IRWA's 68th ANNUAL INTERNATIONAL EDUCATION CONFERENCE

SPONSORSHIP AND EXHIBITOR PROSPECTUS



Sponsoring and exhibiting at IRWA's 2022 International Education Conference in Cleveland will afford your company with a unique opportunity to showcase your products and services to professionals involved in all facets of right of way work. IRWA conferences bring together public and private sector right of way professionals from all around the globe, facilitating diverse educational experiences, exciting professional opportunities, valuable networking time and even a little fun.

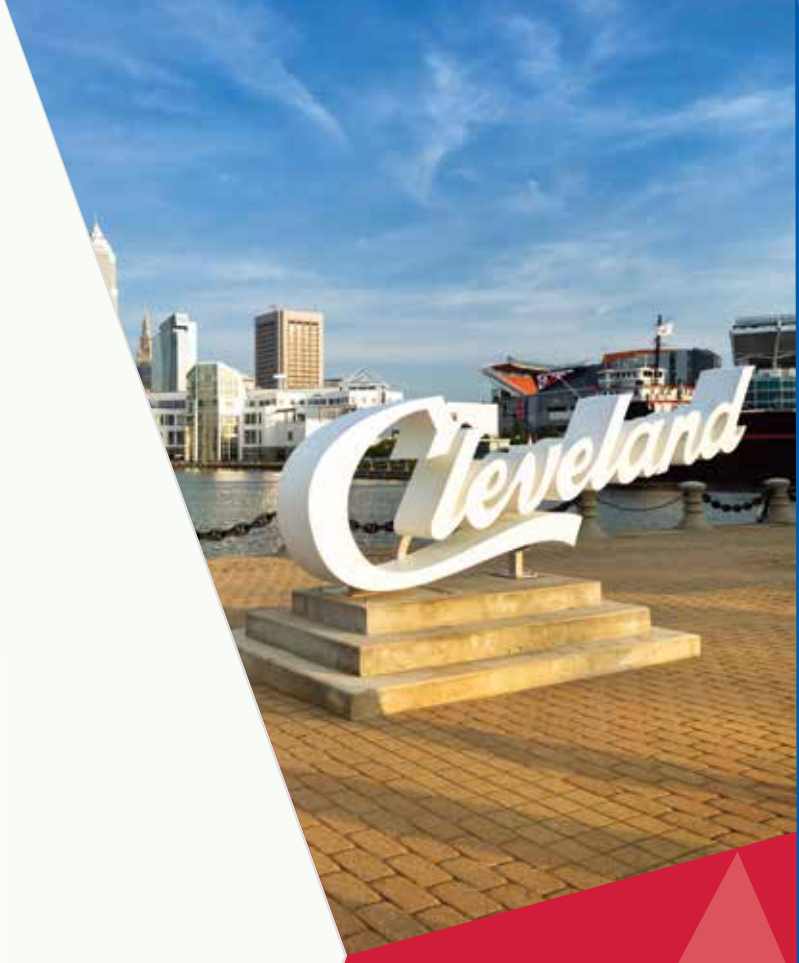
CLEVELAND, OH

Huntington Convention Center

JUNE 5-8, 2022

IRWA Education Conference Cleveland 2022

Sponsorship Opportunities



Exclusive Host Site Sponsorship - $25,000

Sponsored by Doyle Land Services

Your company's logo will be prominently displayed on registration booths in the Registration area, entrance signs to the Exhibit Hall and on the Conference Website's Home Page.

This Host Sponsorship is available to companies in Ohio's Region 5 on a first-come first-served basis. If not secured by February 28, 2022, all companies are eligible!

Exclusive Host Site Sponsorship also includes these benefits:

- Two 10' x 10' Exhibit Hall booth in a premium location by the entrance!
- Four complimentary Full Conference Registrations
- Complimentary full page ad in Conference Program
- Your logo displayed on registration booth kickplates
- Conference bag insert: promotional material or small giveaway (provided by sponsor) will be inserted in the official conference bag. All materials must be pre-approved by IRWA
- Your company's name and a 150-word description in the Conference Program and virtual conference platform
- Your logo published in the September/October 2022 issue of Right of Way Magazine
- Advanced list of registrants (one month prior to event) and final report following event (see terms and conditions)
- Your logo on the homepage of the IRWA Conference website, with a hyperlink to your company's homepage before and after event (through November 30, 2022)
- Ability to connect with in person and virtual attendees through virtual conference platform — pre-conference, during, and post conference.

