



Exhibit Prospectus

Conference Dates: November 19-22, 2019
Exhibit Hall Dates: November 19-22, 2019
Location: Iron Mike Conference Center - Fayetteville, NC

Exhibit Opportunities

Booth/Tabletop Sizes and Pricing

- ___ 6x8 Corporate Partner (48 sqft) - Tabletop - \$1,800 (Premium)
- ___ 6x8 Corporate Partner (48 sqft) - Tabletop - \$1,650
- ___ 6x8 Non-Corporate Partner (48 sqft) - \$3,000 (Premium)
- ___ 4x8 Non-Corporate Partner (32 sqft) - Tabletop - \$1,400
- ___ 6x8 Non-Corporate Partner (48 sqft) - Tabletop - \$2,750
- ___ 10x10 Outdoor - Corporate Partner (100 sqft) - \$1,050
- ___ 10x10 Outdoor-Non-Corporate Partner (100 sqft) - \$1,400
- ___ 6x8 Sponsor (48 sqft) - Tabletop - \$0

Premium exhibit space is closer to the entrances and near food stations. Premium spaces are designated by a "p" following the booth number on the floorplan.

Current floor plan is available at <https://www.expocad.com/host/fx/eventpower/19gsmws/exfx.html>

Booth Partners

Exhibitors and sponsors are permitted to have partner companies. There is a \$75.00 charge per partner company. Partner companies will be included in the guide with a description and logo.

Advertising Opportunities

- ___ Inside Back Cover - \$750
- ___ Inside Front Cover - \$750
- ___ Outside Back Cover - \$750
- ___ Full Page Color - \$400
- ___ Half-page Color - \$315

Sponsorship Opportunities

- ___ **DEMO DAYS Firing Lane and Tabletop Exhibit at The Range Complex (TRC) - \$2,250**
Firing Lane and Tabletop Exhibit at The Range Complex (TRC)



___ **DEMO DAYS Vehicle Exhibit and Demo at TRC - \$2,250**

Vehicle Exhibit and Demo at TRC

___ **DEMO DAYS Tabletop Exhibit Only at TRC - \$1,200**

Tabletop Exhibit Only

___ **DEMO DAYS Coffee Truck -**

Exclusive (only 1 available)

The Sponsor will be recognized on the event website, social media, and signage at the truck.

___ **DEMO DAYS Ear Protection -**

(2 available)

The Sponsor will be recognized on the event website, signage, and ear protection bags.

___ **DEMO DAYS Flashlights -**

Exclusive (only 1 available)

The Sponsor will be recognized on the event website, signage, and mini-flashlights

___ **DEMO DAYS Food Trucks -**

Exclusive (only 1 available)

The Sponsor will be recognized on the event website, social media, and signage at the truck area.

___ **DEMO DAYS Targets -**

Exclusive (only 1 available)

The Sponsor will be recognized on the event website, signage, and paper range targets.

___ **DEMO DAYS Water Bottles -**

Exclusive (only 1 available)

The Sponsor will be recognized on the event website, signage, and water bottle labels.

___ **Platinum**

SOLD Huntington Ingalls Industries

___ **Gold - \$10,000**

* Logo and Gold Sponsor designation on event website, print materials, and program guide distributed at the Expo.

* Logo included on banner and signage displayed within the Expo Hall

* Recognition of Sponsorship on event marketing emails

* 6 Complimentary Symposium registrations

* Full page advertisement in the event Program Guide

* Opportunity to provide a flier for distribution at Registration

* Opportunity to provide two 1-minute videos to air within the Expo Hall

* Includes 6x8 exhibit booth

___ **Silver - \$7,000**

• Logo and Silver Sponsor designation on event website, print materials, and program guide distributed at the Expo

• Logo included on banner and signage displayed within the Expo Hall

• 4 Complimentary Passes to both the Expo and the Modern Warfare Symposium

• Recognition of Sponsorship on event marketing emails

• Opportunity to provide a flier for distribution at Registration

• Opportunity to provide one 1-minute videos to air within the Expo Hall

___ **Bronze Sponsor - \$4,000**

• Logo and Bronze Sponsor designation on event website, print materials, and program guide distributed at the Expo

• Logo included on banner and signage displayed within the Expo Hall

• 3 Complimentary Passes to both the Expo and the Modern Warfare Symposium

• Recognition of Sponsorship on event marketing emails



___ **Afternoon Energy Break - \$1,250**

Exclusive (only 1 available)

The sponsorship includes Sponsor recognition on Symposium website, in program guide, napkins, and signage.

