Dear UMCVB Conference Exhibitor/Sponsor:

On behalf of the Upper Midwest Convention and Visitors Bureaus (UMCVB) Fall Conference, we invite you to participate as a sponsor at this year's event in Dubuque, Iowa on September 10-12, 2017.

As you may know, the attendees of this conference come from the Convention and Visitors Bureaus, Chambers and Tourism Departments from a seven state region that includes Illinois, Iowa, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin. Participants will learn new skills and industry trends through the educational sessions and be rejuvenated and re-energized from our motivational opportunities. No other event offers bureaus from the seven states of the Upper Midwest an opportunity to network with others in the field.

We invite you to take advantage of this exciting event to gain valuable exposure for you and your company with a concentration of 100-150 industry professionals. Please review the enclosed sponsorship levels to determine which benefits you would like to receive.

Once you determine your level of sponsorship, please complete the enclosed registration form and return it by mail or fax to Training Resources **by August 4, 2017.** If your company registration is received by August 4, 2017, your company logo and web site URL will be added to the monthly emails sent to potential registrants, conference signage and the official conference web site. If you have any questions, please contact Erin Bowers at 515.309.3315 or email me at erin@trainingresources.org.

Thank you for your support. We look forward to seeing you in September!

Sincerely,

Erin Bowers

Erin Bowers
Event Coordinator
501 SW 7th Street, Suite G
Des Moines, IA 50309

Sponsorship Levels

Upper Midwest Convention & Visitors Bureaus
2017 Fall Conference

PLATINUM SPONSOR $3,500

- Recognition on UMCVB website as **Platinum Level Sponsor**
- Sponsor logo on signage and on **table tents in general session room**
- Sponsor logo signage at registration, break out rooms, and scrolling logos PowerPoint
- Complimentary 6-foot exhibit table
- Complimentary registration for up to **four** company representatives
- Company logo on UMCVB website from August 2017-December 2017 *(please supply logo)*
- Networking at all events: opening reception, meal functions and trade show
- Receive an email list of all registered attendees prior to the conference
- Introduced and individually recognized by conference emcee during General Assembly
- **Microphone announcement (10 minutes) during the conference**

GOLD SPONSOR $2,000

- Recognition on UMCVB website as **Gold Level Sponsor**
- Sponsor logo on signage at registration, **break out rooms**, and scrolling logos PowerPoint
- Complimentary 6-foot exhibit table
- Complimentary registration for up to **three** company representatives
- Company logo on UMCVB website from August 2017-December 2017 *(please supply logo)*
- Networking at all events: opening reception, meal functions and trade show
- Receive an email list of all registered attendees prior to the conference
- Introduced and individually recognized by conference emcee during General Assembly
- **Microphone announcement (5 minutes) during the conference**

SILVER SPONSOR $1,500

- Recognition on UMCVB website as a **Silver Level Sponsor**
- Sponsor logo signage at registration and scrolling logos PowerPoint
- Complimentary 6-foot exhibit table
- Complimentary registration for up to **two** company representatives
- Company logo on UMCVB website from August 2017-December 2017 *(please supply logo)*
- Networking at all events: opening reception, meal functions and trade show
- Receive an email list of all registered attendees prior to the conference
- **Individually recognized by conference emcee during General Assembly**

BRONZE SPONSOR $1,000

- Recognition on UMCVB website as a **Bronze Level Sponsor**
- Sponsor logo on **signage at registration** and **scrolling logos PowerPoint**
- Complimentary 6-foot exhibit table
- Complimentary registration for **one** company representative
- Company logo on UMCVB website from August 2017-December 2017 *(please supply logo)*
- Networking at all events: opening reception, meal functions and trade show
- Receive an electronic list of all registered attendees at the conference registration

BREAK SPONSOR $750

- Recognition on UMCVB website as a **Break Level Sponsor**
- Sponsor logo on **signage at each break table** throughout the conference
- Complimentary 6-foot exhibit table
- Complimentary registration for **one** company representative
- Company logo on UMCVB website from August 2017-December 2017 *(please supply logo)*
- Networking at all events: opening reception, meal functions and trade show
- Receive an electronic list of all registered attendees at the conference registration

Upper Midwest Convention and Visitors Bureaus - 2017 Fall Conference
September 10-12, 2017 at Grand Harbor Resort and Grand River Center
350 Bell Street, Dubuque, IA 52001 | Phone: (866) 690-4006
Hotel Website: http://www.grandharborresort.com/ | **Conference Center Website:** http://www.grandrivercenter.com/
Sponsor/Exhibitor Registration & Agreement (select one level/category below)

Company/Organization Name: _____

Contact Name: _____ Title: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Type of Business: _____ Web Site: _____

Company/Organization Representative Signature: _____ Date: _____

❑ **PLATINUM SPONSOR** - $3,500 *(See attachment for sponsor benefits)*
Sponsor logo on conference materials **must be submitted electronically by August 4, 2017.**
FOUR complimentary conference registrations: *(Additional representatives must register as attendees and pay the conference fee)*

1. Name/Title: _____
2. Name/Title: _____
3. Name/Title: _____
4. Name/Title: _____

❑ **GOLD SPONSOR** - $2,000 *(See attachment for sponsor benefits)*
Sponsor logo on conference materials **must be submitted electronically by August 4, 2017.**
THREE complimentary conference registrations: *(Additional representatives must register as attendees and pay the conference fee)*

