



AFCEA BELVOIR INDUSTRY DAYS

NOVEMBER 3-5, 2021 · HYBRID EVENT

Federal Business Council Sponsorship Contract

9800 Patuxent Woods Drive Suite H, Columbia, MD 21046 | (800) 878-2940 | Fax (301) 206-2950

This constitutes an agreement between FBC and _____ (to be referred to as Sponsor) to sponsor the following item(s) listed below at the given cost(s).

PACKAGE SPONSORSHIP OPPORTUNITIES

DIAMOND SPONSORSHIP - \$20,000.00 (EXCLUSIVE) (Sold Out – WWT)

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> Company recognized as the exclusive Diamond Sponsor on conference website and marketing emails Banner ad on event website Logo and 100-word description in the mobile app Customized social media kit including sponsor-specific graphics and content Access to press list two weeks prior to conference (includes name, title, company) Access to attendee demographics two weeks prior to conference (includes company name and titles only *does not include attendee names or personnel information) 	<ul style="list-style-type: none"> Company recognized as the exclusive Diamond Sponsor on the exhibit hall marquee and sponsorship signage Full page ad in the conference program 2 pop-up ads during the event 2 mobile push notifications 1 Lead Retrieval License (can be shared) 	<ul style="list-style-type: none"> Premium 10x20 booth space with 1 high top table and 2 chairs for meetings 1 virtual static booth A total of 8 exhibitor rep passes 2 full conference attendee passes 7 tickets to the VIP Reception Charger Station – with your company logo

PLATINUM SPONSORSHIP 10,500.00 (SOLDOUT) (Wildflower, IronBow, AT&T, HPE, IDTech, Affigent)

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> Banner logo on the main page of event website as the Platinum Sponsorship Logo under the Sponsor tab of the event conference website Logo and 100-word description in the mobile app Customized social media promotional graphics Access to press list two weeks prior to conference (includes name, title, company) Access to attendee demographics two weeks prior to conference (includes company name and titles only *does not include attendee names or personnel information) 	<ul style="list-style-type: none"> Full page ad in the conference program Platinum Sponsor Signage Logo on the Entrance Unit to the Exhibit Hall One shared pop-up ad during the event One shared mobile push notification 1 Lead Retrieval License (can be shared) 	<ul style="list-style-type: none"> Premium 10x20 booth space with 1 high top table and 2 chairs for meetings 1 virtual static booth A total of 8 exhibitor rep passes 5 Tickets to the VIP Reception Charger Station – Station with your company logo 30 Minute Town Hall Speaking Session in the Exhibit Hall



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PACKAGE SPONSORSHIP OPPORTUNITIES (Continued)

GOLD SPONSORSHIP - \$8,500.00 (1 AVAILABLE) (Verizon, Sail Point, Palo Alto, Software AG)

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> Shared Banner Ad on the main page of event website as the Gold Sponsor Logo under the Sponsor tab of the event website Logo and 100-word description in the mobile app Customized social media promotional graphics Access to press list two weeks prior to conference 	<ul style="list-style-type: none"> Half page ad in the conference program Gold Sponsor Signage Logo on the Entrance Unit to the Exhibit Hall One shared mobile application push notification promoting the exhibit hall 1 Lead Retrieval License (can be shared) 	<ul style="list-style-type: none"> Premium 10x10 booth space 1 virtual static booth A total of 6 exhibitor rep passes 4 Tickets to the VIP Reception 30 Minute Town Hall Speaking Session in the Exhibit Hall

SILVER SPONSORSHIP - \$6,500.00 (5 AVAILABLE) (SealingTech, CrowdStrike, Avaya, Forward Networks, GDIT, Rubrik, Pegasystems, Trend Micro, Credence)

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> Shared Banner Ad on the main page of event website as the Silver Sponsor Logo under the Sponsor tab of the event website Logo and 100-word description in the mobile app 	<ul style="list-style-type: none"> Quarter page ad in the conference program Silver Sponsor Signage Logo on the Entrance Unit to the Exhibit Hall One shared mobile application push notification promoting the exhibit hall 1 Lead Retrieval License (can be shared) 	<ul style="list-style-type: none"> Premium 10x10 booth space 1 virtual static booth A total of 3 exhibitor rep passes 2 Tickets to the VIP Reception

