

2012 CONFERENCE

April 25-27, 2012

Eau Claire, WI



Conference Sponsorship/Vendor Agreement

Sponsor / Vendor Information (Please Type or Print)

Contact Name: _____ Title: _____

Company / Organization: _____ Sponsor Package Requested: _____

Mailing Address: _____

City: _____ State / Province / Zip Code: _____

Telephone: _____ Email Address: _____

Questions?

*Michelle Holker,
Conference & Events Manager
(952) 746-3822
mholker@lifesciencealley.org*

Primary Sponsorship Levels:

<i>Platinum</i>	<i>\$7,500</i>
<i>Gold</i>	<i>\$3,500</i>
<i>Silver</i>	<i>\$1,500</i>
<i>Bronze</i>	<i>\$500</i>
<i>Booth Exhibitor</i>	<i>\$750</i>

Other Opportunities:

<i>Vendor Reception Sponsor (3)</i>	<i>\$1,500</i>
<i>Lunch Sponsor (1)</i>	<i>\$1,500</i>
<i>Breakfast Sponsors (2)</i>	<i>\$750</i>
<i>Refreshment Breaks (1)</i>	<i>\$750</i>
<i>Industry Tour Sponsors (3)</i>	<i>\$500</i>

(SOLD OUT!)

Please refer to the following pages for details regarding sponsorship levels.

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Description of Sponsor Benefits, Terms and Conditions

Each paid conference sponsorship carries specific benefits depending on the sponsorship level selected. Please see descriptions of Conference Sponsorships in the latter half of this agreement for a list of benefits at each sponsorship level. A detailed description of the sponsorship benefits and the terms and conditions that must be met, such as electronic formats for logos and deadlines for submitting graphic and written materials, follows below.

Logos and Links on the Official Conference Webpage

Sponsors in each category may have their company or organization's logo on the official conference website, with a link from the conference website to their own business or organization website. The size and prominence of each logo will vary in accordance with the specific level of sponsorship, with Platinum and Gold sponsors gaining the highest visibility.

Posting of the sponsor's logo on the conference website is dependent on sponsor providing a suitable electronic logo. The Committee agrees to post Sponsor's logo and link to Sponsor's website in five (5) business days of receipt of full Sponsor payment and an electronic logo suitable for posting. The Committee reserves the right to refuse logos and/or links and refund sponsor payments if the conference organizers determine a logo or linked website is inappropriate or in conflict with the goals of the conference.

Company Advertisements in the Conference Program

All Sponsors and Exhibitors will be recognized on the conference website and in the conference program. Booth exhibitors can provide a 50-word company description to be included in the program, while Platinum, Gold and Silver level sponsors will have a business advertisement printed within the conference program (Bronze level sponsors will be listed separately). The size and placement of the ad is dependent on sponsorship level, with the smallest being a 1/4-page ad for Silver Level Sponsors and the largest being a full-page ad for Platinum Level Sponsors. In addition to these printed ads, Platinum and Gold Level Sponsors have the option to provide one-page handouts that will be included as inserts distributed with the conference program. Design and printing of these materials is the responsibility of the Sponsor.

The Sponsor is further responsible for providing all text and graphics, including advertisements and logos, in the required format and by the dates set forth in this agreement. In the event the sponsor fails to meet the delivery dates or to provide materials in the proper format, the Conference organizers or its agents will not be obligated to provide these benefits prescribed for in the sponsorship package. The conference may reject advertisements that are inappropriate and/or not in keeping with the conference goals.

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Additional Recognition at the Conference

Sponsors at the Platinum, Gold and Silver levels will gain additional exposure and recognition at the conference by having their logos appear on all AV screens in each of the conference rooms. Platinum and Gold level sponsors will also have their logos appear on all signage in use throughout the conference venue. Platinum sponsors have the opportunity to introduce a General Session of choice and Gold sponsors can co-host a breakout session of choice.

Format and Deadline Information

All logos and print ads must be provided in Encapsulated PostScript (EPS) file format. Logos and links on the official conference website will be made available within five business days of receipt of a paid sponsorship. In order for logos to be placed in the conference program the file must be received by February 28, 2012. Handouts/inserts for inclusion in the conference program must also be received by February 28, 2012.

Exhibit Space

Space in the Exposition Hall varies depending on the specific level of sponsorship. The minimum amount required to secure a booth at the conference is \$750 at the Booth Exhibitor level, with additional benefits accruing at each sponsorship level above that amount. Outdoor exhibit space, located directly outside of the Exposition Hall, is available and approved for combustion appliances.