1. Name/Title: _____
2. Name/Title: _____
3. Name/Title: _____

❑ **SILVER SPONSOR**- $1,500 *(See attachment for sponsor benefits)*
Sponsor logo on conference materials **must be submitted electronically by August 4, 2017.**
TWO complimentary conference registrations: *(Additional representatives must register as attendees and pay the conference fee)*

1. Name/Title: _____
2. Name/Title: _____

❑ **BRONZE SPONSOR** - $1,000 *(See attachment for sponsor benefits)*
Sponsor logo on conference materials **must be submitted electronically by August 4, 2017.**
ONE complimentary conference registration: *(Additional representatives must register as attendees and pay the conference fee)*

1. Name/Title: _____

❑ **BREAK SPONSOR** - $750 *(See attachment for sponsor benefits)*
Sponsor logo on conference materials **must be submitted electronically by August 4, 2017.**
ONE complimentary conference registration: *(Additional representatives must register as attendees and pay the conference fee)*

1. Name/Title: _____

Each sponsor/exhibitor will be provided one six-foot skirted table. *(Please check yes or no)*

Please specify if you need electrical hook up: Yes ❑ No ❑ (*There may be an additional charge)*

Please specify if you need access to the internet: Yes ❑ No ❑ (*There may be an additional charge)*

Special Needs: _____

Check your payment method: (Space is not guaranteed until payment has been received.)
❑ Check enclosed, made payable to: **Training Resources, 501 SW 7th Street, Suite G, Des Moines, IA 50309**
❑ Check being processed and will be sent **before August 4, 2017**
❑ Credit/Debit Card (complete ALL information below):

Name as it appears on the card (print): _____

Billing Statement Street Address: _____

City: _____ State: _____ Zip: _____

Account #: _____ Expiration Date: _____ 3/4 digit CCV: _____

Signature (required): _____

Request a Receipt: ❑ Yes ❑ No

Please email, mail or fax the signed agreement and payment to:
Training Resources, ATTN: Erin Bowers, 501 SW 7th Street, Suite G, Des Moines, IA 50309
Phone: 515.309.3315 *(Ask for Erin)* **Fax: 515.309.3317**
Email: erin@trainingresources.org **Submission Deadline: August 4, 2017**

UMCVB Sponsorship/Exhibitor Agreement Terms and Conditions

Agreement to Conditions - Each sponsor/exhibitor agrees to abide by these conditions, it being understood and agreed that the sole control of the exhibit area rests with the conference coordinators.

Payment - The full fee (non-refundable) must accompany each reservation form for sponsorship/exhibit space. No refunds for cancellations will be accepted.

Liability - The conference coordinators undertake no duty to exercise care, nor assume responsibility for the protection and safety of the sponsor/exhibitor, his officials, agents or employees, or the protection of the property of the sponsor/exhibitor or his representatives, or of the property used in conjunction with the sponsorship/exhibit, from theft or damage or destruction by fire, accident or other cause. Any protection exercised, in fact, by the conference coordinators shall be deemed purely gratuitous on its part and shall in no way be construed to involve it in liability by the exhibitor.

The sponsor/exhibitor agrees to indemnify and hold the conference coordinators harmless from all such claims and from all claims or liability of any nature whatsoever arising from the activities of the sponsorship/exhibitor or any of his representatives or from the property of the sponsor/exhibitor.

The conference coordinators shall not be liable for the fulfillment of this agreement as to delivery of space, if non delivery is due to any one of the following causes: destruction of or damage to the building or the sponsor/exhibit area by fire or act of God; acts of a public enemy; strikes; the authority of the law; or any cause beyond their control.

The conference coordinators will, however, in the event they are not able to hold a sponsor/exhibit for any of the above-named causes, reimburse sponsors/exhibitors pro-rata on any rental fee paid, less any and all legitimate expenses incurred by the conference coordinators for advertising, administration, etc.

Insurance - In all cases, sponsors/exhibitors wishing to insure their goods must do so at their own expense.

Exhibit Description - The conference coordinators will provide a 6-foot table with skirting and one chair for each exhibit. Sponsors/exhibitors will pay sponsorship/exhibitor fees.

Installation and Dismantling – At this time, you may plan to set up your booth Sunday, September 10, 2017 from 3:00-5:00 p.m. or Monday, September 11, 2017 from 6:00-7:00 a.m. All displays must be in place and set up by the time of the official opening of the conference. Exhibits may be dismantled on Tuesday, September 12, 2017 starting at 12:00 p.m.

Default Occupancy - Any sponsor/exhibitor failing to occupy contracted space is not relieved of the obligations of paying for such space at the full rental price. The conference coordinators shall have the right to use such space as they see fit to eliminate blank space in the exhibit area, provided such booth space is not occupied by 9 a.m. on Monday, September 11, 2017.

Personnel - All sponsors/exhibitors participating in the exhibit area of the conference are expected to use special care wherever they deem it necessary to hire temporary help to assist in their sponsorship/exhibit or hospitality activities, so that personnel selected by them will be of a caliber in keeping with the high standards of the sponsorship/exhibition and the conference.

This agreement may be rescinded at any time without cause at the discretion of the conference coordinators upon repayment of any fees advanced, less any expenses, which may have been incurred.

THANK YOU FOR YOUR SPONSORSHIP AND SUPPORT!

A detailed confirmation will be sent after the deadline when all sponsor/exhibitor forms are received.