



SUMMIT 2017 years

THURSDAY, OCTOBER 19, 2017 DONALD E. STEPHENS CONVENTION CENTER ROSEMONT, IL

ELEVATE
YOUR KNOWLEDGE

EXPAND
YOUR NETWORK

TRANSFORM
YOUR THINKING



ELEVATE your knowledge, EXPAND your network and TRANSFORM your thinking at SUMMIT 2017

Summit is the place where Chicagoland area HR leaders gather for professional development, networking, and the opportunity to learn about the latest trends impacting their business. The day features thought leaders from inside and outside the human resources profession. Program sessions address key topics to enable HR professionals to develop and execute the strategies that contribute to the bottom line by aligning their people practices with the organization's overall goals. Summit has grown into an eagerly-anticipated annual event attracting over 700 attendees.

Summit is the premier HR conference brought to you by the Human Resources Management Association of Chicago (HRMAC), which has been redefining the role of human resources since 1915. HRMAC membership is comprised of nearly 600 organizations with a network of close to 7,000 HR professionals participating in education and networking events throughout the year.

WE BRING BUYERS TO YOU

Promotion of SUMMIT 2017 has begun and will increase throughout the year. The event will be promoted at nearly 40 HRMAC programs and events, as well as:

- Direct mail campaign
- Social media and public relations
- Email blasts
- Dedicated web page with complete program information!

"If you are in the HR world you need to get involved with HRMAC for timely high quality knowledge and trends."

— JUAN VIVAS, MBA STUDENT, DEPAUL UNIVERSITY

"This is the first time I attended Summit and I am so happy I had the opportunity to meet different people from all over. I enjoyed listening to the guest speakers and learning from them. I definitely gained more knowledge that I can look into and apply at work and career. I am looking forward on attending the next year's Summit conference."

— LAURA ARROYO – HR ASSISTANT, WEST LIBERTY FOODS

"The HRMAC Summit offers HR Professionals an opportunity to focus on two important aspects of their career: networking and education. It is packed full of information on recent trends and allows us a chance for comradery that we don't often get in the business world. I am so glad I was able to attend this year and I have every intention of getting more involved in HRMAC in the future."

— SUMMIT 2016 ATTENDEE

"Energizing, professionally stimulating and best local opportunity to engage thoughtful human capital strategy."

— GREG BELBACK, CHIEF TALENT OFFICER, FRANCISCAN MINISTRIES

SUMMIT 2016 ATTENDEES



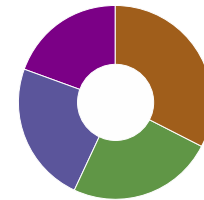
719 attendees,

representing 223 companies



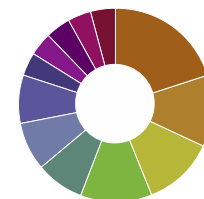
62 percent were corporate attendees

Job Titles of Corporate Attendees



- 32% Manager
- 24% CHRO/VP
- 23% Director
- 19% Other

Industries Represented by Corporate Attendees



- 20% Non-Profit Organization
- 12% Personal and Business Services
- 12% Machinery/Instrument Manufacturing, N.E.C.
- 12% Transportation/Equipment, Parts, Supplies and Service
- 8% Health Care
- 8% Textile Mills and Manufacturing
- 8% Warehousing and Distribution
- 4% Banking/Finance
- 4% Metals (Primary Products)
- 4% Office Equipment and Computers
- 4% Telecommunications
- 4% Wholesale/Retail Sales

WHY Exhibit at SUMMIT 2017?

ACCESS

More than 700 Chicagoland HR professionals will be here. Complimentary post-show attendee mailing list is given to all exhibitors.

INSIGHT

Learn what new issues local HR professionals are facing. Discover their concerns and how you can help resolve their problems.

PRACTICAL DEMONSTRATIONS

Give your clients and potential customers hands-on access to your new and current products.

WHO Should Exhibit?