___ **All Day Coffee - \$3,000**

Exclusive (only 1 available)

Coffee is incredibly popular at these events. Coffee sleeves with the sponsor logo will be held by most attendees. The sponsorship also includes recognition on Symposium website, in program guide and signage.

___ **Event Signage**

SOLD Huntington Ingalls Industries

___ **Flyer Distribution - \$625**

Provide a one-page marketing flier that will be handed out during registration to all Symposium attendees.

___ **Icebreaker Reception - \$2,500**

(2 available)

The Sponsor of this opening day Reception will receive designation on the event website, print materials, and program guide. The Sponsor logo will also be included on napkins and signage displayed during the Reception.

___ **Lanyards - \$2,500**

Exclusive (only 1 available)

Sponsorship includes the name of the Symposium, Expo, and Sponsor's logo on the badge lanyard distributed to all attendees of both the Modern Warfare Symposium and the Modern Warfare Expo.

___ **Lunch Sponsor**

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___ **Networking Reception - \$3,750**

(2 available)

The Sponsor of this Exhibit Hall based networking Reception will receive designation on the event website, print materials, and program guide. The Sponsor logo will also be included on napkins and signage displayed during the Reception

___ **Patron - \$2,500**

- Logo and Patron Sponsor designation on event website, print materials, and program guide distributed at the Expo
- Logo included on banner and signage displayed within the Expo Hall
- 2 Complimentary Passes to both the Expo and the Modern Warfare Symposium
- Recognition of Sponsorship on event marketing emails
- Full page advertisement in the event Program Guide

___ **Program Guide Sponsor - \$1,500**

(3 available)

Includes Sponsor Logo on Cover & Free Ad

___ **Registration - \$1,500**

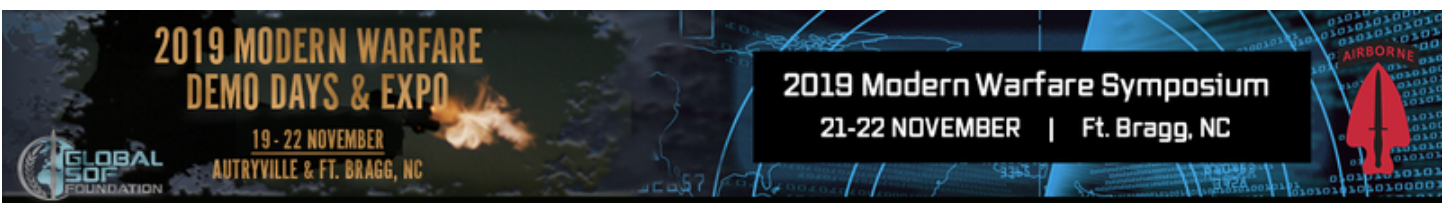
Exclusive (only 1 available)

All attendees of the Expo and Symposium must register to attend. Sponsors receive recognition on the event registration page as well as at on-site registration. The Sponsor will also be recognized on the event website, program guide, and signage

___ **Symposium Breakfasts - \$1,875**

(1 sold/1 available)

Feed Expo attendees bright and early! Sponsorship will include recognition on the event website, signage, and napkins provided at the breakfast.



Payment Deadlines

* Your Company is liable for contracted funds based on the following payment schedule. Late payments (where funds have not cleared bank) can result in sponsored items not being ordered. While still contractually liable for amounts due, any exhibitor not paid at event set up will not be allowed to set up their booth. If payments are not received within the terms listed below, show management reserves the right to re-sell and/or re-assign the exhibit space or re-sell sponsored items with the contracting organization remaining liable as stated in the contract terms and conditions.

Instructions

Step 1: Mark your selections below under Payment Amount & Method (select exhibit booth space, partnerships and sponsorships).

