Province: _____ ZIP/Postal Code: _____

Telephone: () _____ Web Address: _____

E-mail: _____

Signature of Person or Company Officer: _____

 Sponsorship (includes Exhibit Booth)**EXCLUSIVE HOST SITE \$20,000**

___ E1 – Host Site

PLATINUM \$9,500 Indicate preference (1-4)

___ P1 – Educational Session Signage - SOLD!

___ P2 – Hotel Room Keys - SOLD!

___ P3 – Installation Banquet and Monday Breaks - SOLD!

___ P4 – Conference App - SOLD!

GOLD LEVEL - \$7,000 Indicate preference (1-7)

___ G1 – Opening Ceremony - SOLD!

___ G2 – SR/WA Recognition & Awards Luncheon - SOLD!

___ G3 – At-A-Glance Program

___ G4 – Lanyards - SOLD!

___ G5 – Opening Night Networking Reception - SOLD!

___ G6 – Conference EBlast Banners

SILVER LEVEL - \$5,500 Indicate preference (1-6)

___ S1 - Registration Amenity

___ S2 - Tuesday Refreshment Breaks

___ S3 – Wednesday Breaks/Reception - SOLD!

___ S4 - Hydration Stations 0 SOLD!

___ S5 - Registration Bags

___ S6 - Exhibit Hall Passport

À LA CARTE OPTIONS

___ M1 – Message Board - \$1,500

___ M2 – Conference Bag Inserts - \$800

Sponsorships will be assigned based on a first deposit received, first served basis. Only one sponsorship opportunity is available for each event unless otherwise noted. Indicate numerically in order of preference.

 Exhibitor (includes exhibit booth)

All dollar amounts are in U.S. currency

Until March 30, 2018 \$1,950

After March 30, 2018 \$2,200

Booth number preference:

1st Choice: _____2nd Choice: _____3rd Choice: _____

Exhibit booth selection will be assigned on a first deposit received, first-serve basis.

Total due for Sponsor (includes booth): \$ _____ USD

Total due for Exhibitor (booth only): \$ _____ USD

Enclosed is 50% (or more) deposit of: \$ _____ USD

Remaining Balance (due by March 30, 2018) \$ _____ USD

PAYMENT OPTIONS:

(Check appropriate box)

 VISA MASTERCARD AMERICAN EXPRESS

Credit Card # _____

Name as it appears on card: _____

 CHECK (US FUNDS ONLY – PAYABLE TO IRWA)

Expiration Date: _____

Signature: _____

FOR OFFICE USE ONLY

DATE RECEIVED: _____

ASSIGNED SPONSORSHIP: _____

ASSIGNED EXHIBIT BOOTH: _____

PLEASE E-MAIL/MAIL COMPLETED FORM TO:

International Right of Way Association
Attn: Jade Meador, Director of Events
19210 S. Vermont Avenue, Bldg. A, Suite 100
Gardena, CA 90248
Tel: (310) 538-0233 ext. 146
E-mail: meador@irwaonline.org

1. APPLICATION & ELIGIBILITY. Application for booth space must be made on the printed form provided by IRWA, contain the information as requested and be executed by an individual who has the authority to act for the applicant, IRWA reserves the absolute right to deny any application for space for any reason, if in IRWA's judgment the products and services to be shown or demonstrated are not applicable to the right of way profession, are inconsistent with the stated purposes of IRWA and the interests and welfare of its members or are unreasonably duplicative of services or products offered by or available from IRWA or any of its affiliated organizations. IRWA further reserves the right in its sole discretion to limit the types of companies and products represented at its exhibition, and accept or reject applications and to assign booth space and deems appropriate.

2. DUE DATES. Payment of 50% (or more) of the exhibit space fee is due at the time of application. Payment of the remaining balance is due by March 30, 2018. IRWA is not obligated to include information in the program about Booth Exhibitors unless that information and full payment has been received by March 30, 2018. Information about table exhibitors may not be included in the official program.

3. CANCELLATION. In the event Exhibitor notifies IRWA of Exhibitor's intent to repudiate this contract after acceptance but prior to March 30, 2018, IRWA shall be entitled to retain the 50% of the full exhibit space fee as liquidated damages and not as a penalty. If the Exhibitor provides such notice after March 30, 2018, IRWA shall be entitled to retain the full booth price as liquidated damages and not as a penalty and to resell or reassign the booth space.

4. BOOTH FURNISHINGS, EQUIPMENT AND SERVICE. IRWA will provide a uniform style exhibit booth, with rear and side drapes, one table, two chairs, and a sign. If required, electricity must be ordered from the venue directly. Exhibit displays must not project so as to obstruct the view of the adjacent booth nor create noise damaging or aisle activity detrimental to adjacent booths. Exhibitors shall comply with the Americans with Disabilities Act and all other applicable laws.