The Exposition Hall and outdoor exhibit areas have been designed to promote maximum exposure for the participants. All conference refreshment breaks and meals, as well as the reception on the evening of April 25, 2012, will be held in or adjacent to the Exposition Hall. The Exposition Hall will be open from 5:30 pm on April 25th until 11:30 am on April 27th.

There will be no security provided by the conference or the hotel in the Exposition Hall or outdoor exhibit area. Security for exhibits is the responsibility of the exhibitor. Electric power in the Exposition Hall will be provided on request through the conference coordinator. Selection of a location in the Exposition Hall is on a first come first served basis within each level of sponsorship.

Complimentary Registrations

Some sponsorship levels include complimentary full conference registrations, permitting attendance at all sessions, refreshment breaks, breakfasts, lunches and the cocktail reception on the first night of the conference. The number of complimentary full conference registrations varies depending upon sponsorship level. Sponsors at any level can exercise the right to purchase up to two (2) additional conference registrations at a reduced rate of \$120 each.

2012 CONFERENCE

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Conference Sponsorship Options

Platinum Level Sponsor - \$7,500

- Four (4) complimentary full conference registrations
- Option to purchase up to two (2) additional conference registrations at reduced rate of \$120 ea.
- Two (2) complimentary 10' x 10' indoor trade show booths (or one (1) 10' X 20' booth) with first choice of booth location (dependent on date of registration within this class)
- First choice on a complimentary 10' X 20' outdoor vendor space location
- Option to purchase add'l booth (indoor or outdoor) at reduced rate of \$550 per 10' X 10' space
- Company logo printed on signage and on AV screens in all session breakout rooms
- Opportunity to provide a 5-minute introduction to a General Session of choice
- Full page advertisement space in the conference program
- Company logo on conference webpage with link to your website
- Company logo on front page of printed conference program
- The option to include a one-page insert for inclusion with conference program

Gold Level Sponsor - \$3,500

- Three (3) complimentary full conference registrations
- Option to purchase up to two (2) additional conference registrations at reduced rate of \$120 ea.
- Two (2) complimentary 10' x 10' trade show booths, or one (1) 10' X 20' booth (indoor or outdoor) with second choice of booth location within this class
- Option to purchase add'l booth (indoor or outdoor) at reduced rate of \$550 per 10' X 10' space
- Company logo printed on signage and on AV screens in all session breakout rooms
- Half page advertisement space in conference program
- Opportunity to co-host a Breakout Session of choice of with a second Gold Level sponsor
- Company logo on conference webpage with link to your website
- The option to include a one-page insert for inclusion with conference program

Silver Level Sponsors - \$1,500

- Two (2) complimentary full conference registrations
- Option to purchase up to two (2) additional conference registrations at reduced rate of \$120 ea.
- One (1) 10'x 10' trade show booth (indoor or outdoor) with third choice of location within class
- Option to purchase add'l booth (indoor or outdoor) at reduced rate of \$550 per 10' X 10' space
- Company logo printed on signage and on AV screens in all session breakout rooms
- Quarter page advertisement space in printed conference program
- Company logo on conference webpage with link to your website

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Bronze Level Sponsor - \$500

- Option to purchase up to two (2) full conference registrations at reduced rate of \$120 ea.
- Listing in conference program
- Listing with link on conference webpage