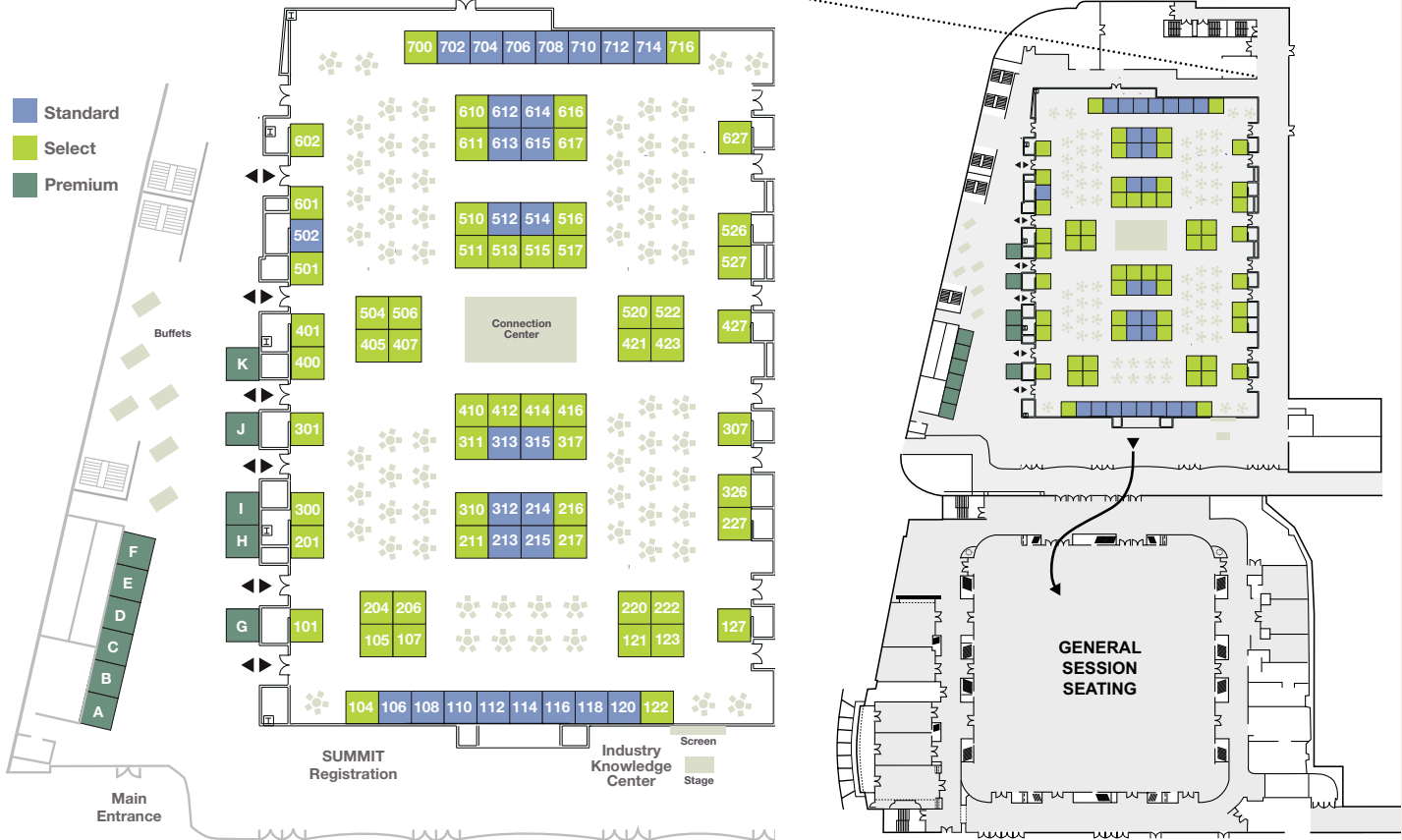
Companies that provide products listed below should exhibit at SUMMIT 2017. The exposition will feature companies who represent the following areas of expertise:

- Arbitration and Mediation
- Assessment, (Psychological Culture)
- Background Investigations
- Benefits/Wellness/Employee Assistance Program
- Career and Leadership Development/ Executive Coaching
- Certified Public Accounting
- Consulting/Career Management/Outplacement
- Electronic Document Management
- Employment Interview Services
- Financial Services
- General Management Consulting
- Global Outsourcing
- Health, Wellness and Safety
- Human Resource Information Systems
- Immigration Law
- Insurance
- International Resources
- Online Employment Services
- Organizational Development/Talent Management
- Outplacement
- Outsourcing
- Payroll Services
- Pensions and Retirement Benefits
- Performance Management
- Recruitment/Recruitment Advertising
- Recognition Resources
- Relocation Services
- Safety and Security
- Staffing Services
- Surveys
- Talent Acquisition
- Technology/Software
- Third Party Administrators
- Training and Education
- Universities
- Worker's Compensation

