

# HEATING THE NORTHEAST

## Conference & Expo Registration

April 29th & 30th

Nashua, NH

### Conference Sponsorship Agreement:

Sponsor Information - Please Type or Print

Contact Name

Title

Platinum  Gold  Silver  Bronze

Organization

Sponsor Package Requested

Mailing Address

City

State/Province/Zip Code

Telephone

Email Address

### Description of Sponsor Benefits, Terms and Conditions

Each paid conference sponsorship carries specific benefits depending on the sponsorship level selected. Please see Conference Sponsorships on page 4 of this agreement for a list of benefits at each sponsorship level. A detailed description of the sponsorship benefits and the terms and conditions that must be met, such as electronic formats for logos and deadlines for submitting graphic and written materials, follows below.

#### Logos and Links on the Official Conference Webpage

Platinum, Gold, and Silver sponsors may have their company or organization's logo on the official conference website and a link from the conference website to their own business or organization's website. Posting of the sponsor's logo on the conference website is dependent on sponsor providing a suitable electronic logo. The Committee agrees to post Sponsor's logo and link to Sponsor's website in five (5) business days of receipt of full Sponsor payment and an electronic logo suitable for posting. The Committee reserves the right to refuse logo and or links and refund sponsor payments if the conference organizers determine a logo or a linked website is inappropriate or in conflict with the goals of the conference.

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### **Recognition at the Conference and in the Conference Program**

All sponsors will be recognized on the conference website, in signage prominently displayed at the conference, and in the conference program. Platinum, Gold, and Silver sponsors may place a business advertisement in the conference program as part of their sponsorship. The size and placement of the ad is dependent on sponsorship level. The Sponsor is responsible for providing all text and graphics such as advertisements and logos in the required format and by the dates set forth in this agreement. In the event the sponsor fails to meet the delivery dates or to provide materials in the proper format, the Conference organizers or its agents will not be obligated to provide these benefits prescribed for in the sponsorship package.

### **Exhibit Space**

All conference sponsors will be given space in the Vendor Fair area. Space in the Vendor Fair is limited to one 8 foot table top. The Vendor Fair has been designed to promote maximum exposure for the participants. All conference refreshment breaks, the opening reception, the cocktail reception on day 1, and the conference breakfast on day 2, will be held in or adjacent to the Vendor Fair. The Vendor Fair will be open from 11:00 am on April 29 until 11:00 am on April 30. There will be no security provided by the conference or the hotel in the Vendor Fair area or in the outdoor demonstration and display area. Security for exhibits is the responsibility of the exhibitor. Electric power in the Vendor Fair will be provided on request through the conference coordinator. Selection of a location in the Vendor Fair is on a first come first served basis.

### **Cocktail Reception Passes and Dinner Tickets**

The conference will host a cocktail reception in the Vendor Fair on April 29. As part of the sponsorship package each sponsor will receive passes for invited guests, such as current and or prospective customers who are not registered conference attendees, to come and meet with you at the conference. These passes are valued at \$25 each and include 2 drinks and hors d'oeuvres at the reception. Platinum and Gold sponsors will also receive complimentary dinner tickets for customers to attend the conference dinner and listen to our featured dinner speaker. A limited number of additional cocktail reception / dinner pass combinations passes are available and may be purchased for \$60 through the conference coordinator and must be purchased by April 22.

### **Complimentary Registrations**

Sponsorship levels include one to four complimentary full conference registrations, permitting attendance at all sessions, refreshment breaks, the cocktail reception, conference breakfast, and the conference dinner with featured dinner speaker.

### **Company Advertisements in the Conference Program**

Platinum, Gold, and Silver sponsors may place a complimentary company advertisement in the conference program. The size and placement of advertisements in the conference program are based on sponsorship level and providing copy in the proper format and by the deadlines stated below. The conference may reject advertisements that are inappropriate or not in keeping with the conference goals.

### **Format and Deadline Information**

All logos must be provided in Encapsulated PostScript (EPS) file format. Logos and links on the official conference website will be made available within five business days of receipt of a paid sponsorship. In order for logos to be placed in the conference program the file must be received by March 15, 2009. Advertisements for inclusion in the conference program should also be sent in Encapsulated PostScript (EPS) file format and must be received by April 10, 2009.

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### Outdoor Exhibit Area

The conference organizers have negotiated with the Hotel to provide space in the Hotel's parking lot for an outdoor exhibit area. Platinum, Gold, and Silver sponsors will have the opportunity to exhibit in the designated outdoor exhibit area in addition to their exhibit space in the Vendor Fair. There is no additional charge for outdoor exhibit space however, the outdoor space is limited and will be allocated based on sponsorship level and a first come first served basis. All outdoor exhibitors must provide their own electric power, sign a release with the hotel, and follow exhibit rules established by the Hotel and the conference organizers. Any conference sponsor that would like to have an outdoor exhibit must contact the Conference Coordinator.

### Method of Payment

Check please make checks payable to: Heating the Northeast / WPMA

Credit Card (check one)  MasterCard  Visa  American Express

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Cardholder's Name

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Credit Card Number

Expiration Date

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Authorized Signature

Amount

Mail Completed Sponsorship form with check or credit card information to:

WPMA / Heat the Northeast

P.O. Box 761

Westminster, MA 01473-0761

Attn: M. Arsenault

Credit Card Payments may be faxed to 978.874.9946

# HEATING THE NORTHEAST

## Conference Sponsorships Options

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### Platinum Sponsor - \$5000

- Four complimentary conference registrations
- Five passes to the Conference Dinner and speaker
- Five customer passes to the Cocktail Reception
- Exhibit Space at the Vendor Fair and outdoor exhibit area (see conditions)
- Company logo printed on signage in all conference rooms
- Option to moderate a breakout session of choice in the conference
- Full page advertisement space in the conference program
- Company logo on conference webpage with link to your website
- Company logo on front page of printed conference program
- The option to include a multi-page insert as part of the Registration materials

### Gold Level sponsors - \$2500

- Three complimentary conference registrations
- Three passes to the Conference Dinner and speaker
- Three customer passes to the Cocktail Reception
- Exhibit Space at the Vendor Fair and outdoor exhibit area (see conditions)
- Company logo printed on signage in all conference rooms
- Half page advertisement space in conference program
- Company logo on conference webpage with link to your website
- Company logo on front page of printed conference program
- The option to include a one-page insert as part of the Registration materials

### Silver Level sponsors - \$1500

- Two complimentary conference registrations
- Two customer passes to Cocktail Reception
- Exhibit Space at the Vendor Fair and outdoor exhibit area (see conditions)
- Company logo printed on signage in all conference rooms
- Quarter page advertisement space in printed conference program
- Company logo on conference webpage
- The option to include a one-page insert as part of the Registration materials

### Bronze Level Sponsor - \$500

- One complimentary full conference registration
- Two customer passes to Cocktail Reception
- Exhibit space at the Vendor Fair
- Listed as a sponsor in conference program
- Listed as a sponsor on the conference website