



Thursday August 9, 2018 | Atlanta, Georgia

7th Annual MSO Symposium Sponsor Application & Agreement

1. Sponsor Contact Information (please print)

Company Name: _____

Displaying As (if different than company name): _____

Contact: _____

Title: _____

Address: _____

City: _____

Province/State: _____

Zip: _____

Country: _____

Phone: _____

Email: _____

2. Sponsorship and Event Marketing Opportunity (see Addendum A for pricing/description)

Corporate Sponsor

Portfolio Sponsor

Pen Sponsor

Charging Station Sponsor

~~N/A Lunch Sponsor - Sold~~

~~N/A Reception Sponsor - Sold~~

Coffee/Refreshment Break Sponsor

3. Fees & Payment Schedule

+ **Total Sponsorship Package Due:** \$ _____

We will invoice you. Payment is required upon invoice, and paid in full prior to sponsorship being fulfilled.

Check Payable to: Automotive Service Association - MSO Symposium

Mail to: 22136 Westheimer Parkway, #509

Katy, TX 77450

Wire Transfer: Please notify us and we will provide wire details

Credit card (check one with an X): ___ American Express ___ Mastercard ___ VISA

By signing the following credit card payment authorization, you agree to allow Automotive Service Association to charge your credit card for unpaid balances per the payment and schedule terms of the contract.

Card No: _____ Exp. Date: _____ Sec. Code:* _____

Cardholder Name: _____

Signature: _____

Cardholder Billing Address:

City: _____ Province/State: _____ Zip: _____ Country: _____

Phone: (_____) _____ Fax: (_____) _____

*This number is 3 digits for MC/Visa and is located on the signature panel on the back of your card immediately following the card account number. For Amex this number is 4 digits and is printed on your card above the embossed account number. This number is recorded as an additional security precaution.

5. Deadlines

Logo and 100-Word Company Description Submission:

Deadline: Upon execution of the agreement

Please submit a hi-res, vector file EPS and JPEG to jenniel@msosymposium.com, as well as a 100-word maximum company description.

Registration Instructions:

The deadline to pre-register your team members is **June 29, 2018**. A sponsor resource kit will be sent to you via email with registration instructions and event logistics and details.

Shipping Concierge Service: The MSO Symposium can serve as your shipping concierge to ensure that your inbound shipments are delivered to the meeting space for setup the morning of the summit.

The sponsor resource kit will include details and the deadline to participate in this service.

Please note that should you elect not to coordinate your inbound shipments through the MSO Symposium shipping concierge service, then the MSO Symposium cannot guarantee the delivery of your shipments to the meeting space. By not participating in this service, you will be 100% responsible for the delivery of your items to the meeting space.

Please review additional deadlines associated with your specific sponsorship package in Addendum A.

4. Signature

By signing below Sponsor has read the Terms & Conditions on the final page of this Agreement.

Authorized Signature: _____ Date: _____
Name (Please Print): _____

Title: _____

Addendum A - Sponsorship Opportunities

Corporate Sponsor - \$7500

Includes -

- Pre-event marketing (email, print, web, and PR)
- Signage at event; table-top display area for each sponsor
- Sponsor logo on presentation slides
- Reference from the podium (moderator or chair)
- 3 registrations to the MSO program, including private lunch and networking reception
- Post-event marketing (email, print, web and PR)

Pen Upgrade - (Exclusive) an additional \$1500

In addition to the Corporate Sponsorship, this upgrade includes -

- Co-branding with the MSO Symposium on a high-quality pen that will be placed at each seat
 - Sponsor is responsible for providing the pens; product must be mutually agreed upon between ASA and the sponsor
- The sponsor can also place a brochure or marketing material at each seat
- One additional registration
- Additional recognition on signage and event promotion

Refreshment Break Upgrade - (Exclusive) an additional \$2500

In addition to the Corporate Sponsorship, this upgrade includes -

- Greater visibility on the mid-afternoon refreshment break on signs
- Logo on napkins, signage, reference on presentation slides
- An opportunity for a giveaway/handout
- One additional registration