SUMMIT 2016 EXHIBITORS AND SPONSORS

| | | | |
|---------------------------------------|---|--|---|
| 2020 On-Site Optometry | Cornerstone OnDemand | Loftus & O'Meara Staffing | Regional Transportation Authority – RTA |
| A.H. Management Group | DeGarmo | Loyola University Chicago | Root Inc. |
| Advanced Resources | Emplify | Loyola University Chicago – Institute of | SAP SuccessFactors |
| Ajilon Professional Staffing | Engagedly | Human Resources Employment Relations | Skills for Chicagoland's Future |
| Andrea Donovan Senior Living Advisors | Executive Coaching Connections | Management Association | Strategic Talent Solutions |
| Aon Hewitt | Fairsail | Mercer | SuccessWise Consulting |
| Arlington Resources Inc. | Grant Thornton LLP | Midwest Business Group on Health | The CARA Group, Inc. |
| Best Money Moves | H&R Block | National Louis University | The Relocation Department, Inc. |
| Bloomberg BNA | HighGround | Northwestern University | UBS Financial Services |
| BPI group | HR Certification Institute | NRI Relocation, Inc | UIUC School of Labor & Employment Relations |
| Capsim Management Simulations | IDT, Inc. | O.C. Tanner | Ultimate Software |
| Cardio Partner Resources | IMPACT Group | Olivet Nazarene University | VISANOW |
| Career Transitions Center of Chicago | JB Training Solutions | Pace Suburban Bus | Western Governors University |
| Celemi, Inc. | Kensington International | Patina Solutions | Willis Towers Watson |
| Challenger, Gray & Christmas | Kinexxia | Paycor | Windy City Fieldhouse |
| City Staffing | Lake Forest Graduate School of Management | Pinnacle Performance Company | Working Credit NFP |
| Cobalt Solutions, Inc. | Lee Hecht Harrison | QuadMed | YWCA Metropolitan Chicago |
| Conduent (formerly Xerox HR Services) | Lester Lampert Corporate | Reflektive | |

SUMMIT 2017 EXHIBITOR SPACE



| | EARLY BIRD THRU JUNE 30 | REGULAR RATE AFTER JULY 1 |
|---------------------------|----------------------------|------------------------------|
| Member Standard Booth | \$1,025 | \$1,185 |
| Non-member Standard Booth | \$2,425 | \$2,425 |
| Member Select Booth | \$1,125 | \$1,295 |
| Non-member Select Booth | \$2,540 | \$2,540 |
| Member Premium Booth | \$1,275 | \$1,445 |
| Non-member Premium Booth | \$2,690 | \$2,690 |

- HRMAC members receive priority placement.
- Membership must be current at time of Summit to be eligible for member rate.
- The exhibit hall is carpeted. Electrical service is not included in your booth fee. You will receive instructions to order booth services once your exhibit application has been processed.

SUMMIT 2017 EXHIBITS INCLUDE:

- 10' x 10' booth
 - Company ID sign: 7" x 44" two-line company identification sign
 - Standard 8' high back drape with 3' high side rails
 - 6' skirted 42" counter height table, 2 barstools, 1 wastebasket
 - Two complimentary exhibit-only badges
 - Upgrade and discounts on full conference registrations
 - Company contact information and description in exhibitor listing of mobile app
 - Continental breakfast, lunch and refreshment breaks throughout the day
 - *Attendee postal mailing list (pre-and-post-conference)
- * Attendee postal mailing list includes (if applicable) the name, title, company and full company address. Postal mailing list **does not** include email addresses or phone numbers. All pre-conference attendee postal mailing lists will be emailed two weeks prior to conference.

CONTACT OUR TEAM FOR MORE INFORMATION:

DEANNE ROCKOLA ALTMAN Phone: (301) 200-4616 ext. 103 Fax: (888) 908-2732 E-mail: exhibits@hrmac.org and sponsorships@hrmac.org



“HRMAC SUMMIT 2016 had great traffic to our booth to generate leads.”

— SUMMIT 2016 EXHIBITOR

“HRMAC Summit is a great opportunity to network and increase visibility to HR leaders.”

— SUMMIT 2016 EXHIBITOR



EXHIBITOR AND SPONSOR SCHEDULE

WEDNESDAY, OCTOBER 18, 2017

| | |
|--------------------------------|--|
| Advanced Booth Move-in | 3:00 pm – 7:00 pm |
| (Mandatory for Premium Booths) | <i>(no exhibitor services/labor available after 4:30 pm)</i> |

THURSDAY, OCTOBER 19, 2017

| | |
|-------------------|-------------------|
| Move-In | 6:30 am – 8:45 am |
| Exhibit Hall Open | 9:30 am – 3:00 pm |
| Dismantle | 3:00 pm – 6:00 pm |

NOTE:

Premium Booths must be set by 7:00pm, Wednesday, October 18th and staffed prior to 7:00 am, Thursday, October 19th. All other booths must be completely set-up by 8:45 am, October 19th for final clean and for opening. Booths must be staffed prior to opening at 9:30 am on October 19th, 2017. Premium booths must be dismantled between 5:00-6:00 pm on October 19.