Platinum Level - $12,000

P1- Educational Breakout Session Signage — *Sponsored by Coates Field Service*

Your company's logo will appear on signage at each educational breakout session. With over 50 sessions, this sponsorship guarantees high visibility of your company's logo and is sure to go quickly!

P2 - Hotel Room Keys

Get maximum exposure with your logo printed prominently on attendee hotel room keys at the host hotel.

P3 - Closing Gala and Monday Breaks — *Sponsored by Flairdocs*

Your company logo will be visible to all attendees for these highlight events! Sponsorship includes your logo projected on two large view screens during the Closing Gala, printed on the Closing Gala Program, tickets and individually-boxed truffles at each seat. Your company logo will also be printed on cocktail napkins and cups used during the Monday morning and afternoon breaks in the Exhibit Hall.

P4 - Opening Ceremony — *Sponsored by TRC*

Your company logo will be visible to all attendees during the Opening Ceremony. Sponsorship includes your logo printed on the Opening Ceremony program, projected on two large screens and verbal recognition from the Conference Host throughout the event.

P5 - SR/WA Recognition & Awards Luncheon — *Sponsored by Universal Field Services*

Your company logo printed on event tickets and on the back cover of the Awards Program, as well as projected on large screens before and after the ceremony and verbal recognition of your sponsorship.

Platinum Sponsorship also includes these benefits:

- Two 10' x 10' Exhibit Hall booths (subject to availabilty at time of contract)
- Four complimentary Full Conference Registrations
- Complimentary full page ad in Conference Program
- One table (10 seats) reserved at your sponsored meal event
- Conference bag insert: promotional material or small giveaway (provided by sponsor) will be inserted in the official conference bag. All materials must be pre-approved by IRWA.
- Your company's name and a 100-word description in the Conference Program and virtual conference platform
- Your logo published in the September/October 2022 issue of Right of Way Magazine
- Advanced list of registrants (one month prior to event) and final report following event (see terms and conditions)
- Your logo on IRWA's conference website, before and after event (through November 30, 2022)
- Ability to connect with in person and virtual attendees through virtual conference platform — pre-conference, during, and post conference.

Gold Level - $9,500

G1 - At-A-Glance Conference Program

Your ad printed on the back cover of the At-A-Glance program used daily by all attendees to check schedules and locations.

G2 – Lanyards — *Sponsored by HDR*

Your company logo printed on name badge lanyards worn by all attendees for the duration of the conference.

G3 - Welcome Reception — *Sponsored by Emerald Energy*

Be part of the event kick-off with your logo printed on cups and cocktail napkins, reception tickets, and your logo projected on a large viewing screen during the Welcome Reception.

Gold Sponsorship also includes these benefits:

- One 10' x 10' Exhibit Hall booth (subject to availabilty at time of contract)
- Three complimentary Full Conference Registrations
- Conference bag insert: promotional material or small giveaway (provided by sponsor) will be inserted in the official conference bag. All materials must be pre-approved by IRWA.
- Your company's name and a 75-word description in the Conference Program and virtual conference platform
- 15% discount on any size ad in the Conference Program
- Your logo published in the September/October 2022 issue of Right of Way magazine
- Advanced list of registrants (one month prior to event) and final report following event (see terms and conditions)
- Your logo on IRWA's conference website, with a hyperlink to your company's homepage before and after event (through November 30, 2022)
- Ability to connect with in person and virtual attendees through virtual conference platform — pre-conference, during, and post conference.



Silver Level - $7,000

S1 - Registration Amenity — *Sponsored by Wood*

Wrapped candy featuring your company logo at the registration area for the duration of the conference.

S2 - Tuesday Refreshment Breaks

Your company logo printed on cocktail napkins and cups used during the morning and afternoon breaks.

S3 – Wednesday Refreshment Breaks and Closing Gala Reception

Your company logo printed on napkins and cups used during the continental breakfast, morning break and cocktail reception prior to the Closing Gala.

S4 - Hydration Stations

Your logo on biodegradable water cups and signage at multiple water stations (located throughout meeting areas) for the duration of the conference.

