



# LIGHTFAIR® INTERNATIONAL 2015 Sponsorship Program Agreement

**YES!** My company would like to participate in the Sponsorship Program at **LIGHTFAIR INTERNATIONAL 2015** (the "Show"). LFI Sponsorship Program must be paid in full by due dates specified.

## Pre-Conference

May 3 – 4, 2015

## Trade Show & Conference:

May 5 – 7, 2015

Javits Center

New York, NY

PLEASE PRINT OR TYPE ALL INFORMATION

Company: \_\_\_\_\_

Booth #: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City/State/Country (If applicable): \_\_\_\_\_

Website: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Event Choices: Sponsorships will be available on a first-come, first served basis; list choices in order of priority, but LFI is under no obligation to accommodate said request(s).

## PRE-SHOW SPONSORSHIPS & ADVERTISING

- Website Banner Advertising \$3,400
- Hot Button Advertising \$2,600
- LFI Illumination Attendee E-Newsletter
  - \_\_\_\_\_ One Newsletter \$4,200
  - \_\_\_\_\_ Two Newsletters \$6,650
  - \_\_\_\_\_ Three Newsletters \$9,150
- Registration Online Banner \$9,000
- Email Registration Confirmation \$6,000 **SOLD**

## ONSITE SPONSORSHIPS

- Registration Credentials Insert \$10,150 **SOLD**
- Registrations Area \$18,700 **SOLD**
- Badge Holders (Lanyards) \$29,725 **SOLD**
- Lounges (Three Locations) \$22,550 each
- Spotlight Lounge Exhibitor Presentations \$2,500
- Bottled Water Breaks (Three Choices) \$8,500 each
- NEW!** Mobile Charging Stations (Five locations) \$5,000 each
- Video Network Digital Signage at the Javits Center \$5,500
- Outdoor LED Marquee Digital Signage at The Javits Center \$5,500
- Adhesive Graphics at the Javits Center

- \_\_\_\_\_ Glass Door (2) 2'x2' Adhesives \$3,000
- \_\_\_\_\_ Staircase South Concourse \$18,500
- \_\_\_\_\_ Staircase North Concourse \$18,500
- \_\_\_\_\_ Escalator per (100 sq. ft.) \$8,000

## LIMITED SPONSORSHIPS

- LIA: LFI Innovation Awards Presentation \$15,000
- Aisle Signs \$33,825
- Interior Banners (Various Locations) \$18,000 each
- LFI Cyber Lounge \$23,575
- Shuttle Bus Signage (two available) \$14,550 each
- NEW!** Way Finder (three locations) \$15,000 each
- Boulevard Show Floor Signage \$14,350
- Crystal Palace Custom Floor Signage \$4,500
- Official Show Bag \$25,000 **SOLD**
- Show Bag Insert \$4,000
- Directory Bellyband \$8,000
- New Exhibitor Pavilion Passport Program (additional exclusions apply) \$2,100
- Hand Sanitizer Station \$10,000

## CONFERENCE

- LFI Keynote Luncheon \$13,000 **SOLD**
- Conference Information Center \$7,700
- Conference & CEU Educational Track \$8,500
- Individual Seminar Bottled Water Break (three choices) \$6,000 each
- Individual LIGHTFAIR Courses \$1,800 each
- New Attendee Orientation \$3,500
- NEW!** Spotlight Lounge Exhibitor Seminar \$3,500
- NEW!** Lunch & Learn Seminar in the Conference (Two Options) \$5,500 each **SOLD**

## OTHER OPPORTUNITIES

- Mobile App
  - \_\_\_\_\_ Title Sponsor \$12,000 **SOLD**
  - \_\_\_\_\_ Map Banner \$5,150
  - \_\_\_\_\_ Home Page Banner \$3,100
  - \_\_\_\_\_ Rotating Banner \$2,100
  - \_\_\_\_\_ Product Category Banner \$2,000
  - \_\_\_\_\_ Special Announcements \$1,000
  - \_\_\_\_\_ Featured Exhibitor & Full Screen Ad \$1,000 (additional restrictions apply)
- \_\_\_\_\_ Other App Offering Detail: \_\_\_\_\_
- NEW!** Daily Show Announcements (circle option) \$9,000 Exclusive, \$3,500 Daily, or \$1,000 Individual
- YOUR IDEA / OTHER - Contact LIGHTFAIR Sales

## PAYMENT SCHEDULE

The Sponsorship fee of \$\_\_\_\_\_ is payable as following:

- 60% non-refundable, non-transferable deposit due upon execution of this Application sponsorship reservation.
- 40% due no later than December 1, 2014 (Exhibitors will be invoiced, if not paid in full)
- If a sponsorship is committed to after December 1, 2014, the payment in full is expected upon commitment.

