

8th
ANNUAL

MSO SYMPOSIUM

LAS VEGAS, NV

November 4, 2019

8th Annual MSO Symposium

Monday November 4, 2019 | Las Vegas, NV

Sponsor Application & Agreement Form

1. Sponsor Contact Information (please print)

Company Name:

Displaying As (if different than company name):

Contact:

Title:

Address:

City: Province/State: Postal Code: Country:

Phone:

Email:

Additional Email:

2. Sponsorship and Event Marketing Opportunity

(Refer to Addendum "A" at the end of this contract for pricing/ description)

Corporate Sponsor

Exclusive Sponsor

Exclusive Sponsorship Packages:

Pen Sponsor

Portfolio Sponsor

Coffee/Refreshment Break

Charging Station Sponsor

Lunch Sponsor

Reception 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 (for print and digital purposes) to jenniel@msosymposium.com, as well as a 100-word maximum company description.

Registration Instructions:

- The deadline to pre-register your team members is **October 1, 2019**.

Additional Responsibilities

- Registration Instructions will be sent over upon receipt of this contract.

- A Sponsor Resource Kit with further information pertaining to event logistics will be shared with the email addresses designated in the contract above no later than September 20, 2019.

- Additional deadlines may be associated with your specific sponsorship package in as seen 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 Levels and Details

Corporate Sponsor - \$7500

Includes -

- Pre-event marketing via email, print, web, and press promotions
- Company visibility at event with table-top display area
- Sponsor logo on presentation slides
- Reference from the podium by moderator or chair
- 3 company representatives registered for the program, includes a private lunch and networking reception
- Post-event marketing via email, print, web, and press promotions

Exclusive Sponsorships and Added Benefits

Pen Upgrade + \$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
- Fourth company representative registration allotted
- Elevated recognition on event signage and promotion
- Special recognition and mention from podium during event

Refreshment Break Upgrade + \$2500

In addition to the Corporate Sponsorship, this upgrade includes -

- Greater visibility on the mid-afternoon refreshment break on signage
- Logo on napkins, signage, reference on presentation slides
- An opportunity for a giveaway/handout
- Fourth company representative registration allotted
- Elevated recognition on event signage and promotion
- Special recognition and mention from podium during event

Charging Station Upgrade + \$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
- Fourth company representative registration allotted
- Elevated recognition on event signage and promotion
- Special recognition and mention from podium during event

Portfolio/Padfolio Upgrade + \$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
- Fourth company representative registration allotted
- Elevated recognition on event signage and promotion
- Special recognition and mention from podium during event

Lunch Upgrade + \$3500

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 speak briefly about their business
- Fourth company representative registration allotted
- The sponsor can place brochures/giveaways at each seat
- Elevated recognition on event signage and promotion
- Special recognition and mention from podium during event

Reception Upgrade + \$4000

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
- Fourth company representative registration allotted
- Elevated recognition on event signage and promotion
- Special recognition and mention from podium during event

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 July 1, 2019, ASA will grant a 50% refund. After July 1, 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.