Step 2: Fax completed form to (703) 740-1940 or email to LPowell@eventPower.com.

Step 3: Register personnel through the conference Website.

Notes: Booth numbers are subject to change.

Sponsor instructions are emailed and posted on the event Website. Program guide information will be requested via email.

This Commonwealth of Virginia contract is for exhibit space, sponsorships, and/or advertising as noted below, by and between Direct Marketing Productions, Inc. (doing business as: eventPower), and the Exhibitor named herein. The Exhibitor agrees to comply with all Terms and Conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.

Company & Contact Information

Company Name: _____			
Contact 1: _____		Contact 2 Billing Contact: _____	
Street Address: _____		Street Address: _____	
City State, Zip: _____		City State, Zip: _____	
Email Address: _____		Email Address: _____	
Phone #: _____	Fax: _____	Phone #: _____	Fax: _____

Contract Acceptance (signature is required)

This contract is accepted as binding by the following Exhibitor Representative:

Signature: _____

Printed Name: _____

Date: _____

Invoicing Policy, Payment & Cancellation Terms & Conditions

Invoicing: Invoices will be sent by email. If you wish to receive a printed copy please check the box below:

Please send a printed invoice to our company billing contact (contact 2 above).

Payment: 50% payment is due at 180 days prior to the program start date with the remaining 50% due at 90 days prior to the program start date. Companies are 50% liable for contracted funds at 180 days prior to the program and 100% liable for contracted funds at 90 days prior to the program.

Cancellation: Cancellations must be received by email from a representative of the company signing this contract and confirmed as accepted by email from eventPower. Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start date will be 50% liable for contracted funds. Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds.

Payment Amount & Method

Partnership Package: \$ _____	Booth Selection: 1 st choice _____ 2 nd choice _____ 3 rd choice _____ (booth numbers are subject to change)
Sponsorship /Advertising: \$ _____	
Exhibit Space: \$ _____	P.O. #: _____
Discount: \$ _____	W-9 Form: To obtain eventPower's W9 form visit www.eventPower.com/w9
Total Contracted Amount: \$ _____	

Payment Method:	<input type="checkbox"/> Check	Payable to: eventPower Mail to: eventPower, Accounts Receivables, 5205 Woodleaf Court, Centreville, VA 20120
	<input type="checkbox"/> Credit Card	A confirmation email will be sent with an Invoice attachment. A link to a secure online credit card payment portal will be provided at the bottom of the invoice.
	<input type="checkbox"/> Wire Transfer	A confirmation email will be sent with an Invoice attachment. Wire transfer information will be provided on the invoice. Send wire transfer confirmations to SComer@eventPower.com

Send Check Payments To:

Payable to: eventPower
Accounts Receivables
5205 Woodleaf Court
Centreville, VA 20120

Event Production Company/Merchant Contact Information:

Direct Marketing Productions, Inc.
DBA: eventPower
5205 Woodleaf Court
Centreville, VA 20120

Laurie Powell, Director of Sales
Telephone: (703) 740-1940
Fax: (703) 740-1940
Email: LPowell@eventPower.com
Website: www.eventPower.com

Contract

This Commonwealth of Virginia Contract is for exhibit space, sponsorships, and/or advertising as noted below, by and between Direct Marketing Productions, Inc. (Doing Business As: eventPower), and the exhibitor named herein. The exhibitor agrees to comply with all terms and conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.

Payment and Liability Schedule

- 50% liable and 50% payment due 180 days prior to the first day of the conference.
- 100% liable and 100% payment due 90 days prior to the first day of the conference.
- If contract is received after payment due dates, the exhibitor agrees to pay the amount due within 15 days of submitting the contract.
- If contract is received within 15 days of the conference date, the exhibitor agrees to pay immediately with credit card, wire transfer or express check.
- Payment must be clear before the exhibitor is permitted to set up.
- eventPower reserves the right to reassign space or remove contracted company from the floor plan if the above payment schedule is not met.
- Failure to make payments does not release the contracted financial obligation.
- If payment is not received by the event date, a collection agency will be assigned to collect the debt. The exhibitor will be assessed the collection agency fees (typically an additional 30%).