**IMPORTANT:** sponsorships are exclusively offered to manufacturers who are exhibiting at the Show.

**Make Checks Payable:** (All payments must be in U.S. Funds)

**LIGHTFAIR INTERNATIONAL 2015 Sponsorships**

240 Peachtree Street, NW, Suite 2200

Atlanta, GA 30303

Fax credit card form: 678-686-5175

For more information contact: LIGHTFAIR Sales

Phone: (404) 220 - 2220 Email: [sales@lightfair.com](mailto:sales@lightfair.com)

**LFI reserves the right to reject any application. This contract becomes valid only after acceptance by Show manager and is subject to the attached Terms and Conditions. Upon acceptance, all monies are nonrefundable and nontransferable.**

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

By Signing and executing this Contract, the above signed consents to receiving communications from or on behalf of LFI via telephone, email, and/or facsimile at the telephone number(s), email address(es), and facsimiles number(s) indicated above.

**CONTRACT TERMS AND CONDITIONS**

This Contract, properly executed by Sponsor, shall upon written acceptance by LIGHTFAIR® International ("OWNER"), constitute a valid and binding Contract. AMC, Inc. ("AMC") is the managing agent for the Owner and is authorized to represent the Owner in connection with the administration of this Contract and operation of LIGHTFAIR International (the "Show").

**Term of Contract:** In order for Sponsor to qualify for a sponsorship, Sponsor must occupy booth space at LFI@ 2015 pursuant to a fully executed Exhibit Space Contract executed by and between the parties. The sponsorship rights conveyed hereby shall commence at 8:00 AM on Sunday, May 3, 2015 and subject to the terms hereof, shall conclude at 3:00 PM on Thursday, May 7, 2015, unless sooner terminated as provided herein. Sponsor agrees to abide by Show rules and regulations. Sponsor is responsible for obtaining applicable permits or licenses required by law and shall abide by all federal, state and local laws. Sponsor is responsible for the payment of all taxes, fees and charges required by any legal authority associated with the Sponsorship. During the term hereof, Sponsor shall not under any circumstances, without the express prior written consent of Owner, promote or allow the promotion of any trade show or other exposition of any kind, other than the Show, through the Materials (as hereinafter defined), or any other media or communication of any kind which may be displayed or distributed by or on behalf of Sponsor in or about the Building (including, without limitation, Sponsor's booth space). **Signs and Advertising:** Any demonstrations, signs and/or solicitations shall be permitted only in areas designated in Owner's sole discretion. Distribution by Sponsor of any printed matter, samples or other articles shall be restricted to the areas designated in Owner's sole discretion and subject to Owner's prior written consent. Sponsor shall not have or operate any display or exhibit, which in the sole discretion of Owner, is the source of objectionable noises, odors, or has materials which are considered by Owner to be objectionable, including without limitation, signs, lights, and the costuming of personnel. **Location:** Locations for Sponsorships are found throughout the building known as Javits Center (the "Building"). Various types of sponsorships are available. Locations may be determined, modified and/or removed by Owner for any reason, including, without limitation, to allow repairs or changes to the Building and to insure that the sponsorship and related materials do not interfere with safe operations of the Building. **Materials:** Sponsor agrees to provide final art, in electronic format (the "Materials") by the deadline to be determined. All Materials must be in the form more particularly described in the Materials specifications/mechanical requirements of certain sponsorships. Sponsor is responsible for all production costs necessary to prepare the Materials to the required format. Materials received in any other form than listed in the Materials specifications/mechanical requirements shall be considered incomplete, and Owner reserves the right to reject such Materials or to assess Sponsor any costs necessary to correct such Materials. Sponsor waives all proofing opportunities of corrected Materials. Owner may reject any content which it deems objectionable in its sole opinion. Owner makes no representations or warranties regarding the accuracy or currency of the Materials, and Sponsor will not hold Owner, its agents,

employees, contractors and/or representatives, liable for any claims, causes of action, losses or damages of any kind or nature whatsoever in connection with the use of the Materials.

