

March 30, 2017



COMMERCIAL REAL ESTATE SUMMIT™

SPONSOR & EXHIBITOR PROSPECTUS

SPONSOR



WHO WE ARE

The Commercial Real Estate Summit provides timely and relevant continuing education and networking for the commercial real estate industry.

In addition, the Summit serves as a regional forum for appraisers, real estate licensees, architects, CPAs, and city planners as well as national and state experts to exchange ideas and recommend new policies to improve the commercial real estate industry.

Summit highlights include:

- A one-date tradeshow that connects you to valuable resources, services, and products
- General sessions with presentations on sustainability
- Breakout sessions featuring national and state experts for appraisers and real estate licensees
- Continuing education credits for appraisers, attorneys, CPAs, and real estate licensees

REACH THE DECISION MAKERS

This is the ultimate marketing opportunity for any company or organization seeking to be in front of leaders and decision makers who work in commercial real estate. Sponsoring offers prime-time exposure of your product and/or services during the event that combines exceptional educational programs and networking opportunities. These individuals come to:

- Shorten the buying process by working with you face-to-face
- See products and services demonstrated firsthand
- Compare your products and services with other suppliers

SPONSORSHIP PACKAGES

Exhibiting, advertising, and sponsorship packages are available to help you make the right number of impressions in this lucrative market.

As an exhibitor or sponsor, this is your opportunity to show your commitment within a very influential marketplace, while enhancing your visibility and achieving your public relations and marketing or advertising goals. Attendees are encouraged to meet with each vendor in the exhibit area.

Summit Sponsor – Exclusive \$10,000

(Purchase this incredible offer no later than September 30, 2016 and receive a complimentary 6' Exhibit Booth, a \$750 value!)

- Prominent Summit Sponsor signage throughout Summit
- Prominent logo on expo exhibitor card, sponsoring chance to win premium gift
- Minimum 6' Exhibit Booth in prominent location (location will be selected by Summit planning team) to be staffed by Summit Sponsor for promotion of organization and collecting attendees' completed expo exhibitor cards
- Full page color ad in Summit program
- Recognition during Opening Session
- Listing in Summit program
- Listing on sponsor signage near registration
- Company name, logo, and web link in prominent location on Summit website
- Logo on all email correspondence to Summit attendees
- 10 Summit registrations

Bag Sponsor – Exclusive \$6,000

(Purchase this incredible offer no later than September 30, 2016 and receive a complimentary 6' Exhibit Booth, a \$750 value!)

- Company logo printed on Summit bag distributed to all attendees (bag will be selected by Summit planning team)
- Company brochure or printed material of choice inside of bag for each attendee (optional)
- Recognition during Opening Session
- Listing in the Summit program
- Listing on sponsor signage near registration
- Company name, logo, and web link on Summit website
- Logo on all email correspondence to Summit attendees
- 4 Summit registrations

SPONSOR

Luncheon Sponsor – Exclusive \$5,000

(Purchase this incredible offer no later than September 30, 2016 and receive a complimentary 6' Exhibit Booth, a \$750 value!)

- Static large logo during lunch
- Representative from sponsoring company may offer welcome remarks to session attendees prior to keynote presentation and speak briefly about the company (optional; 2 minutes max)
- Special signage throughout lunch
- Listing in the Summit program
- Listing on sponsor signage near registration
- Company name, logo, and web link on Summit website
- Logo on all email correspondence to Summit attendees
- 3 Summit registrations

Keynote Sponsor – Exclusive \$5,000 **SOLD!**

(Purchase this incredible offer no later than September 30, 2016 and receive a complimentary 6' Exhibit Booth, a \$750 value!)

- Representative from sponsoring company may offer welcome remarks to session attendees prior to keynote presentation and speak briefly about the company (optional; 2 minutes max)
- Reserved VIP seating for 4 with keynote speaker
- Special signage throughout lunch
- Listing in Summit program
- Listing on sponsor signage near registration
- Company name, logo, and web link on Summit website
- Logo on all email correspondence to Summit attendees
- 3 Summit registrations

Lanyard Sponsor – Exclusive \$4,000

- Company logo or typeset name printed on name badge lanyards distributed to all attendees (lanyard will be selected by Summit planning team)
- Recognition during Opening Session
- Listing in Summit program
- Listing on sponsor signage near registration
- Company name, logo, and web link on Summit website
- Logo on all email correspondence to Summit attendees
- 2 Summit registrations

Pen Sponsor – Exclusive \$3,500

SOLD!

