

Sponsorship Application/Contract
STM Week 2016 Conference
December 6 - 8, 2016
London, United Kingdom

Dear Potential Sponsor,

We are pleased to present our 2016 Sponsorship Program for the STM Week 2016. Detailed below is an overview of our Sponsorship Program.

STM 2016 Sponsorship Program

- Sponsorship level is determined by total euro € spend.
- Sponsorship level recognition for total spend across all events
- Sponsorship benefits – Please see attached Sponsorship Benefits Schedule on page 3.
- Sponsorship definitions – Please see attached Sponsorship Definitions on page 4

UK STM Week 2016						
	Digital Publishing 2016		Innovations Seminar 2016		Publishing In A Larger World	
ITEM	12/6/16		12/7/16		12/8/16	Bundled Price
Morning Registration	SOLD CCC	<input type="checkbox"/>	SOLD CCC	<input type="checkbox"/>	SOLD CCC	<input type="checkbox"/>
Refreshments						€ 4,050.00
Mid Morning Break	€ 1,500.00	<input type="checkbox"/>	€ 1,500.00	<input type="checkbox"/>	€ 1,500.00	<input type="checkbox"/>
Lunch	€ 4,250.00	<input type="checkbox"/>	€ 4,250.00	<input type="checkbox"/>	€ 4,250.00	<input type="checkbox"/>
Afternoon Break	€ 1,500.00	<input type="checkbox"/>	€ 1,500.00	<input type="checkbox"/>	€ 1,500.00	<input type="checkbox"/>
Cocktail Reception	€ 4,030.00	<input type="checkbox"/>	€ 4,030.00	<input type="checkbox"/>		<input type="checkbox"/>
Audio-visual support	€ 3,255.00	<input type="checkbox"/>	€ 3,255.00	<input type="checkbox"/>	€ 3,255.00	<input type="checkbox"/>
STM Event App	€ 1,100.00	<input type="checkbox"/>	€ 1,100.00	<input type="checkbox"/>		<input type="checkbox"/>
Keynote Speaker	€ 3,150.00	<input type="checkbox"/>	€ 3,150.00	<input type="checkbox"/>	€ 3,150.00	<input type="checkbox"/>
Seat Attendee Promotion	€ 1,600.00	<input type="checkbox"/>	€ 1,600.00	<input type="checkbox"/>	€ 1,600.00	<input type="checkbox"/>
STM Supporter	€ 1,200.00	<input type="checkbox"/>	€ 1,200.00	<input type="checkbox"/>	€ 1,200.00	<input type="checkbox"/>
Web Videos & Downloads	€ 1,100.00	<input type="checkbox"/>	€ 1,100.00	<input type="checkbox"/>	€ 1,100.00	<input type="checkbox"/>
WiFi	SOLD - ARIES	<input type="checkbox"/>	SOLD - ARIES	<input type="checkbox"/>	SOLD - ARIES	<input type="checkbox"/>
Total						SOLD - ARIES

Key Steps to reserve your Sponsorship:

1. Step 1

- a. Select the item(s) that you want to sponsor (check the box ☐.
- b. Add up the euro € amount to determine your Sponsorship Level.
 - i. The Sponsor Levels are based on a euro € range.
 - ii. The Sponsorship Level Benefits page details the benefits that you will receive.

2. Step 2 - Complete this form today and email to both Kim Beadle and Darrell Gunter. The sponsorships are on a "First Come, First Served" basis.

- a. **Kim Beadle** beadle@stm-assoc.org - +44 (1865) 339323
- b. **Darrell W. Gunter** gunter@stm-assoc.org - +1.973.454.3475

3. Step 3 - Payment Terms: Sponsorship is not confirmed until this contract is signed and payment is final.

- a. Administration of receipt of payment is managed by Kim Beadle, beadle@stm-assoc.org
- b. 100% of total sponsorship is due by November 1, 2016
- c. Invoice payable upon receipt.

4. Cancellation Terms: If STM finds it necessary to cancel, based upon non-payment in accordance with the terms of this contract, or if any sponsor requests a cancellation of the assigned sponsorship, the sponsor will be assessed a cancellation fee as follows:

- a. 50% of total sponsorship value if canceled on or before October 15, 2016

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- b. 100% of total sponsorship value if canceled after October 31, 2016
5. **Non Standard Collateral-** sponsors who want to distribute sponsor branded flash drives, bags, pens, compasses, mugs etc. to the attendees, the cost is an additional €250 per item, if approved by STM. Please contact Jo Dinnage (dinnage@stm-assoc.org)
6. **N.B.** E-mailings from Sponsor. STM reserves the right to provide Sponsor's approved e-mailing to STM's conference attendee and/or members mailing list.
7. E-mail or transmittal will serve as acceptance of this contract and shall be treated as an original.

Sponsor Name: _____

Name (Print): _____

Authorized Signature: _____

Title: _____

Address _____

City _____

State _____

Zip Code _____

Email _____

Telephone _____

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SPONSORSHIP LEVEL BENEFITS

	PLATINUM	GOLD	SILVER	BRONZE
	€9,001 +	€6,000 - 9,000	€2,001 - €6,000	€1,000 - €2,000
Pre-conference Promotion				
· Logo and links in all pre-conference marketing	X	X	X	X
· Logo and links on event webpage	X	X	X	X
· Additional Conference Registration passes Individual Passes discounted at 15%	X	X	X	
· One e-mailing to event attendees list*	X	X		
At the Conference Promotion				
· Signage at registration and throughout conference (STM to supply)	X	X	X	X
· Verbal acknowledgement during conference	X	X	X	X
· Sponsor promotional material to be displayed on sponsor table/s (provided by sponsor)	X	X	X	X
· Badges acknowledging sponsorship	X	X	X	X
· Logo & 50 word company description in conference program & digital participant pack	X	X	30 Word	
· Pop-up banner at conference (provided by sponsor)	X	X	X	
· STM Event app banner ad	X	X		
· STM Event App contact sharing for registrants and sponsors	X	X		
· 1 conference registrant pass**	X	X		
· 1 conference registrant pass**	X			
· Premium Signage	X			
After the Conference				
· STM Event App contact sharing for registrants and sponsors**	X	X		
· One e-mailing to STM member list*	X	X		
Preferred Sponsor Discount 5%	X			
* NB The e-mailings will be sent via STM on your behalf STM does not provide email addresses of our attendees or member list				
**Registrant Pass is for the day of the event sponsored				

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Sponsorship Definitions:

1. Morning Registration refreshments – Breakfast pastries, coffee, tea, etc.
2. Mid morning break – Breakfast pastries, coffee, tea, etc.
3. Lunch – Full service lunch and beverage service
4. Afternoon break – Afternoon refreshment items; snacks, soda, coffee, tea, etc.,
5. Cocktail reception – Includes cocktails and hors d'oeuvres.
6. Audio Visual – Includes projections, screen, microphones, sound, lighting
7. STM Event App – App to help attendees manage their schedule. It is only offered Tuesday and Wednesday.
8. Keynote speakers – Includes the sponsorship of all the invited speakers.
9. Seat Attendee Promotion – Allows for the sponsor to place one piece of collateral on each seat at the event.
10. STM Supporter – Includes the collateral and logo placement on the website and the meeting
11. Web Videos and downloads includes Conference Program Sessions web videos and downloads available/viewable after the Seminar's on the STM Website
12. Wifi – Wifi service for all attendees at the conference.