S5 - International Luncheon

Your company logo printed on a Luncheon program as well as projected on large screens before and after the Luncheon and verbal recognition of your sponsorship (*note: this is open to 4 sponsors*)

S6 - Exhibit Hall Passport

Your logo on all passports distributed to attendees for use in the Exhibit Hall to win prizes.

S7 – Conference Eblast Banners

Your company logo and a link to your website headlining the conference promotion eblasts sent to all members. A minimum of seven eblasts will be sent.

CLEVELAND

Silver Sponsorship also includes these benefits:

- One 10' x 10' booth (subject to availabilty at time of contract)
- Two complimentary Full Conference Registrations
- Conference bag insert: promotional material or small giveaway (provided by sponsor) will be inserted in the official conference bag. All materials must be pre-approved by IRWA.
- Your company's name and 50-word description in the Conference Program and virtual conference platform
- 10% discount on any size ad in the Conference Program
- Your logo published in the September/October 2022 issue of Right of Way Magazine
- Advanced list of registrants (one month prior to event) and final report following event (see terms and conditions)
- Your logo on IRWA's website, with a hyperlink to your company's homepage before and after event (through November 30, 2022)
- Ability to connect with in person and virtual attendees through virtual conference platform — pre-conference, during, and post conference.

À la Carte Options

M1 - Message Board - $1,500

The message board will be prominently displayed on the main floor, next to the registration area. Attendees and visitors constantly check the board for messages and other important communications. Your company logo will be affixed to the message board and verbal references to the board will be made each day of the conference.

M2 - Conference Bag Inserts - $800 *(six available)*

This is a great way to put your company's name and message in the hands of every conference participant by inserting promotional material or small giveaway in the official conference bag. All materials must be pre-approved by IRWA.

Do you have another sponsorship idea?

Custom packages are available. Contact Jade at meador@irwaonline.org and we'll work with you to meet your needs.



Exhibitor Package - $2,100

Exhibitors will have the opportunity to showcase their products and services to conference attendees.

Exhibit Space Pricing:

- Until April 15, 2022: $2,100
- After April 15, 2022: $2,350

Exhibit Space Includes:

- One 10' x 10' exhibit booth (based on availability)
- Signage with your company name
- Standard back and side drapes
- One covered and skirted table; two chairs

Exhibiting also offers these benefits:

- One complimentary Full Conference Registration
- Two "Booth Only" personnel passes (no meals included)
- Conference bag insert: promotional material or small giveaway (provided by sponsor) will be inserted in the official conference bag. All materials must be pre-approved by IRWA.
- Advanced list of registrants (one month prior to event) and final report following event (see terms and conditions)
- Your company's name and a 50-word description in the conference program and virtual conference platform
- 10% discount on any size ad in the Conference Program
- Ability to connect with in person and virtual attendees through virtual conference platform — pre-conference, during, and post conference.