SUMMIT 2017 SCHEDULE OF EVENTS

THURSDAY, OCTOBER 19, 2017

| | |
|---|---------------------|
| Registration | 7:00 am – 4:30 pm |
| Continental Breakfast | 7:15 am – 8:15 am |
| Opening Keynote Session and Awards Ceremony | 8:15 am – 10:00 am |
| Exhibit Hall Hours | 9:30 am – 3:00 pm |
| Networking Morning Break | 10:00 am – 11:00 am |
| First Time Attendees Meet-Up in Connection Center | 10:00 am – 10:30 am |
| Industry Knowledge Sessions | 10:10 am – 12:00 pm |
| Education Breakout Sessions | 11:00 am – 12:00 pm |
| Networking Lunch | 12:00 pm – 1:15 pm |
| Industry Knowledge Sessions | 12:10 pm – 2:15 pm |
| Education Breakout Sessions | 1:15 pm – 2:15 pm |
| Networking Afternoon Break | 2:15 pm – 3:00 pm |
| Industry Knowledge Sessions | 2:20 pm – 2:40 pm |
| Closing Session | 3:00 pm – 4:00 pm |
| Closing Reception and Prizes | 4:00 pm – 5:00 pm |

* Subject to change without notice

SPONSORSHIP OPPORTUNITIES

HRMAC SUMMIT 2017 not only offers an exhibit hall to showcase your products and services, but also multiple sponsorship opportunities to increase awareness among attendees. Each of the sponsorship options provide brand exposure while effectively delivering a message of commitment to the HR professionals of Chicagoland.

PLATINUM SPONSORSHIP

Investment: \$20,000

SOLD

Availability: 1

As the Summit Platinum sponsor, you will receive outstanding brand recognition, the opportunity to deliver your thought leadership, strengthen existing relationships, generate leads and the ability to stand out as an industry leader. Boost your exposure before, during and after the Summit as well as the ability to reach executives and top management with this opportunity.

BENEFITS INCLUDE:

- Vertical market exclusivity
- One complimentary registration to the CHRO session
- One complimentary 20-minute TED-style talk, Industry knowledge session
- One complimentary learning session (\$3,000 value) pending Summit committee approval
- Two complimentary conference registrations
- Right of refusal the following year
- A complimentary double booth (10' x 20') or a (10' x 10') booth and an additional full conference complimentary registration
- One complimentary 120 x 240 ad on the HRMAC website within 1 week of receiving graphics until 10/31/2017
- VIP seating at general sessions
- Custom gobo light with your company logo prominently displayed in the general session room
- Recognition from the general session podium and on signage throughout the conference areas
- One PDF in virtual conference bag on the app (you must provide PDF to HRMAC)
- Logo on the cover of SUMMIT 2017 brochure
- Recognition with name or logo in promotional emails, brochure, website, onsite signage, and app
- Banner Tile on SUMMIT 2017 app (specs to follow)
- *Spy for a Prize* Game Board at Exhibitor booth; sponsor name and booth number on game card; supply of decoder glasses in booth to distribute to participating attendees.
- Complimentary enhanced Exhibitor listing on Summit app
- Opportunity to offer a client to attend Summit at discounted non-member rate of \$605 (discount code provided by HRMAC)
- *Pre-and-post conference attendee postal mailing list
- *HRMAC member postal mailing list

* Attendee postal mailing list includes (if applicable) the name, title, company and full company address. Postal mailing list **does not** include email addresses or phone numbers. All pre-conference attendee postal mailing lists will be emailed two weeks prior to conference. Production deadlines apply.

SPONSORSHIP OPPORTUNITIES (CONTINUED)

DIAMOND SPONSORSHIP

Investment: \$10,000

Availability: 3

All diamond sponsorship opportunities provide extensive brand recognition combined with the opportunity for lead generation, and the ability to boost your exposure before, during and after Summit.

OPENING SESSION (1)

SOLD

The HRMAC opening session is well attended and a highlight of the Summit schedule. Your company name and logo will be associated with the opening session on the website, brochure, onsite signage, and app. You may also choose to place a printed piece on the chairs.

BADGE HOLDER AND LANYARD (1)

SOLD

A highly visible vehicle for your logo, which will appear on Summit lanyards and badgeholders worn by attendees, speakers, and exhibitors.

WI-FI (1)

NEW!

Imagine how appreciative attendees will be to have Wi-Fi access to use the new SUMMIT 2017 app! Sponsor name and logo will appear on signage, website, and app. Sponsor may suggest a custom password which is no more than 32 characters including spaces. The sponsor logo will appear on the Wi-Fi login splash page.

