

## Sponsorship Contract

Sponsor \_\_\_\_\_

Contact \_\_\_\_\_

Contact Cell \_\_\_\_\_ Fax \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Country \_\_\_\_\_ Zip \_\_\_\_\_

Sponsorship \_\_\_\_\_ (Total Due = \$ \_\_\_\_\_)

Deposit Enclosed (50% of Balance) = \$ \_\_\_\_\_ Balance Remaining = \$ \_\_\_\_\_

(Balance must be paid by 1/28/22) All amounts are in U.S. dollars.

Notes \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Credit Card Information

Payment Type  Visa  MasterCard  AMEX  Discover  Check # \_\_\_\_\_ (U.S. Funds Only)

Name (as it appears on the credit card) \_\_\_\_\_

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV# \_\_\_\_\_

Credit Card Billing Address \_\_\_\_\_

\_\_\_\_\_

Signature \_\_\_\_\_

CC Receipt Email Return \_\_\_\_\_

\_\_\_\_\_

The amount enclosed will be used as a deposit toward sponsorship. The deposit is non-refundable and must be a minimum of 50 percent of the total cost due. Sponsor agrees to remit balance due no later than January 28, 2022. Any sponsor not paid in full for the show on or before January 28, 2022 will forfeit their deposits and sponsorship without recourse to the CD/NLA Show's sponsor waiting list. Sponsor further agrees to abide by the terms and conditions set forth in this Trade Agreement between their firm (Sponsor) and the CD/NLA Show Management. Management reserves the right to reject any application. I, the undersigned, hereby authorize CD/NLA Show to charge the above-listed credit card account, if applicable, the amount indicated on my CD/NLA Show contract, and that I will, in good faith, make good on the contracted charges. I, the undersigned, do hereby personally guarantee payment of the full contracted amount in the event of non-payment without just cause by the above named company, and authorize the use of any credit card on this agreement, if applicable, to pay any and all monies owed to the CD/NLA Show or any of the company's wholly-owned subsidiaries. Otherwise, I will be responsible for the balance owed. All transactions between the buyer and seller shall be governed by the laws of the State of New Jersey, and buyer consents to the jurisdiction of the New Jersey Courts, County of Burlington. All legal fees associated with the collection of this debt become the responsibility of the buyer.

Signed and accepted by Authorized Agent of Sponsor

Signed and accepted by Authorized Agent of CD/NLA Show

Date \_\_\_\_\_

Date \_\_\_\_\_

This application becomes valid only after being signed by Sponsor and CD/NLA Show Management. Sponsorships will be assigned upon receipt of your deposit. We will do our best to accommodate all sponsorship requests. All sponsorship assignments are based on availability.

### SPONSORSHIP OPPORTUNITIES

Title (3 Available)..... \$25,000  
Premier (3 Available)..... \$10,000  
Supporting (10 Available) ..... \$3,500  
Affiliate (25 Available) ..... \$1,950

#### PARTIES/RECEPTIONS:

Opening Night Reception on Show Floor.... \$30,000  
(Co-sponsorship \$15,000 per)  
Monday Night Party..... \$30,000  
(Co-sponsorship \$15,000 per)  
Driven By Excellence Awards Dinner..... \$30,000  
(Co-sponsorship \$15,000 per)  
Women In The Industry Event..... \$15,000  
(Co-sponsorship \$5,000 per)

#### EDUCATION:

Keynote ..... \$30,000  
Educational Program ..... \$20,000  
First-Timers Event ..... \$10,000  
State of the Industry ..... \$10,000  
Audio Visual ..... \$10,000  
Affiliate Central ..... \$15,000  
International Meet & Greet ..... \$15,000  
Association Summit ..... \$10,000  
Association Meeting ..... \$10,000  
NLA Membership Meeting ..... \$10,000  
NLA Lounge ..... \$10,000

#### PRINTED MATERIAL:

Registration Area ..... \$25,000  
Registration Bags ..... \$15,000  
(Co-sponsorship \$7,500 per)  
Lanyards ..... \$15,000  
Official Mobile App ..... \$15,000  
Pocket Itinerary-at-a-Glance..... \$7,500  
Signage..... \$10,000

#### FOOD/BEVERAGE:

Monday Breakfast..... \$12,500  
(Co-sponsorship \$6,250 per)  
Monday Lunch ..... \$20,000  
(Co-sponsorship \$10,000 per)  
Monday Drink Ticket on Show Floor ..... \$20,000  
(Co-sponsorship \$10,000 per)  
Tuesday Breakfast ..... \$12,500  
(Co-sponsorship \$6,250 per)  
Tuesday Lunch on Show Floor..... \$20,000  
(Co-sponsorship \$10,000 per)  
Tuesday Drink Ticket Show Floor..... \$20,000  
(Co-sponsorship \$10,000 per)  
Wednesday Brunch on Show Floor ..... \$15,000  
(Co-sponsorship \$7,500 per)  
Coffee Service (for all 4 days) ..... \$15,000  
Breakout Meeting..... \$2,500