**Waiver and Indemnity:** In consideration of the sponsorship, Sponsor agrees to indemnify and hold Owner, its members, agents, employees, affiliates, contractors, successors and assigns harmless from and against any claims, damages, actions, liabilities and/or losses in connection with the Sponsorship, publication and/or advertising placed by or on behalf of Sponsor. Owner, its agents, employees, contractors and representatives, shall not be responsible for any damage to the sponsorship once the same are installed, nor for any errors or omissions contained within the sponsorship. Furthermore, Sponsor agrees to waive and release any and all claims for liabilities, losses, damages, or injuries, including without limitation, loss of income, against Owner, its agents, employees, contractors and representatives, suffered by Sponsor in connection with the sponsorship or breach of this Contract by Owner, its agents, employees, partners, invitees, contractors, and/or representatives.

**Default:** Sponsor acknowledges and agrees that the total amount due and owing pursuant to the terms of this Contract shall be paid to Owner on the dates indicated in the Contract. Should Sponsor not strictly comply with the terms and conditions of this Contract, including without limitation, the failure to timely pay any monies due and owing to Owner, Sponsor acknowledges and agrees that Owner, in its sole discretion and in addition to any other rights hereunder or at law, may revoke Sponsor's sponsorship at the Show. Failure to pay according to the terms of this Contract may result also in termination of this Contract, reassignment of any locations previously assigned to Sponsor, and/or in Sponsor's name being deleted from all Owner's publications, promotions and/or advertisements. In the event of the occurrence of any default, then it is agreed and understood, and the parties contemplate that the damages to Owner arising from such breach shall include all expenses incurred, including without limitation, Owner's actual attorneys' fees and/or collection agency fees. Any default in the terms and conditions of the Exhibit Space Contract by Sponsor shall constitute a default under this Contract by Sponsor and any default by Sponsor under this Contract shall also constitute a default under the Exhibit Space Contract by Sponsor.

**Insurance:** Sponsor and its contractor(s) shall maintain Comprehensive General Liability Insurance and Personal Injury coverage at its sole cost and expense for all of its activities at the Show, and shall have Owner, its managing agent and any parties designated by Owner named as additional insured on all such policies. Policy limits shall be at least \$1,000,000 / \$1,000,000 Bodily Injury and Property Damage combined. Sponsor and its contractor(s) shall also maintain, at its sole cost and expense, Workers Compensation Insurance for employees participating in the Show, as required by law. Sponsor warrants that by signing this Contract it has compiled specifically with the insurance requirements of the Contract. Evidence of insurance coverage in the form of a valid Certificate of Insurance specifying the above coverage's, including activities at the Show must be provided to Owner at its request.

**Cancellation:** If the Show or any part thereof is prevented from being held, or is canceled by Owner or if the Sponsorship contracted for herein becomes unavailable because of war, fire, strike, government regulations, public catastrophe, act of God or the public enemy, or any other cause beyond Owner's control, Owner shall not be liable in anyway, nor be obligated to comply with the terms of this Contract. Owner shall determine and refund to Sponsor its proportionate share of the Sponsorship Fee received which remains after deducting expenses incurred by Owner and reasonable compensation to the Owner, but in no case shall the amount of refund to Sponsor exceed the amount of the Sponsorship Fee paid. If Sponsor withdraws from participation in the Show or is requested by Owner to leave the Show, Sponsor shall be responsible for full payment of the Sponsorship Fee. No refunds will be given and no credit will be offered for participation in future shows. If Sponsor cancels the Sponsorship for any reason, Sponsor is held liable for full payment of the Sponsorship Fee and deposits are non-refundable.

**Interest:** All sums payable, if not paid within thirty (30) days after an invoice is submitted to the Sponsor, shall accrue interest from their due date until paid, at a rate equal to the lesser of: one and one-half percent (1 1/2 %) per month or the maximum amount allowable by law.

**Controlling Law:** This Contract shall be construed and enforced under the laws of the State of Georgia.

**Miscellaneous:** In the event any term or provision of this Contract shall to any extent be deemed invalid or unenforceable, the remainder of this Contract shall be valid and enforceable to the fullest extent permitted by law. The parties acknowledge and agree that this is the final understanding and Contract between the parties and supersedes any and all prior negotiations, understandings and Contracts relating to this matter.