BENEFITS INCLUDE:

- One complimentary conference registration
- One complimentary 20-minute TED-style talk, Industry knowledge session in the Industry Knowledge Center in the foyer.
- A complimentary booth (10' x 10')
- VIP seating at general sessions
- Right of first refusal the following year
- Recognition from the general session podium and on signage throughout the conference areas
- One PDF in virtual conference bag on the app (you must provide PDF to HRMAC)
- Recognition with name or logo in promotional emails, brochure, website, onsite signage, and app
- Opportunity to offer a client to attend Summit at discounted non-member rate of \$605 (discount code provided by HRMAC)
- *Spy for a Prize* Game Board in booth with sponsor logo; sponsor name and booth number on attendee game card; supply of decoder glasses in booth to distribute to participating attendees.
- Complimentary enhanced Exhibitor listing on Summit app
- *Pre-and-post conference attendee postal mailing list
- *HRMAC member postal mailing list

* Attendee postal mailing list includes (if applicable) the name, title, company and full company address. Postal mailing list **does not** include email addresses or phone numbers. All pre-conference attendee postal mailing lists will be emailed two weeks prior to conference. Production deadlines apply.

SPONSORSHIP OPPORTUNITIES (CONTINUED)

GOLD SPONSORSHIP

Investment: \$7,500

Availability: 6

Gold sponsorship opportunities include branding, advertising and a complimentary booth.

ONSITE CONFERENCE BAG (1)

The bag will include your logo artwork, Summit and HRMAC logos. Attendees will have the opportunity to take an onsite conference bag.

CHARGING STATIONS (2)

One charging station will be prominently located in Connection Center in the exhibit hall and 1 near registration or in the foyer.

Your sponsorship includes 2 charging tables with your custom graphics and 1 app push notification recognizing sponsorship.

HYDRATION STATION (1) **NEW!**

Branded marketing opportunity. Your custom logo will be printed on reusable water bottles offered to SUMMIT 2017 attendees. The sponsorship will also include a water hydration station with signage recognizing sponsorship placed in a high traffic area of the convention center.

CLOSING SESSION SPONSORSHIP (1)

Your company name and logo will be associated with the closing session on the website, brochure, onsite signage, and app. You may also choose to place a printed piece on the chairs.

20TH ANNIVERSARY CLOSING RECEPTION (1) **NEW AND IMPROVED!**

Sponsor representative may welcome those attending from a provided script and announce prize winners. Your company name and logo will be associated with this reception on the website, brochure, signage and app. Your sponsor logo will also be included on branded earbuds to be given out to 250 reception attendees. Deejayed music will be provided at the reception.

BENEFITS INCLUDE:

- One complimentary conference registration
- A complimentary booth (10' x 10')
- Right of first refusal the following year
- One PDF in virtual conference bag on the app (you must provide PDF to HRMAC)
- Recognition with name or logo in promotional emails, brochure, website, onsite signage, and app
- *Spy for a Prize* Game Board in booth with sponsor logo; sponsor name and booth number on attendee game card; supply of decoder glasses in booth to distribute to participating attendees.
- Complimentary enhanced Exhibitor listing on Summit app
- *Pre-and-post conference attendee postal mailing list

* Attendee postal mailing list includes (if applicable) the name, title, company and full company address. Postal mailing list **does not** include email addresses or phone numbers. All pre-conference attendee postal mailing lists will be emailed two weeks prior to conference. Production deadlines apply.

SPONSORSHIP OPPORTUNITIES (CONTINUED)

SILVER SPONSORSHIP

Investment: \$5,500

Availability: 2

All silver sponsorship opportunities includes branding, advertising and a complimentary booth.

SUPER SESSION SPONSORSHIP (1)

SOLD

The Super Session is well attended and a highlight of the schedule. Your company name and logo will be associated with the sponsored Super Session on the website, brochures, onsite signage and app. You may also choose to place a printed piece on the chairs during your sponsored session. This sponsorship includes the opportunity to introduce the speaker from a provided script, greet and welcome attendees to sponsored session and the sponsor logo on the PowerPoint slide, if applicable.

APP SPLASH PAGE (1)

NEW!

Highly visible branded opportunity on the SUMMIT 2017 app. The App Splash Page will be shown each time the SUMMIT 2017 App is opened. Your logo or graphic will appear on the splash page with the HRMAC logo.

BENEFITS INCLUDE:

- A complimentary booth (10' x 10')
- Right of first refusal the following year
- One PDF in virtual conference bag on the app (you must provide PDF to HRMAC)
- Recognition with name or logo in promotional emails, brochure, website, onsite signage, and app
- Complimentary enhanced Exhibitor listing on Summit app
- *Pre-and-post conference attendee postal mailing list

* Attendee postal mailing list includes (if applicable) the name, title, company and full company address. Postal mailing list **does not** include email addresses or phone numbers. All pre-conference attendee postal mailing lists will be emailed two weeks prior to conference. Production deadlines apply.