Exhibit Hall Hours

Sunday, June 5
11:00 am – 2:00 pm

Monday, June 6
9:30 am - 5:30 pm

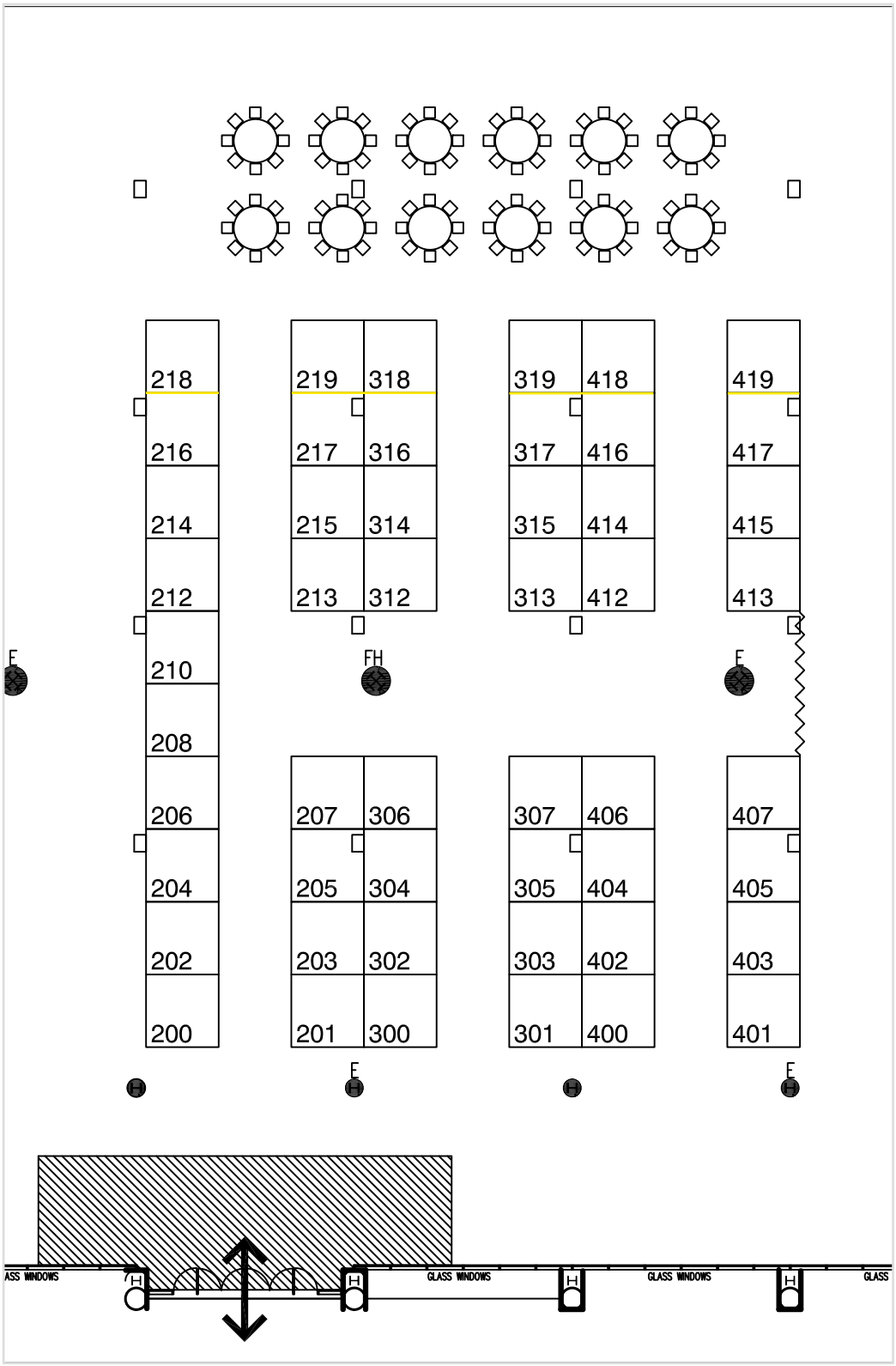
NOTE: *Monday's morning and afternoon refreshment breaks will be held in the Exhibit Hall.*

NEW
Happy Hour in the Exhibit Hall!

Monday, June 6
4:30 pm - 5:30 pm



Huntington Convention Center



Note: If additional booths are necessary, they will be added along the highlighted yellow line, and everything from there will be pushed back.

2022 Conference

Sponsorship and Exhibitor - Application and Contract

Contact Person: _____ **Date:** _____

Company: _____

Address: _____

City: _____ **State/Province:** _____ **ZIP/Postal Code:** _____

Telephone: ( ) _____ **Web Address:** _____

E-mail: _____

Signature of Person or Company Officer: _____

☐ Sponsorship *(includes Exhibit Booth)*

EXCLUSIVE HOST SITE $25,000

____ **E1 – Host Site — SOLD!**

PLATINUM $12,000 *Indicate preference (1-5)*

____ **P1 – Educational Session Signage— SOLD!**
____ **P2 – Hotel Room Keys**
____ **P3 – Installation Banquet and Monday Breaks — SOLD!**
____ **P4 – Opening Ceremony — SOLD!**
____ **P5 – SR/WA Recognition & Awards Luncheon — SOLD!**

GOLD LEVEL - $9,500 *Indicate preference (1-3)*

____ **G1 – At-A-Glance Program**
____ **G2 – Lanyards — SOLD!**
____ **G3 – Opening Night Networking Reception — SOLD!**

SILVER LEVEL - $7,000 *Indicate preference (1-7)*

____ **S1 - Registration Amenity — SOLD!**
____ **S2 - Tuesday Refreshment Breaks**
____ **S3 – Wednesday Breaks/Reception**
____ **S4 - Hydration Stations**
____ **S5 - International Luncheon**
____ **S6 - Exhibit Hall Passport**
____ **S7 - Conference E-Blast Banners**

À LA CARTE OPTIONS

____ **M1 – Message Board - $1,500**
____ **M2 – Conference Bag Inserts - $800**

Sponsorships will be assigned based on a first deposit received, first served basis. Only one sponsorship opportunity is available for each event unless otherwise noted. Indicate numerically in order of preference.