Portfolio/Padfolio Upgrade- (Exclusive) an additional \$2500

In addition to Corporate Sponsorship, this upgrade includes -

- Allows the sponsor to place a co-branded portfolio/padfolio at each seat, with branding and marketing material included
 - Sponsor is responsible for providing portfolios; product must be mutually agreed upon between ASA and the sponsor
- One additional registration
- Additional recognition on signage and event promotion

Lunch Upgrade - (Exclusive) an additional \$3500 - **Sold**

In addition to the Corporate Sponsorship, this upgrade includes -

- Greater visibility during the luncheon
- An opportunity to welcome people to the luncheon from the podium and to speak briefly about their business

- One additional registration
- The sponsor can place brochures/giveaways at each seat

Reception Upgrade - (Exclusive) an additional \$4000 - Sold

In addition to the Corporate Sponsorship, this upgrade includes -

- Greater visibility during the private networking reception on signs
- Opportunity to welcome attendees to the reception, speak briefly about their company and offer a toast
- Special location for brochures or giveaway if requested
- Logo on napkins and signage and on the presentation slides
- One additional registration

Charging Station Upgrade - (Exclusive) an additional \$2500

In addition to the Corporate Sponsorship, this upgrade includes -

- Visibility throughout the MSO Symposium via branding exposure on the charging station
- Extra signage and logo inclusion on the charging station
- One additional registration

Demonstration areas-Call to discuss needs, venue regulations, availability, and pricing.

Addendum B - TERMS & CONDITIONS

Participation Rules & Regulations

- The rules and regulations contained herein are intended by the Automotive Service Association (ASA) to serve the best interest of the conference, the Vendors, and the registrants, and to give notice to applicants and Vendors of governing rules and regulations. All applicants, Vendors, and Vendors appointed contacts are bound by the rules and regulations.
- ASA shall have full authority to interpret or amend these rules, and its decision is final. Vendors agree to abide by any rules or regulations that may hereafter be adopted, which shall be as much a part as though originally incorporated. All issues not addressed herein are subject to the decision of ASA. These rules and regulations have been formulated in the best interest of all Vendors.
- The Vendor understands and agrees that the information contained in this document and ASA Rules and Regulations are an integral and binding part of the conference contract, and that signing the conference contract indicates understanding and agreement to comply with all policies, rules, regulations, terms and conditions, and any others issued by ASA regarding the conference; willingness to abide by the payment policy; acknowledgment of having read ASA rules and regulations, and agreement to distribute them for proper execution to those individuals involved with exhibiting.

Payment Policy

Payment is required upon invoice, and paid in full prior to sponsorship being fulfilled. All payments must be made in US Dollars (\$) to Automotive Service Association (ASA).

Please remit check to:

Automotive Service Association (ASA)
 Attn: MSO Symposium
 22136 Westheimer Pkwy., Suite 509
 Katy, TX 77450

Cancellation Policy

All requests must be made in writing to ASA. Should ASA receive written notice of cancellation on or before June 29, 2018, ASA will grant a 50% refund. After June 29, 2018, no refunds will be made. ASA reserves the right to resell cancelled sponsorships.

Liability

The exhibitor / Vendor agrees to assume all risks of loss, injury, theft or damage of any kind or nature whatsoever to any exhibit or component thereof, including any goods, merchandise, chattels, papers and business records or other property which may be in or come into the exhibitor's possession during the course of the exhibit, or in the course of assembling or disassembling the exhibit and to assume all liability for damage to property, person or persons arising from accidental or other causes incidental to movement and operation of exhibit and hereby releases ASA, its contractors and the Georgia World Congress Center from any liability whatsoever.

FORCE MAJEURE

The performance of this Agreement by either party is subject to acts of God, government authority, disaster, or other emergencies, any of which make it illegal or impossible to provide the facilities and/or services for your meeting. It is provided that this Agreement may be terminated for any one or more of such reasons by written notice from one party to the other without liability.

CHANGE OF DATE OR SITE CANCELLATION of EVENT BY Automotive Service Association

In the event that ASA changes the event date or site, or cancels the event, The ASA's only liability to the Sponsor/Vendor shall be to notify Sponsor/Vendor as far in advance as possible of such changes or cancellation. In the event that the event is cancelled, or the Sponsor/Vendor cannot attend the event during the rescheduled time period, ASA's only liability will be to refund all funds previously paid by the Sponsor/Vendor for the event.