SPONSORSHIP OPPORTUNITIES (CONTINUED)

BRONZE SPONSORSHIP

Investment: \$3,500

Availability: 14

BRANDED COFFEE SLEEVES (1) **SOLD**

Sponsor logo will be placed on coffee sleeves during breakfast and morning break.

BRANDED POPCORN BAGS (1) **NEW!**

Sponsor logo will be placed on the popcorn bags for the afternoon break.

VIRTUAL ATTENDEE ROSTER (1) **NEW!**

Sponsor logo will be included at the top of the virtual attendee roster on the app. The roster will be in pdf form and available to all SUMMIT 2017 app users.

NOTE PADS (1) **SOLD**

Sponsor logo on every page of the notepad and available to all Summit attendees.

DIRECTIONAL SIGNAGE (1)

Company graphics, logo and booth number on entire back side of two Summit directional signs.

AISLE SIGN BANNER (7) **NEW!**

Each exhibit hall aisle has an aisle sign banner. Advertise your company logo and booth number on the aisle banner of where your booth is located. Only one company per aisle.

WALK-WAY WINDOW CLINGS (2) **NEW!**

Advertise your company logo and booth number on 8 window clings placed in the walk-way from the parking lot and hotel to the convention center.

BENEFITS INCLUDE:

- A complimentary booth (10' x 10')
- Recognition with name or logo in promotional emails, brochure, website, onsite signage, and app
- One PDF in virtual conference bag on the app (you must provide PDF to HRMAC)
- *Pre-and-post conference attendee postal mailing list
- Complimentary enhanced exhibitor listing on app

* Attendee postal mailing list includes (if applicable) the name, title, company and full company address. Postal mailing list **does not** include email addresses or phone numbers. All pre-conference attendee postal mailing lists will be emailed two weeks prior to conference. Production deadlines apply.



SPONSORSHIP OPPORTUNITIES (CONTINUED)

À LA CARTE SPONSORSHIP OPPORTUNITIES

LEARNING SESSION

Investment: \$3,000 (upon acceptance of RFP)

Availability: 6

SOLD

HRMAC is providing professional service members the opportunity to sponsor and present with a client(s) during a learning session at SUMMIT 2017. This sponsorship includes one 60-minute learning session, signage and recognition from the podium. Sponsors must present with a client and must be educational in nature, no commercials are allowed. This opportunity is based on a proposal approval process by the HRMAC Summit Committee. All proposals must be submitted before March 17. ***This sponsorship opportunity is sold based on availability to exhibitors only.***

INDUSTRY KNOWLEDGE SESSION

Investment: \$1,500

Availability: 3

An opportunity to present unique thought leadership content or a case study through a 20-minute, TED-style talk session. This session must be educational in nature and focus on industry knowledge through best practices or a client case study. This session will take place in the Industry Knowledge Center located in the new area next to registration. ***This sponsorship opportunity is sold based on availability to exhibitors only.***

HOSPITALITY SUITE RENTAL

NEW!

Investment: \$500

Availability: 2

Host a client meeting or private function in the board room during breakfast or lunch. (An additional food and beverage fee will be at the sponsors expense) Maximum 20 people.

ANSWERS ON THE HOUR

NEW!

Investment: \$750

Availability: 5

Sponsor provides representative/expert to host a 20 minute Q&A on the topic of their choice in the Connection Center located in the exhibit hall. An app notification will be sent out prior to the scheduled *Answers on the Hour* timeslot. The sponsor logo will be included on onsite signage.

SPY FOR A PRIZE

NEW!

Investment: \$400

Availability: 6

The new *Spy for a Prize* game provides a fun scavenger hunt for attendees to collect words from sponsored game boards, using decoder glasses, to be entered to win a prize. Buy into the game to get logo visibility and your booth number on one game board sign, located in a high-traffic area within the convention center (sign will not be in the exhibitor's booth). Your company name will also be listed on the attendee game card, with its designated location of the game board.



APP SPONSORSHIP OPPORTUNITIES

NEW!

HOME SCREEN TILE BANNER ON THE APP

NEW!

Investment: \$1,000

Availability: 2

The most visible advertising opportunity on the app. It appears on the SUMMIT 2017 app homepage and links to your URL.

ENHANCED EXHIBITOR LISTING

NEW!

Investment: \$50

Add your logo to your online exhibitor listing and app. All sponsors Bronze level and above receive complimentary enhanced listing.