☐ Exhibitor *(includes exhibit space)*

All dollar amounts are in U.S. currency

Until April 15, 2022	*$2,100*
After April 15, 2022	*$2,350*

Exhibit Space number preference:

1st Choice: _____
2nd Choice: _____
3rd Choice: _____

Exhibit booth selection will be assigned on a first deposit received, first-serve basis.

Total due for Sponsor (includes booth): $ _____ *USD*
Total due for Exhibitor (booth only): $ _____ *USD*
Enclosed is 50% (or more) deposit of: $ _____ *USD*
Remaining Balance (due by April 15, 2022) $ _____ *USD*

PAYMENT OPTIONS:

(Check appropriate box)

☐ **VISA** ☐ **MASTERCARD** ☐ **AMERICAN EXPRESS** ☐ **CHECK (US FUNDS ONLY – PAYABLE TO IRWA)**

Credit Card # _____ **Expiration Date:** _____

Name as it appears on card: _____ **Signature:** _____

FOR OFFICE USE ONLY

DATE RECEIVED: _____

ASSIGNED SPONSORSHIP: _____

ASSIGNED EXHIBIT BOOTH: _____

PLEASE E-MAIL/MAIL COMPLETED FORM TO:

International Right of Way Association
ATTN: Jade Meador, CMP
Deputy Executive Director/Director of Communications & Events
19210 S. Vermont Avenue, Bldg. A, Suite 100, Gardena, CA 90248
Tel: (626) 710-2195
E-mail: meador@irwaonline.org

IRWA EXHIBIT TERMS & CONDITIONS

1. **APPLICATION & ELIGIBILITY.** Application for booth space must be made on the printed form provided by IRWA, contain the information as requested and be executed by an individual who has the authority to act for the applicant, IRWA reserves the absolute right to deny any application for space for any reason, if in IRWA's judgment the products and services to be shown or demonstrated are not applicable to the right of way profession, are inconsistent with the stated purposes of IRWA and the interests and welfare of its members or are unreasonably duplicative of services or products offered by or available from IRWA or any of its affiliated organizations. IRWA further reserves the right in its sole discretion to limit the types of companies and products represented at its exhibition, and accept or reject applications and to assign booth space and deems appropriate.

2. **DUE DATES.** Payment of 50% (or more) of the exhibit space fee is due at the time of application. Payment of the remaining balance is due by April 15, 2022. IRWA is not obligated to include information in the program about Booth Exhibitors unless that information and full payment has been received by April 15, 2022.

3. **CANCELLATION.** In the event Exhibitor notifies IRWA of Exhibitor's intent to repudiate this contract after acceptance but prior to April 15, 2022, IRWA shall be entitled to retain the 50% of the full exhibit space fee as liquidated damages and not as a penalty. If the Exhibitor provides such notice after April 15, 2022, IRWA shall be entitled to retain the full booth price as liquidated damages and not as a penalty and to resell or reassign the booth space.

4. **BOOTH FURNISHINGS, EQUIPMENT AND SERVICE.** IRWA will provide a uniform style exhibit booth, with rear and side drapes, one table, two chairs, and a sign. If required, electricity must be ordered from the venue directly. Exhibit displays must not project so as to obstruct the view of the adjacent booth nor create noise damaging or aisle activity detrimental to adjacent booths. Exhibitors shall comply with the Americans with Disabilities Act and all other applicable laws.

5. **INSTALLATION AND DISMANTLING OF EXHIBITS**. IRWA reserves the right to declare any booth not set up by 11:00 a.m. on Sunday, June 5, 2022, to constitute notice of cancellation by Exhibitor and repudiation of this contract. Exhibitor will not be permitted to dismantle or to begin to dismantle prior to 5:30 pm on Monday, June 6, 2022. All booths and tables must be dismantled and vacated by Monday, June 6, 2022. If Exhibitor violates this regulation, it may be denied exhibit space in future IRWA meetings.