- Company logo or typeset name printed on pen distributed to all attendees (pens will be selected by Summit planning team)
- Recognition during Opening Session
- Listing in Summit program
- Listing on sponsor signage near registration
- Company name, logo, and web link on Summit website
- Logo on all email correspondence to Summit attendees
- 2 Summit registrations

Scholarship Award Sponsor – Exclusive \$3,500 **SOLD!**

- Representative from sponsoring company may offer congratulatory remarks to award winner (will be selected by Summit planning team) prior to General Session speaker and speak briefly about the company (optional; 2 minutes max)
- Recognition during Opening Session
- Listing in Summit program
- Listing on sponsor signage near registration
- Company name, logo, and web link on Summit website
- Logo on all email correspondence to Summit attendees
- 2 Summit registrations

General Session Sponsor – Exclusive \$2,500

- Representative from sponsoring company may offer closing remarks to session attendees prior to speaker presentation and speak briefly about the company (optional; 2 minutes max)
- Special signage throughout General Session
- Listing in the Summit program
- Listing on sponsor signage near registration
- Company name, logo, and web link on Summit website
- Logo on all email correspondence to Summit attendees
- 2 Summit registrations

Program Sponsor – Exclusive \$2,500

SOLD!

- Full outside back page color ad in Summit program
- Listing on sponsor signage near registration
- Listing in Summit program
- Company name, logo, and web link on Summit website
- Logo on all email correspondence to Summit attendees
- 2 Summit registrations

SPONSOR

Break Sponsor – Exclusive \$2,000

SOLD!

- Special signage with company logo located near break refreshments
- Listing on sponsor signage near registration
- Listing in Summit program
- Company name, logo, and web link on Summit website
- Logo on all email correspondence to Summit attendees
- 2 Summit registrations

Session Room Sponsor (3 Available!) \$1,500 **2 LEFT!**

- Welcome and introduce speaker(s) during breakout sessions
- Company brochure may be placed on chairs in breakout rooms (Summit planning team to approve brochure in advance)
- Listing on sponsor signage near registration
- Listing in Summit program
- Company name, logo, and web link on Summit website
- Logo on all email correspondence to Summit attendees
- 1 Summit registration

Student Scholarship Sponsor – (5 Available!) \$1,000 **2 LEFT!**

- Sponsor 1 student attending Summit
- Listing on sponsor signage near registration
- Listing in Summit program
- Company name, logo, and web link on Summit website

Wi-Fi Sponsor – Exclusive \$1,000

SOLD!

- Signage with company logo near session entrances
- Company name listed as Wi-Fi network
- Listing in the Summit program
- Company name, logo, and web link on Summit website
- 1 Summit registration

Sustainability Sponsor – Exclusive \$500

SOLD!

- Signage with company logo located near all recycling stations throughout Summit
- Listing in the Summit program
- Company name, logo, and web link on Summit website

Registration Sponsor – Exclusive \$500

SOLD!

- Company logo or typeset name printed on the name badges distributed to all attendees
- Listing in the Summit program
- Company name, logo, and web link on Summit website



EXHIBIT/RULES & REGULATIONS



EXHIBIT BOOTHS

The Commercial Real Estate Summit invites your company to be a part of the Summit Expo Hall. The Expo Hall will provide you with an opportunity to meet your clients and potential clients face-to-face, providing you with maximum exposure!

The Expo Hall will be held in the main ballroom, giving you key placement for attendees during registration, lunch, and break times.

Expo Hall Hours

*schedule and specifics are subject to change

Thursday, March 30, 2017

7:00 – 8:00 am	Exhibitor Booth Setup
8:00 – 9:00 am	Exhibitor Showcase
10:00 – 10:30 am	Exhibitor Showcase
11:30 – 12:00 pm	Exhibitor Showcase
12:00 – 1:00 pm	Lunch & Keynote Speaker
1:00 – 1:30 pm	Exhibitor Showcase
2:30 – 3:00 pm	Exhibitor Showcase
3:00 – 4:00 pm	Exhibitors Dismantle

6' Exhibit Booths – Limit of 20 Booths! \$750/booth

Booth includes:

- One 6' draped table
- Two chairs
- Listing in Summit program
- 1 summit registration for company employee (does not include CEU hours)

ASSIGNMENT OF EXHIBIT SPACE

Exhibit space is limited and will sell out quickly. Booths will be assigned on a first-come, first-served basis upon the receipt of a completed application and payment of booth space. Every effort will be made to assign booth location in accordance with exhibitor's preference, but no guarantee can be made. Exhibit management reserves the right to make adjustments to the floor plan and/or reassign an exhibitor's location as deemed advisable and for the overall good of the exhibition or for safety issues. Affected exhibitors will be notified in such situations. An updated list of remaining booth spaces will be available on the web site.