RECEPTION SPONSORSHIP OPPORTUNITY

EXHIBIT HALL WELCOME RECEPTION SPONSORSHIP - \$7,500.00 (2 AVAILABLE) (AWS, Presidio Federal)

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> Shared Banner Ad on the main page of event website as the Reception Sponsor Logo under the Sponsor tab of the event website Logo and 100-word description in the mobile app 	<ul style="list-style-type: none"> Half page ad in the conference program Reception Sponsor Signage One mobile application push notification promoting the exhibit hall and Welcome Reception Logo on cocktail napkins Logo on a dessert item 	<ul style="list-style-type: none"> Standard 10x10 booth space 1 virtual static booth A total of 3 exhibitor rep passes 2 Tickets to the VIP Reception Drink Coupons for the Welcome Reception in the Exhibit Hall (This is NOT for the VIP Reception)





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MOBILE APP & WIFI SPONSORSHIPS

EVENT MOBILE APP SPONSORSHIP - \$8,500.00 (EXCLUSIVE)

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> • Logo under the Sponsor tab of the event website • Logo on mobile app information and instructions for attendees • Logo and 100-word description in the mobile app • Access to press list two weeks prior to conference (includes name, title, company) • Access to attendee company list two weeks prior to conference (includes company name and titles) 	<ul style="list-style-type: none"> • Company logo on app splash screen • 4 Push Notifications • 1 Lead Retrieval License (can be shared) • Inclusion on event sponsorship signs 	<ul style="list-style-type: none"> • Standard 10x10 booth space • 1 virtual static booth • A total of 2 exhibitor rep passes • 1 Ticket to the VIP Reception

GENERAL SESSION WIFI SPONSORSHIP – \$7,500.00 (EXCLUSIVE)

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> • Logo under the Sponsor tab of the event website • Logo and 100-word description in the mobile app • Access to press list two weeks prior to conference (includes name, title, company) 	<ul style="list-style-type: none"> • Selection of Wi-Fi password (make it your company name) • 2 Push Notifications • Inclusion on event sponsorship signs 	<ul style="list-style-type: none"> • Standard 10x10 booth space • 1 virtual static booth • Two Charging Stations outside of the General Session with Company logo

ITEM & BRANDING SPONSORSHIPS

*Please note, the Item & Branding sponsorship opportunities do not include an exhibit space.

NOTEBOOK SPONSORSHIP - \$2,500 (3 AVAILABLE – limited to 250 notebooks) (Verizon) Notebooks will be handed out to each attendee at registration. The Federal Business Council will order and bring the notebooks to the conference.

Pre-Event Marketing	Onsite Marketing
<ul style="list-style-type: none"> • Logo under the Sponsor tab of the event website • Logo and 100-word description in the mobile app • Recognition in the conference exhibit guide 	<ul style="list-style-type: none"> • Company Logo on notebooks • Inclusion on event sponsorship signs

CONFERENCE TUMBLER - \$7,000 (2 AVAILABLE)

Tumblers will be handed out to each attendee at registration. The Federal Business Council will order and bring the tumblers to the conference.

Pre-Event Marketing	Onsite Marketing
<ul style="list-style-type: none"> • Logo under the Sponsor tab of the event website • Logo and 100-word description in the mobile app • Recognition in the conference exhibit guide 	<ul style="list-style-type: none"> • Company Logo on tumbler distributed to conference attendees • Inclusion on event sponsorship signs





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ITEM & BRANDING SPONSORSHIPS (Continued)

~~LANYARD SPONSORSHIP - \$7,500.00 (1 AVAILABLE)~~ **SOLD OUT - SMS Data Products**

Lanyards will be handed out to each attendee at registration. FBC will order and bring the lanyards to the conference.

