



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 Lake Geneva, Wisconsin on September 9-11, 2018.

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.

All sponsors will receive: complimentary 6-foot exhibit table, networking at all events: opening reception, meal functions and trade show, recognition and company logo on UMCVB website, and an electronic list of all registered attendees.

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 3, 2018**. If your company registration is received by August 3, 2018, 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](mailto: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 7<sup>th</sup> Street, Suite G  
Des Moines, IA 50309

# **Sponsorship Levels**

## **Upper Midwest Convention & Visitors Bureaus 2018 Fall Conference**

### **OFFICIAL SPONSOR    Midwest Meetings**

- Personalized logo banner displayed throughout conference
- Sponsor logo on signage and on **table tents in general session room**
- Sponsor logo signage at registration and scrolling logos PowerPoint
- Complimentary registration for up to **five** company representatives
- Two complimentary exhibit tables
- Introduced and individually recognized by conference emcee during General Assembly
- **Microphone announcement (10 minutes) during the sponsored break**

### **PLATINUM SPONSOR    \$3,500**

- Recognized as First Timer's Mixer sponsor
- Sponsor logo on signage and on **table tents in general session room**
- Sponsor logo signage at registration and scrolling logos PowerPoint
- Complimentary registration for up to **four** company representatives
- Introduced and individually recognized by conference emcee during General Assembly
- **Microphone announcement (10 minutes) during the conference**

### **DIAMOND SPONSOR    \$2,500**

- Sponsor logo signage at registration and scrolling logos PowerPoint
- Complimentary registration for up to **four** company representatives
- Introduced and individually recognized by conference emcee during General Assembly
- **Microphone announcement (5 minutes) during the conference**

### **GOLD SPONSOR            \$2,000**

- Sponsor logo on signage at registration and scrolling logos PowerPoint
- Complimentary registration for up to **three** company representatives
- Introduced and individually recognized by conference emcee during General Assembly
- **Microphone announcement (5 minutes) during the conference**

### **SILVER SPONSOR        \$1,500**

- Sponsor logo signage at registration and scrolling logos PowerPoint
- Complimentary registration for up to **two** company representatives
- **Individually recognized by conference emcee during General Assembly**

### **BRONZE SPONSOR        \$1,000**

- Sponsor logo on **signage at registration and scrolling logos PowerPoint**
- Complimentary registration for **one** company representative

### **BREAK SPONSOR        \$750**

- Sponsor logo on **signage at each break table** throughout the conference
- Complimentary registration for **one** company representative

**Upper Midwest Convention and Visitors Bureaus - 2018 Fall Conference**

**September 9-11, 2018 at Grand Geneva Resort and Spa**

**7036 Grand Geneva Way, Lake Geneva, WI 53147 | Phone: (800) 558-3417**

**Hotel Website: <http://www.grandgeneva.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: \_\_\_\_\_**

**■ OFFICIAL SPONSOR – Midwest Meetings (See attachment for sponsor benefits)**

Sponsor logo on conference materials **must be submitted electronically by August 3, 2018.**

**FIVE** 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: \_\_\_\_\_

5. Name/Title: \_\_\_\_\_

**□ PLATINUM SPONSOR - \$3,500 (See attachment for sponsor benefits)**

Sponsor logo on conference materials **must be submitted electronically by August 3, 2018.**

**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: \_\_\_\_\_

**□ DIAMOND SPONSOR - \$2,500 (See attachment for sponsor benefits)**

Sponsor logo on conference materials **must be submitted electronically by August 3, 2018.**

**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 3, 2018.**

**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 3, 2018.**

**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 3, 2018.**

**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 3, 2018.**

**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 7<sup>th</sup> Street, Suite G, Des Moines, IA 50309**

Check being processed and will be sent **before August 3, 2018**

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](mailto:erin@trainingresources.org) Submission Deadline: August 3, 2018**

## **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 9, 2018 from 3:00-5:00 p.m. or Monday, September 10, 2018 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 11, 2018 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 10, 2018.

**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.*