5. INSTALLATION AND DISMANTLING OF EXHIBITS. IRWA reserves the right to declare any booth not set up by 11:00 a.m. on Sunday, June 24, 2018, to constitute notice of cancellation by Exhibitor and repudiation of this contract. Exhibitor will not be permitted to dismantle or to begin to dismantle prior to 5:00 pm on Monday, June 12, 2017. All booths and tables must be dismantled and vacated by Monday, June 25, 2018. If Exhibitor violates this regulation, it may be denied exhibit space in future IRWA meetings.

6. CONTRACTOR & LABOR COORDINATION. IRWA shall designate an official contractor who shall have control of all inbound and outbound freight hired labor and related booth services. IRWA shall provide an exhibit service kit with information on contracting for needed services.

7. SUBLETTING BOOTH SPACE. Exhibitor may not assign, sublet or apportion all or any part of its contracted booth space, nor may exhibitor cause or permit the display, promotion, sales or marketing of products or services in its booth other than those manufactured, distributed or sold by the Exhibitor in the regular course of its business.

8. LICENSING. Exhibitor shall not play recorded or live music without obtaining both or all licenses pertaining to such music and also the expressed written permission of IRWA prior to March 30, 2018.

9. UNACCEPTABLE EXHIBITS. Exhibitor agrees not to utilize any displays which IRWA determines, in its absolute discretion, would endanger the person or property of the attendees or other Exhibitors, are in bad taste, are liable to discredit or subject IRWA to criticism or legal ability, are inconsistent with the stated purposes of IRWA and the interests and welfare of its members, are identical to the property rights of IRWA,

or violate any other provisions of this contract. In the event IRWA determines at any time that any exhibit may/or does violate this paragraph and the Exhibitor is unable or unwilling to cure or correct such violation, IRWA may terminate this Contract immediately and prevent erection of the exhibit or may remove or cause the exhibit to be removed at Exhibitor's expense and Exhibitor hereby waives any claim for refund of the exhibit booth or other damages arising out of sum termination and/or exhibit removal.

10. INSURANCE. Exhibitors wishing to insure their exhibit materials against theft or damage must do so at their own expense. Neither the exhibit facility, IRWA, nor the Official Contractor will be responsible for loss or damage to any property in storage, in transit to or from the exhibit building, while in exhibit building, or for any loss of income as a result of any reduced sales due to such loss or damage.

11. FUNCTION SPACE. The Shaw Conference Center shall not provide space for display or exhibition purposes other than that provided and confirmed by IRWA under this contract. No display or exposition space shall be available at any other venue during the IRWA meeting. Hospitality rooms shall be subject to prescribed regulations and shall be closed during education and business sessions of the IRWA Conference. Exhibitor shall not place signs in any location other than within the exhibit booth.

12. ADVERTISING MATERIAL. Exhibitor agrees that the use or distribution of any advertising materials or souvenirs during the IRWA Conference shall be subject to prior written approval by IRWA. All handouts must be distributed from within the exhibit booth.

13. GENERAL LIABILITY. Exhibitor agrees to protect, indemnify, and hold harmless the IRWA and its members. Officers, directors, employees and agents, Shaw Conference Center, and the Official Contractor (collectively, the "indemnittees") from any and all liability, loss, damage, or expense including court costs and attorneys fees by reason of any injury or injuries sustained by any persons or property or loss of property or income which might be derived there from occurring in or about the exhibition premises or entrances thereto or exits there from including that caused by or resulting from breach of the terms and conditions and representation made by exhibitor written in this contract including violations of the Americans with Disabilities Act. Indemnities shall not be responsible or liable for any injury loss or damage to any property or person brought in by the exhibitor or otherwise located in the exposition premises.

14. EXHIBIT SPACE FLOOR PLAN. Every effort will be made to maintain the general configuration of the floor plan for this IRWA Conference. However, IRWA reserves the right to modify the plan if necessary, as determined solely by IRWA.

15. USE OF REGISTRATION LIST. The Advanced Registration attendee list and Post Conference attendee registration list are one (1) time only use lists. Any violations will result in your company not being able to exhibit or sponsor at future IRWA events.

16. No alcohol in exhibit booths on Monday, June 25.

17. PAYMENTS. All costs associated with sponsorship/exhibit booths are listed in U.S. dollars.

18. MISCELLANEOUS. Exhibitor expressly agrees to be bound by all the terms, conditions, and specifications herein listed and by the Policies and Procedures established by IRWA and as from time to time thereafter modified, and expressly agrees that this Contract and such Policies and Procedures contain the entire agreement between the parties hereto and supersedes any prior agreement written or oral. This Contract shall be interpreted under the laws of the United States and the state of California.