6. **CONTRACTOR & LABOR COORDINATION.** IRWA shall designate an official contractor who shall have control of all inbound and outbound freight hired labor and related booth services. IRWA shall provide an exhibit service kit with information on contracting for needed services.

7. **SUBLETTING BOOTH SPACE.** Exhibitor may not assign, sublet or apportion all or any part of its contracted booth space, nor may exhibitor cause or permit the display, promotion, sales or marketing of products or services in its booth other than those manufactured, distributed or sold by the Exhibitor in the regular course of its business.

8. **LICENSING.** Exhibitor shall not play recorded or live music without obtaining both or all licenses pertaining to such music and also the expressed written permission of IRWA prior to April 15, 2022.

9. **UNACCEPTABLE EXHIBITS.** Exhibitor agrees not to utilize any displays which IRWA determines, in its absolute discretion, would endanger the person or property of the attendees or other Exhibitors, are in bad taste, are liable to discredit or subject IRWA to criticism or legal ability, are inconsistent with the stated purposes of IRWA and the interests and welfare of its members, are identical to the property rights of IRWA, or violate any other provisions of this contract. In the event IRWA determines at any time that any exhibit may/or does violate this paragraph and the Exhibitor is unable or unwilling to cure or correct such violation, IRWA may terminate this Contract immediately and prevent erection of the exhibit or may remove or cause the exhibit to be removed at Exhibitor's expense and Exhibitor hereby waives any claim for refund of the exhibit booth or other damages arising out of sum termination and/or exhibit removal.

10. **INSURANCE.** Exhibitors wishing to insure their exhibit materials against theft or damage must do so at their own expense. Neither the exhibit facility, IRWA, nor the Official Contractor will be responsible for loss or damage to any property in storage, in transit to or from the exhibit building, while in exhibit building, or for any loss of income as a result of any reduced sales due to such loss or damage.

11. **FUNCTION SPACE**. The Facility shall not provide space for display or exhibition purposes other than that provided and confirmed by IRWA under this contract. No display or exposition space shall be available at any other venue during the IRWA meeting. Hospitality rooms shall be subject to prescribed regulations and shall be closed during education and business sessions of the IRWA Conference. Exhibitor shall not place signs in any location other than within the exhibit booth.

12. **ADVERTISING MATERIAL.** Exhibitor agrees that the use or distribution of any advertising materials or souvenirs during the IRWA Conference shall be subject to prior written approval by IRWA. All handouts must be distributed from within the exhibit booth.

13. **GENERAL LIABILITY.** Exhibitor agrees to protect, indemnify, and hold harmless the IRWA and its members, officers, directors, employees and agents, official venue, and the Official Contractor (collectively, the "indemnities") from any and all liability, loss, damage, or expense including court costs and attorneys fees by reason of any injury or injuries sustained by any persons or property or loss of property or income which might be derived there from occurring in or about the exhibition premises or entrances thereto or exits there from including that caused by or resulting from breach of the terms and conditions and representation made by exhibitor written in this contract including violations of the Americans with Disabilities Act. Indemnities shall not be responsible or liable for any injury loss or damage to any property or person brought in by the exhibitor or otherwise located in the exposition premises.

14. **EXHIBIT SPACE FLOOR PLAN.** Every effort will be made to maintain the general configuration of the floor plan for this IRWA Conference. However, IRWA reserves the right to modify the plan if necessary, as determined solely by IRWA.

15. **USE OF REGISTRATION LIST.** The Advanced Registration attendee list and Post Conference attendee registration list are one (1) time only use lists. Any violations will result in your company not being able to exhibit or sponsor at future IRWA events.

16. **PAYMENTS.** All costs associated with sponsorship/exhibit booths are listed in U.S. dollars.

17. **MISCELLANEOUS.** Exhibitor expressly agrees to be bound by all the terms, conditions, and specifications herein listed and by the Policies and Procedures established by IRWA and as from time to time thereafter modified, and expressly agrees that this Contract and such Policies and Procedures contain the entire agreement between the parties hereto and supersedes any prior agreement written or oral. This Contract shall be interpreted under the laws of the United States and the state of California.

***NOTE:** Discounts will not be provided to sponsors that do not utilize an exhibit booth.*