SPONSOR AND EXHIBIT CONTRACT

The completed electronic application for sponsorship/exhibit space and the full payment together constitute a contract between parties. Applications and payments are due by March 3, 2017. After that date, application for exhibit space will be accepted if space is available.

CANCELLATION

Cancellations of space must be made in writing to UCO Customized Education. Written cancellations received by March 3, 2017 will be subject to a 50 percent cancellation fee. No refunds will be given for space cancelled after this date.

EXHIBITOR REGISTRATION

Each exhibitor is entitled to one full summit registration per booth purchased, allowing access to all sessions and events for the entire summit, but will NOT be eligible for CEU credit. Additional company personnel wishing to assist in booth staffing and/or participate in sessions are required to purchase a full registration to the summit. Unless special arrangements are made with summit staff, any exhibit space not claimed and/or occupied by close of move-in may be reassigned or resold without obligation to provide any refund whatsoever.

ADDITIONAL EXHIBITOR SERVICES

Furniture, labor, drayage, electrical outlets, and other furnishings will be available through the Commercial Real Estate Summit or its designees. Complete details will be forwarded to each exhibitor following confirmation.

EXHIBIT/RULES & REGULATIONS



EXHIBITOR INSTALLATION & DISMANTLE

Exhibitor installation will be on Thursday, March 30, 2017 from 7:00-8:00 a.m. Exhibitors must dismantle booths between 3:00-4:00 p.m. Any dismantling of booths or removal of booth materials is expressly prohibited before the official end of the Summit. All materials must be removed before 4:00 p.m. Any materials left in the expo area after this time will be removed and discarded.

FIRE PROTECTION

All display material must be flameproof and subject to inspection by the fire department. No flammable fluids or substances may be used or shown in booths.

DRAWINGS & PROMOTIONAL GIVEAWAYS

Promotional giveaways and drawings are permitted with prior approval. Vendors will need to determine their winner before the general session and give the name of the winner to the tradeshow manager at 2:45 p.m. so that the winner may be announced in the General Session. Winners must be present to win. The Commercial Real Estate Summit will not be responsible for shipping any prizes to winners.

EXHIBITOR CONDUCT

In the event the exhibitor fails to install its display within the time limit set for opening of the Summit, or fails to comply with any provisions of this contract concerning the use of display space, the Commercial Real Estate Summit or its designees shall have the right to take possession, remove exhibitor's possessions from the space, and reassign any part thereof.

- No exhibitor shall assign, sublet, or share the space assigned without the written consent of the Commercial Real Estate Summit.
- In the event the exhibitor engages in on-site sales transactions, the exhibitor will be responsible for complying with all federal, state, and local laws that may pertain to such sales.
- Exhibitors must display goods manufactured or handled by them in their regular course of business, unless otherwise approved by the Commercial Real Estate Summit. All sales items must be in good taste.
- Exhibits that include the operation of musical equipment, radios, sound motion picture equipment, public address systems, or any noisemaking machines must be operated so that the noise resulting therefrom will not annoy or disturb adjacent exhibitors or their patrons, and must be approved by the Commercial Real Estate Summit.
- Exhibit management reserves the right to determine at what point sound constitutes interference with others.
- Exhibitors are required to keep their exhibit space neat and orderly at all times.
- The Commercial Real Estate Summit is a non-smoking event. Smoking on the exhibit floor is strictly prohibited.
- Distribution of promotional or educational materials may be conducted and circulated only within the booth assigned to the exhibitor.
- Exhibiting companies must open their exhibit on time and staff the booth at all times during the exhibit hours. No packing of equipment or literature or dismantling of exhibits is permitted until exhibit closing time.
- Exhibitors must conduct exhibits in a dignified and professional manner.
- Aisles may not be obstructed at any time because of excessive crowding in the exhibit booth.
- Order taking is permitted when conducted in a professional manner.

