Dear Potential Sponsor,

We are pleased to present our 2018 Sponsorship Program for the US Spring Conference. Detailed below is an overview of our Sponsorship Program.

**STM 2018 Sponsorship Program**

➢ Sponsorship level is determined by total dollar spend

➢ New additions to our program

  o New “Platinum” Level sponsorship
  o Reduced registration fees of 15% for additional company attendees beyond the gratis registration included with the Platinum & Gold sponsorships
  o 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

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>15% reduced registration fees for additional attendees</td>
</tr>
<tr>
<td>Gold</td>
<td>Sponsorship Level recognition across all events</td>
</tr>
</tbody>
</table>

**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 dollar amount to determine your Sponsorship Level.
      i. The Sponsor Levels are based on a dollar 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.

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Sponsorship Application/Contract

STM Annual U. S. Spring Conference
Tuesday, April 24 – Thursday, April 26, 2018
Sheraton Philadelphia Downtown
201 N. 17th Street, Philadelphia, PA 19103

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 March 18, 2018
   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 March 18, 2018
   b. 100% of total sponsorship value if canceled after April 1, 2018

5. **Oversized Collateral (does not fit within folder)** - sponsors 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 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.

Date:______________________________________________________

Sponsor Name: _____________________________________________

Name (Print):________________________________________________

Title: ______________________________________________________

Authorized Signature: ________________________________________

Address____________________________________________________

City________________________________________________________

State / Country______________________________________________

Zip Code___________________________________________________

Email ______________________________________________________
# Sponsorship Application/Contract

## STM Annual U. S. Spring Conference
**Tuesday, April 24 – Thursday, April 26, 2018**

**Sheraton Philadelphia Downtown**
**201 N. 17th Street, Philadelphia, PA 19103**

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## Telephone

### SPONSORSHIP LEVEL BENEFITS

<table>
<thead>
<tr>
<th></th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pre-conference Promotion</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo and links in all pre-conference marketing</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Logo and links on event webpage</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Additional Conference Registration passes Individual Passes discounted at 15%</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>One e-mailing to event attendees list*</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td><strong>At the Conference Promotion</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signage at registration and throughout conference (STM to supply)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Verbal acknowledgement during conference</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sponsor promotional material to be displayed on sponsor table/s (provided by sponsor)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Badges acknowledging sponsorship</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Logo &amp; 50 word company description in conference program &amp; digital participant pack</td>
<td>X</td>
<td>X</td>
<td>30 Word</td>
<td></td>
</tr>
<tr>
<td>Pop-up banner at conference (provided by sponsor)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>STM Event app banner ad</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 conference registrant pass</td>
<td>X</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>1 conference registrant pass</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Premium Signage</td>
<td>X</td>
<td></td>
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<tr>
<td><strong>After the Conference</strong></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>STM Event App contact sharing for registrants and sponsors**</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>One e-mailing to STM member list*</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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*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. Podium Sign – Podium sign on the lecturn
10. Seat Attendee Promotion – Allows for the sponsor to place one piece of collateral on each seat at the event.
11. STM Supporter – Includes the collateral and logo placement on the website and the meeting
12. Web Videos and downloads includes Conference Program Sessions web videos and downloads available/viewable after the Seminar's on the STM Website
13. Wi-Fi – Wi-Fi service for all attendees at the conference
14. Exhibit Table 30 x 60 and it includes one registration