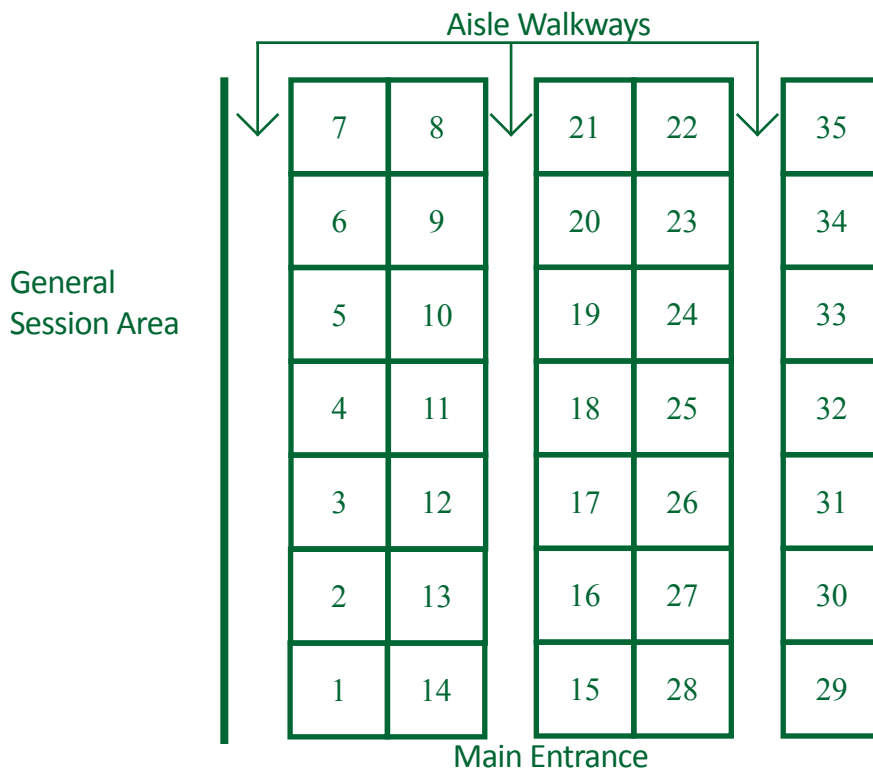
Exhibitor - \$750

- One (1) complimentary full conference registration
- Option to purchase up to two (2) additional conference registrations at reduced rate of \$120 ea.
- One (1) 10' x 10' trade show booth
- Fourth choice of location (within class) for trade show booth location
- 50-word company description to be included in the conference program
- Listing with link on conference webpage

Conference Attendee - \$199 (\$175 early bird rate)

- One (1) full conference registration

Exposition Hall Layout



Questions?

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Additional Sponsorship Options

In addition to benefits associated with the conference sponsorship levels described above, companies and organizations interested in gaining additional exposure at the Heating the Midwest conference have the option of sponsoring individual events as described below.

Vendor Reception Sponsor - \$1,500

There are three (3) sponsorships available for the Vendor Reception, scheduled from 6:00 to 8:00 pm on Wednesday, April 25th. As the kick-off event for the conference, the Vendor's Reception will be a premiere networking event with heavy appetizers and a cash bar. Benefits associated with this sponsorship include:

- One (1) complimentary full conference registration
- Option to purchase up to two (2) additional conference registrations at reduced rate of \$120 ea.
- Listing with link on conference webpage
- Company logo printed on signage and on AV screens in reception area
- Opportunity for a 5-minute welcome address to reception participants

Box Lunch Sponsor - \$1,500

There is one (1) sponsorship available for a boxed lunch to be served in the Exposition Hall on Thursday, April 26th. Benefits associated with this sponsorship include:

- One (1) complimentary full conference registration
- Option to purchase up to two (2) additional conference registrations at reduced rate of \$120 ea.
- Listing in conference program
- Listing with link on conference webpage
- Company logo printed on signage and on AV screens in lunch area
- Opportunity for five-minute welcome/presentation to lunch participants
- Opportunity to place promotional item(s) in box lunches

Breakfast Sponsor - \$750

There are two (2) breakfast sponsorships available at \$750 each – one for the morning of Thursday, April 26th and a second on Friday, April 27th. Benefits associated with this sponsorship include:

- Listing in conference program
- Listing with link on conference webpage
- Company logo printed on signage and on AV screens in breakfast area
- Opportunity to greet and mingle with breakfast participants

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Refreshment & Networking Break Sponsor - \$750

There is one (1) sponsorship available for the two refreshment/networking breaks scheduled to take place in the Exposition Hall on Thursday, April 26th. Benefits associated with this sponsorship include:

- Listing in conference program
- Listing with link on conference webpage
- Company logo printed on signage and on AV screens in refreshment area

Industry Tour Sponsor - \$500

There are three (3) sponsorships available for the industry tours scheduled to take place on Wednesday, April 25th. Benefits associated with this sponsorship include:

- One (1) complimentary Industry Tour registration
- Listing in conference program
- Listing with link on conference webpage
- Company logo printed on signage at bus loading areas
- Opportunity for five-minute welcome/presentation to tour participants
- Opportunity to place promotional item(s) on bus seats

Note: All terms and conditions associated with the core sponsorship categories (Platinum, Gold, Silver, Bronze and Exhibitor) also apply to the additional sponsorship options listed above. Box Lunch and Industry Tour Sponsors are responsible for providing their own promotional items for inclusion in the box lunches and/or on tour buses. These items must be received by February 28, 2012 to be included.

Questions?

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