EXHIBIT/RULES & REGULATIONS

LIABILITY

The exhibitor understands and agrees that the Commercial Real Estate Summit, its officers, agents, designees, or employees shall not in any manner be responsible for the loss or damage to any of the goods, ware, chattels, or equipment exhibited upon the exhibitor's allotted space or placed thereon, or while in transit to or from the building. The exhibit of the exhibitor and all of its personal property situated upon the allotted space remains the sole risk of the exhibitor.

The exhibitor shall be fully responsible to pay for any and all damages to property owned by the university, its owners or managers that results from any exhibitor.

Exhibitor agrees to defend, indemnify, and hold harmless, the university, its owners, managers, officers or directors, agents, employees, subsidiaries, and affiliates from any damages or charges resulting in the exhibitor's use of the property.

Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invites that arise from or out of exhibitor's occupancy and use of the exhibition premises, the building, or any part thereof.

The exhibitor specifically agrees that it will exhibit in such a manner as not to cause injury to the public, visitors, guests, employees, or any other persons on the premises or any property exhibited thereon.

The exhibitor agrees to indemnify and hold harmless the Commercial Real Estate Summit, its officers, agents, designees and employees from any claim or claims of any nature whatsoever arising by reason of any damage sustained by any person, or to any property, upon said premises.

EXHIBITOR TERMS AND CONDITIONS

As a condition of exhibiting and when applying for space, the exhibitor agrees to adhere to all conditions and regulations outlined. Exhibitors or their representatives who conduct themselves in an unprofessional manner may be dismissed from the exhibition without refund or appeal. The Commercial Real Estate Summit or its designees reserve the right to amend any and all rules and regulations at any time.

ELIGIBILITY TO EXHIBIT

The Commercial Real Estate Summit reserves the right to determine the acceptability of applications for exhibit space. Applications and proposed exhibits will be accepted or rejected based on criteria including but not limited to the products' or services' professionals or educational benefit to the attendees; products or services consistent with the mission, purpose and goals of the Commercial Real Estate Summit; and spatial constraints in the exhibit hall.

EXHIBIT DISPLAY AREA

Exhibit display areas should be arranged in such a manner as not to obstruct sight lines of neighboring exhibitors, meaning no display or its contents may exceed a height of 8' within a distance halfway between the back wall and aisle. Maximum height of the displays in the balance of the area is 4'. Any exhibit structure over 8' in height can be placed only on approval by the Commercial Real Estate Summit or its designees.

PAYMENT TERMS

Full payment of the total contracted amount is required with submission of the exhibit space application and contract or space is not guaranteed. Applications submitted without payment will not be assigned space until the appropriate payment is received.

FAILURE TO OCCUPY SPACE

In the event an exhibiting company has not arrived one (1) hour prior to the hall opening, Commercial Real Estate Summit or its designees reserves the right to re-assign that space as it sees fit with no obligation of a refund. If exhibit material has been delivered to the booth but has not been assembled, Commercial Real Estate Summit or its designees reserves the right to remove the material and place it in storage. If the exhibitor arrives after the material has been stored and would like the material brought back to the show floor, a drayage fee will be charged. Failure to occupy exhibit space does not relieve the exhibitor from the obligation to pay the full booth rental fees.

EXHIBIT/RULES & REGULATIONS

BADGES AND ADMISSION TO HALL

Badged exhibitors may enter the exhibit hall during designated setup and tear-down times. If further access is required, special permission must be secured from Commercial Real Estate Summit or its designees. Trading of badges with other exhibitors or attendees is strictly prohibited. Each exhibitor must wear the official exhibitor badge at all times while at the show site.

CANCELLATION OF THE SUMMIT

It is mutually agreed that in the event the Commercial Real Estate Summit is cancelled due to disaster, strike, labor dispute, governmental intervention, malicious damage, acts of war, or other causes which would prevent its scheduled opening or continuance, then and thereupon the agreement will be terminated and Commercial Real Estate Summit or its designees shall determine an equitable basis for the refund of such portion of the exhibit fee as is possible, after due consideration for expenditures and commitments already made.

FOR MORE INFORMATION

Please contact ce@uco.edu for additional information.



COMMERCIAL REAL ESTATE SUMMIT™