SUMMIT 2017 • October 19, 2017
Donald E. Stephens Convention Center • Rosemont, IL
EXHIBIT/SPONSORSHIP CONTRACT

Email: exhibits@hrmac.org or fax: (888) 908-2732 or
 Mail to: HRMAC Exhibits PO Box 600 White Marsh, MD 21162

| | |
|-------------------------------|---------------------------------------|
| COMPANY NAME | PRIMARY EXHIBIT CONTACT |
| STREET ADDRESS | PRIMARY CONTACT E-MAIL ADDRESS |
| CITY, STATE, ZIP | PRIMARY CONTACT PHONE |
| MAIN COMPANY TELEPHONE | COMPANY WEBSITE |

SECTION 1: EXHIBIT BOOTH OPTIONS:

Booths are sold in 10' x 10' increments. Please circle your booth pricing and indicate configuration (10' x 10', 10' x 20', etc.), below:

| PRICE OPTIONS PER BOOTH | EARLY BIRD THRU JUNE 30 | REGULAR RATE AFTER JULY 1 | CONFIGURATION | |
|----------------------------|----------------------------|------------------------------|---------------|--|
| Member Standard | \$1,025 | \$1,185 | | PLEASE LIST ANY LOCATION PREFERENCES: 1st: _____ 2nd: _____ 3rd: _____ 4th: _____ |
| Non-Member Standard | \$2,425 | \$2,425 | | |
| Member Select | \$1,125 | \$1,295 | | |
| Non-Member Select | \$2,540 | \$2,540 | | |
| Member Premium | \$1,275 | \$1,445 | | |
| Non-member Premium | \$2,690 | \$2,690 | | |

* Premium booths include 2 additional hours of exhibit time during breakfast and the evening reception. Booth must be staffed 7:00am–5:00pm.
 ** Membership must be current at time of Summit to receive member rates, if not the exhibitor will be charged the non-member rate balance prior to Summit
 *** Bronze Level and above sponsorship packages include a standard 10' x 10' booth space with related benefits.

SECTION 2: SPONSORSHIP OPTIONS:

Additional information regarding your sponsorship will be sent upon receipt of this contract. **A 25% surcharge applies to non-members.**

Sponsorship package or À la carte – Please write in selection

LIST OF PREFERRED SPONSORED EVENT(S):
 (See Sponsorship Program descriptions in prospectus)

1. SPONSORSHIP

| | | | |
|--------------------------|---------------|--|----|
| <input type="checkbox"/> | Package _____ | | \$ |
|--------------------------|---------------|--|----|

2. À la Carte

| | | | |
|--------------------------|----------------|--|----|
| <input type="checkbox"/> | Write-in _____ | | \$ |
|--------------------------|----------------|--|----|

SUMMIT 2017 • October 19, 2017 • Donald E. Stephens Convention Center • Rules and Regulations

HRMAC and its authorized representatives are hereinafter referred to as "Show Management" or "SM."

1. PAYMENT AND REFUNDS: Contracts submitted prior to June 30, 2017 must be accompanied by a deposit payment in the amount of 50% per booth. Contracts received without such payment will not be processed nor will space assignment be made. The balance of the space rental charge will become due and payable on July 1, 2017. Contracts submitted after June 30, 2017 must be accompanied by payment IN FULL of the space rental charges. Contracts received without such payment will not be processed nor will space assignments be made.

CANCELLATION POLICY: Booth space cancelled prior to June 30, 2017 will be refunded, less a \$100 service charge. No refunds will be made after July 1, 2017. It is expressly agreed by the exhibitor that in the event he fails to pay the space rental at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning his use of exhibit space, SM shall have the right to reassign the booth location shown on the face of the contract or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid by him for his space reservation, regardless of whether or not the SM enters into a further lease for the space involved. In case the exposition shall not be held for any reason whatsoever, then and thereupon, the rental and lease of space to the exhibitor shall be terminated. In such case the limit claim for damage and/or compensation by the exhibitor shall be the return to the exhibitor of the prorated amount already paid for space for this specific event. No refunds provided for sponsor cancellation.

2. SPACE RENTAL AND ASSIGNMENT OF LOCATION: Whenever possible, space assignments will be made by SM in keeping with the location preferences requested by exhibitors. SHOW MANAGEMENT RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXPOSITION.

3. USE OF SPACE, SUBLETTING OF SPACE: No exhibitor shall assign, sublet, or share the space allotted with another business or firm unless approval has been obtained in writing from SM. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies excepted. Exhibitors must show only products and/or services or dealt in by them in the regular course of business. Should an article of non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

4. EXHIBITORS AUTHORIZED REPRESENTATIVE: Each exhibitor must name one person to be his representative in connection with installation, operation and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for representation in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times. For their own safety and protection, children under sixteen (16) years of age will not be admitted to the exhibit halls during move-in and move-out.

