



SPONSOR INFORMATION PACKET

Please read the guidelines below and provide requested items by the deadlines indicated.

FREE CONFERENCE ATTENDEES

Depending on your sponsorship level, you are entitled to a number of conference attendees as listed below. If you don't already have attendees registered to fill these spots and need to assign or substitute names, please contact conferenceadmin@americaeast.net.

1 Attendee	Exhibitor, Silver levels
2 Attendees	Gold level
3 Attendees	Platinum level
5 Attendees	Diamond level

**If you added an exhibit booth to your sponsorship, your total attendees is summed together. For example, if you are a Gold sponsor with an exhibit booth, your total attendees is 3. Since Diamond includes an exhibit booth, it already includes the extra attendee.*

LOGO ON CONFERENCE MATERIALS & WEBSITE

All sponsor levels are eligible to have their logo displayed as applicable on printed conference materials and website. In order to ensure your logo displays clearly, logos must be provided as one jpg for web viewing and one eps or high resolution pdf file for high resolution and large format printing. All logos must be received by July 20th for inclusion in printed program and signage. Email to conferenceadmin@americaeast.net if you haven't done so already.

SPONSOR ADS

Our conference program will be a digital version via our mobile app, which will include the agenda, speaker information and sponsor banner ads. Banner ad display frequency will vary based on sponsor level. All sponsor levels **Silver, Gold, Platinum and Diamond are eligible to submit banner ads**, which should be jpg or png files sized 600px horizontal by 110 px vertical. Ads are due by July 25th via email to conferenceadmin@americaeast.net, but of course the sooner they are submitted, the earlier they can begin displaying in the app as our attendees begin using it ahead of the conference. Here are some samples of banner ads:

TURNER
BUSINESS APPRAISERS

**BUSINESS EVALUATIONS
& EQUIPMENT APPRAISALS**
1-800-873-3040 | turnerbusiness.com

Increase Your SBA LOANS...
And Stop Leaving Money on the Table!

benefrends
FINANCIALS
Pushing your business. Paving your growth.

benefrends.com
866-423-6387

Lerch, Early & Brewer is proud to support America East 2016!
www.lerchearly.com

**LERCH
EARLY &
BREWER**
ideas that work

SBA Lending Attorneys
awrind@lerchearly.com
(301) 657-0750

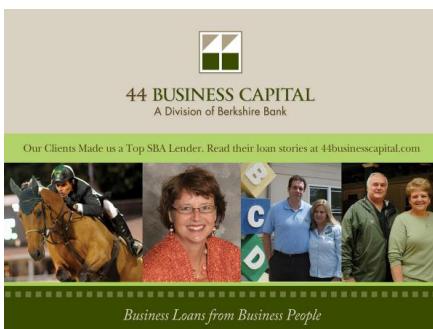
Life Insurance Placement in Fifteen Minutes!

CLICK HERE
TO LEARN MORE

LifeEase
BRINGING SIMPLE TO LIFE™

Power Point slides will also be shown between presentations and during meal times. All **Silver, Gold, Platinum and Diamond level sponsors may submit a Power Point slide with your ad** for inclusion in the looping slideshows. Ads are due by July 25th.

Here are some sample of some Power Point slides:



ATTENDEE LIST AVAILABILITY

All sponsor levels will receive an electronic copy of the preliminary attendee list within 2 weeks of the conference start date. Attendee list will be emailed to the primary contact person listed on the sponsor registration.

PROMOTIONAL ITEMS FOR ATTENDEE BAGS

All sponsor levels are invited to provide promotional items to include in attendee bags. These items should be delivered or shipped directly to the hotel in advance of the conference and must be received between July 26th and 28th to guarantee placement in attendee bags. Any items received after 5:00 pm on 7/28 will be distributed separately, outside the attendee bags.

Promo items can include any marketing materials, giveaways, etc. (water bottles, koozies, pens, memo pads, postcards, etc.). Estimated Attendee Count: 400. At this point, this is not an exact number, but this is an estimate. If we have any extra items, we will provide these to your company attendee at the conclusion of the conference (we will not be able to ship leftover items back unless you include a pre-printed Fedex return shipping label in your original box).

PROMO ITEMS FOR BAGS must be packaged, addressed and shipped SEPARATELY from exhibitor booth materials and arrive between July 26th and July 28th as we will open boxes of promo items and include them into the attendee bags on Monday, 7/31.

Address PROMO Items to be included in attendee bags as follows to ensure they are stuffed into bags:

LISA DEL REY (PROMO ITEMS)

AMERICA EAST: Deliver to Aegean Room (Event Office) by 7/31 9:00 am

Hotel Contact: Christen Landry

Renaissance Boston Waterfront Hotel
606 Congress Street
Boston, MA 02210

Box X of Y (example, Box 1 of 2)

EXHIBITOR BOOTHS

All exhibitors include access for (1) booth attendee. If you have more than (1) person that will be manning your booth and they are not registered for the conference, the second person would need to purchase an exhibitor registration ticket (\$249) from our [website](#) – this includes access to the conference hall, and all meals and events. All booths will be located in the Atlantic ballroom and Pacific foyer, just outside the Pacific ballroom where the general sessions will be.