Cancellation or Downgrade

- Cancellations must be received in writing (email or letter) from a representative of the company signing this contract and confirmed as accepted in writing (email or letter) from an eventPower representative.
- Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start date will be 50% liable for contracted funds. Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds.
- In the event of either a full or partial cancellation of space by an exhibitor, eventPower reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment.
- The exhibitor agrees that the appropriate payment based on the schedule above must be received by eventPower within 15 days of the cancellation notice or by the first date of the conference (whichever comes first). If payment is not received by these dates, a collection agency will be assigned to collect the debt. The exhibitor will be assessed the collection agency fees (typically an additional 30%)

Relocation and Floor Plan Revisions

eventPower retains the exclusive right to revise the exhibition hall floor plan and/or move assigned exhibitors as necessary.

Occupancy Default

Any exhibitor failing to occupy contracted space shall not be relieved of their financial obligation. If not occupied by the time set for completion of the installation of the displays, such space shall be taken by eventPower, and re-allocated or reassigned for such purposes or use eventPower may see fit.

Limitation of Liability

- Exhibitor agrees to make no claim for any reason against eventPower, its employees, agents, or representatives for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the exposition as scheduled; nor for any action or omission of eventPower.
- The exhibitor is solely responsible for his own exhibition materials and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of an exhibitor is in his care, custody, and control in transit to, or from, or within the confines of the exhibit hall. eventPower shall bear no responsibility for the safety of the exhibitor, its personnel, employees, agents or representatives or personal property.

Damage to Property

The Exhibitor is liable for any damage caused by exhibitor, exhibitor's agents, employees or representatives to building floors, walls, or columns, or to standard booth equipment, or to other exhibitor's property.

Insurance

Exhibitors shall, at their sole cost and expense, procure and maintain through the term of this contract, the following insurance: Comprehensive General Liability insurance with limits not less than \$1,000,000 including Contractual Liability and Products Liability coverage and Workman's Compensation in full compliance with all laws covering the exhibitor's employees. Proof of such insurance shall be provided to eventPower or its agent or representative upon request. Email certificate of insurance (COI) to SComer@eventPower.com.

Installing, Exhibiting, Dismantling

eventPower specifies hours and dates for installing, exhibiting, and dismantling. Exhibitor shall be liable for all storage and handling charges resulting from failure to set up their booth or removing shipping crates from their exhibit booth three hours before the posted start time for the exhibit hall. Additionally, the exhibitor agrees not to begin dismantling their display or open crates before the specified conclusion of the dismantling period set by eventPower. Removal of exhibit materials or displays before the published dismantle times may be subject to a fine.

Agreement to Rules

Exhibitor and all exhibitor personnel agrees to abide by the foregoing rules and those provided and contained in the Exhibitors Manual, and by any amendments and additional rules that may be put into effect by eventPower.

Use of Space

Displays and demonstrations are limited to the confines of an exhibitor's own booth. Distribution of literature or other giveaways must be in the confines of the exhibitor's own booth. Displays must abide by the rules and regulations provided in the exhibitor service kit distributed by the event decorator.

Cancellation or Change of Exposition by eventPower

In the event that the premises in which the exposition is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not within the control of eventPower or its agents, the exposition may be canceled or moved to another appropriate location. eventPower shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not within the control of eventPower. Causes for such action beyond the control of eventPower shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the venue, municipal, state or federal laws, or act of God. Should eventPower terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damages. Refunds of "Paid Exhibit Space Fees" in the case of event termination or cancellation shall be made to exhibitors at the sole discretion of eventPower and in any case, will not exceed the amount of each exhibitor's paid exhibit space fee less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by eventPower through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

Exhibitor Representative's Responsibility

Exhibitor agrees to indemnify eventPower, its employees, agents, or representatives against, and hold them harmless for, all claims arising out of the acts of negligence of exhibitor, exhibitor's agents, employees or representatives, and any claims for injury to exhibitor, its employees, agents, representatives, or event attendees.

Amendment and Addition Rules

Any matters not specifically covered by the preceding rules shall be subject solely to the decision of eventPower. eventPower may, at any time, amend or add further rules to these rules, and all amendments made shall be binding on exhibitor equally with the foregoing rules and regulations.