5. INSTALLATION AND REMOVAL: Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show. Installation of all exhibits must be fully completed by the opening time of the exposition. Any space not claimed and occupied by 8:00 a.m. on the opening day of the Show, may be resold or reassigned without refund. No exhibitor will be allowed to dismantle or repack any part of his exhibit until official move-out time as designated by SM. Premium Booth space only must install October 18, 2017 3:00pm-7:00pm and dismantle October 19, 2017 5:00pm – 6:00pm.

6. OPERATION OF DISPLAYS: Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exposition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by SM to be objectionable to the successful conduct of the exposition as a whole. Use of so-called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. HRMAC follows IAEE guidelines related to booth construction. Guidelines are available from HRMAC upon request. The general rule of the exhibit floor is to "be a good neighbor." No exhibits will be permitted that interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators, are required to confine their activities within the exhibitor's booth space. Within the convention center property, exhibitor brand or company logos, signs, and trademark displays will be limited to the official exhibit area only. Display material (including show case displays or storage cabinets, electrical fixtures, wire, conduits, etc.) must adhere to the Exhibit Construction Guidelines outlined in the Exhibitor Services Kit.

Booth Representatives. Booth representatives including models or demonstrators must be properly registered and wear badges. They must be properly and modestly clothed. Excessively revealing attire is prohibited. For their own safety and protection, children under sixteen (16) years of age will not be admitted to the exhibit halls.

Contests, Drawings, Lotteries. All unusual promotional activities must be approved in writing by SM no later than 60 days prior to the opening of the expo.

Food & Beverage. Food and beverage may not be served in the exhibit hall except with the written permission of SM.

Literature Distribution. All demonstrations or other activities must be confined to the limits of the exhibitor's booth space. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

Live Animals. Live animals are prohibited.

Sales. All sales transacted at the Show must be accompanied by a receipt.

Sound. Microphones are not permitted. Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. Show Management must be notified in advance if any recorded or live music is to be played at the exhibitor's booth. Exhibitor is responsible for paying applicable licensing fees.

7. ARRANGEMENT OF EXHIBITS. Each exhibitor is provided an Official Exhibitors Kit. The Exhibitors Kit describes the type and arrangement of exhibit space and the standard equipment provided by SM for booth construction. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitors Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition.

8. EXHIBITS & PUBLIC POLICY: Each exhibitor is charged with knowledge of all State, County, and City Laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in the exposition. No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped or otherwise affixed to any pillars, doors, walls, or other parts of the building. SM and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual

EXHIBITS & PUBLIC POLICY, continued

exhibitor's space, materials, and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them. All booth decorations must meet flame-proofing codes. All exits, hallways, aisles and fire control apparatus must remain clear and unobstructed at all times. Electrical equipment and wiring must conform to National Electrical Code Safety Rules. Use of butane or bottled gas is not permitted. Use of propane and helium balloons is prohibited. Exhibitors will not be permitted to store behind their booth background any excess material such as cardboard cartons, literature, etc. Designated "No Smoking" areas must be observed. If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with SM for information concerning facilities or regulations. Exhibitors must comply with City and State fire regulations. Independent contractors must conform to IAEE, ESCA and ED&PA guidelines and must be signatory to a current local collective bargaining agreement. An exhibitor who makes any claim or advertises at Summit in any way which, in the sole opinion of Show Management, is false, misleading or otherwise against public policy, may, at the sole discretion of SM, be required to discontinue such claim or advertising.

9. STORAGE OF PACKING CRATES AND BOXES: Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period; but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor's responsibility to mark and identify his crates. Crates not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty." Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Exhibitors will be billed by SM for removal time and materials at prevailing rates.

10. SOCIAL ACTIVITIES: Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official show activities, including exhibit hours, meals, educational seminars and any other related activity scheduled by Show Management.

11. AMERICANS WITH DISABILITIES ACT: Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless HRMAC, Show Management, and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the Act.

12. LIABILITY AND INSURANCE: All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither SM, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is required that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

13. INDEMNIFICATION: Exhibitor agrees that it will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against SM on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of SM by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of SM. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased here- under, then Exhibitor shall and will pay all costs and expenses, including reasonable attorneys' fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

Property Damage. Neither SM nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable casualty, and SM and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. Accordingly, it shall be the responsibility of SM and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

Use of Certain Property. Exhibitor will assume all costs arising from the use of patented, trademarked, or franchised materials, devices, processes or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend and hold harmless HRMAC, Show Management, the City and their officers, directors, members, agents and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

14. WAIVER: SM shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by SM. No delay or omission by SM in exercising any of its rights shall operate as a waiver of such rights and a waiver of rights in writing on one occasion shall not be construed as consent to or a waiver of any right or remedy on any future occasion.

15. ATTORNEYS' FEES: Should SM find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement or to protect in any manner its interest or interests under this agreement, Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

16. OTHER REGULATIONS. Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.