EXHIBITOR PRIZES

Attendees will have a bingo card of sorts that they will take around to visit all the booths. Stickers will be provided to each exhibitor upon check-in (only one set per booth so keep them in a safe place!). On Friday morning, a drawing will be held for two prizes – a free trip (\$300 airline gift card, \$200 hotel gift card) or a free 2018 conference registration. If time permits during that morning session, we may provide an opportunity at that time for exhibitors to come up to the podium to announce winners for their individual drawings as applicable. We will simply make an announcement at that time for all exhibitors who wish to join us on stage to announce their winners.

EXHIBITOR BOOTH ASSIGNMENTS

We are currently in the process of contacting exhibitors for your preferred booth locations. If we haven't gotten to you yet, don't be alarmed – we have 45 booths to assign and want to give everyone a fair opportunity to make your selection. We are working through the list in order first by sponsor level and next by registration date, but hope to finish contacting everyone by July 1st. The primary contact person on the sponsor registration will be the person contacted, and we will provide you with the map and assignments to date during the call.



What's Included with your Booth

A 6' skirted rectangular table and chair will be provided. You may use your own table cover if you would prefer, and may bring tabletop or standup displays, provided they fit in the assigned 8' space. We have included a number of breaks in the agenda to permit frequent visits. ***If you have furniture needs outside of what is provided, please see the order form attached to the corresponding email.***

Booth Setup/Breakdown

Exhibitors should check-in with us at the conference registration on Wednesday, 8/2 at the Conference Registration Desk in the foyer near the Pacific Ballroom on the 3rd floor between 10 to receive your setup materials. **Exhibitor setup is permitted any time after 1:00 pm on Wednesday**, and should be completed prior to start of our Welcome Reception that evening (5:00 pm).

Exhibitors should breakdown their booths between 10:45am -12:00 pm on Friday, 8/4, following the scheduled networking break between the general session and breakouts. Arrangements must be made in advance with the onsite FedEx business center for return shipping. Any materials left in the exhibit hall will be discarded within three business days.

Electrical & Internet

If you have any electrical/power or Internet needs but did not reserve this with your sponsor registration, or if you need to change your elections, **please notify us by July 15th** at conferenceadmin@americaeast.net. Basic shared power and internet will be provided free of charge. If you have a need for more than one outlet and/or video streaming, you will need to complete the [Exhibitor Order form](#).

SHIPPING/DELIVERY INFO for EXHIBIT BOOTHS

The hotel receiving area is open Monday through Friday. **Charges for all incoming materials will be assessed per package or palette and charged to the sender/hotel guest at the rates below**. The Hotel does not accept any liability for equipment, goods, displays, or other materials that arrive unmarked or fail to arrive at the Hotel. The Group is responsible for insuring its property for loss or damage. Please notify the Hotel in advance of shipments in excess of 200 pounds. Handling charges are subject to change without notice. Due to limited storage space, additional storage charges will be applied for packages stored more than three business days.

In order to ensure booth items are delivered successfully, all BOOTHS should be addressed EXACTLY as follows and be **received between July 27th - July 31st**.

Address all EXHIBIT BOOTH Materials as follows:

[Name of Exhibitor to Receive/Sign for Boxes] (EXHIBIT BOOTH MATERIALS)

AMERICA EAST: Deliver to Exhibit Hall (8/2/17) – Booth #[Insert Booth # here]

Hotel Contact: Christen Landry

Renaissance Boston Waterfront Hotel
606 Congress Street
Boston, MA 02210

Box X of Y (example, Box 1 of 2)

Charges for incoming Booth Shipments

To be charged to your onsite contact – no charges for promo item shipments. [Download the hotel shipping form](#).

1-20 lb. box	\$5.00/box
21-50 lb. box	\$10.00/box
51+ lb. box	\$30.00/box
Case or Trunk	\$30.00/case or trunk
Pallets	\$85.00/pallet

PAYMENTS

If you've already paid for your sponsorship by credit card, note that your credit card statement may show "EventfullyYourz" as the payee. This is our event planning company, but rest assured that all funds are transferred over to America East. If you owe a balance for your sponsorship or attendee registrations, **please make checks payable to America East** and mail to the following address to arrive no later than July 15th:

America East
c/o EventfullyYourz
132 Bluebell Way
Franklin, TN 37064

HOTEL RESERVATIONS & TRAVEL INFO

If you are joining us for the conference and have not yet made your hotel reservations, be sure to book before July 13th as our group rate and rooms are only guaranteed until then or until we sell out (we have sold out for the last two years). **To make your reservation at the group or government rate, visit: <https://aws.passkey.com/event/48983090/owner/52950/home>.**

[Click Here for Travel Info & Driving Directions](#)

DINING OPTIONS

Your conference registration includes a welcome reception on Wednesday evening (hors d'oeuvres and drinks), breakfasts on Thursday and Friday, lunch on Thursday as well as dinner on Thursday at Laugh Boston. If you don't have tickets to the Red Sox game on Wednesday following our reception and are looking for a restaurant to host a client dinner, [click here to browse the various restaurants on property and in the local area.](#)

CONFERENCE CONTACT INFO

844.887.6477 or ConferenceAdmin@AmericaEast.net