Pre-Event Marketing	Onsite Marketing
<ul style="list-style-type: none"> • Logo under the Sponsor tab of the event website • Logo and 100-word description in the mobile app • Recognition in the conference exhibit guide 	<ul style="list-style-type: none"> • Company Logo on all attendee lanyards • Inclusion on event sponsorship signs

~~CONFERENCE BAG SPONSORSHIP - \$8,500.00 (1 AVAILABLE)~~ **SOLD OUT - Intelligent Waves**

Bags will be handed out to each attendee at registration. All literature for the bags needs to be shipped to the Federal Business Council no later than 2 weeks prior to event. FBC will order and bring the bags to the conference.

Pre-Event Marketing	Onsite Marketing
<ul style="list-style-type: none"> • Logo under the Sponsor tab of the event website • Logo and 100-word description in the mobile app • Recognition in the conference exhibit guide 	<ul style="list-style-type: none"> • Company Logo on conference bags • Company literature placed in the conference bag • Inclusion on event sponsorship signs

PEN SPONSORSHIP - \$2,000 (1 AVAILABLE) (1 SOLD- Array IT)

Pens will be handed out to each attendee at registration. FBC will order and bring the pens to the conference.

Pre-Event Marketing	Onsite Marketing
<ul style="list-style-type: none"> • Logo under the Sponsor tab of the event website • Logo and 100-word description in the mobile app • Recognition in the conference exhibit guide 	<ul style="list-style-type: none"> • Company Logo on pens • Inclusion on event sponsorship signs

NON-EXHIBITING SPONSORSHIPS

LUNCH SPONSORSHIP - Thursday, November 4, 2021 - \$5,000.00 (4 AVAILABLE) (CACI)

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> • Logo under the Sponsor tab of the event website • Logo and 100-word description in the mobile app 	<ul style="list-style-type: none"> • Quarter page ad in the conference program • Lunch Sponsor Signage • One mobile application push notification promoting the exhibit hall 	<ul style="list-style-type: none"> • A total of 2 Conference Attendee Pass • Lunch for conference attendees • Company name included in the thank you by the Keynote Speaker • Company Logo on podium during lunch keynote • Reserved table at luncheon • Logo on tent cards at dining tables

LUNCH SPONSORSHIP - Friday, November 5, 2021 - \$4,500 (5 AVAILABLE)

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> • Logo under the Sponsor tab of the event website • Logo and 100-word description in the mobile app 	<ul style="list-style-type: none"> • Quarter page ad in the conference program • Lunch Sponsor Signage • One mobile application push notification promoting the exhibit hall 	<ul style="list-style-type: none"> • A total of 1 Conference Attendee Pass • Lunch for conference attendees • Company name included in the thank you by the Keynote Speaker • Company Logo on podium during lunch keynote • Logo on tent cards at dining tables





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NON-EXHIBITING SPONSORSHIPS (Continued)

NETWORKING BREAK SPONSORSHIP - \$4,500.00 (4 AVAILABLE)

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> • Logo under the Sponsor tab of the event website • Logo and 100-word description in the mobile app 	<ul style="list-style-type: none"> • Quarter page ad in the conference program • Break Sponsor Signage • One mobile application push notification promoting the exhibit hall 	<ul style="list-style-type: none"> • A total of 1 Conference Attendee Pass • 1 Ticket to the VIP Reception • Food and beverages for selected break • Coffee to go cups with company logo

REGISTRATION SPONSORSHIP - \$5,000.00 (1 AVAILABLE) (Accenture)

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> • Logo under the Sponsor tab of the event website • Logo and 100-word description in the mobile app 	<ul style="list-style-type: none"> • Company Branding on the Attendee & Exhibitor Registration Booths • Company branding on the attendee registration page 	<ul style="list-style-type: none"> • A one-page company profile sheet included with all check-in materials at registration • A total of 2 Conference Attendee Pass

GAMIFICATION SPONSORSHIP - \$2,500.00 (1 AVAILABLE) (Pluralsight)

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> • Logo under the Sponsor tab of the event website • Logo and 100-word description in the mobile app 	<ul style="list-style-type: none"> • Company branding on the contest page of the virtual event • 2 push notifications • Company branding on attendee emails with contest information 	<ul style="list-style-type: none"> • A total of 2 Conference Attendee Pass

EVENT SUPPORT SPONSORSHIP - \$750.00

Pre-Event Marketing	Onsite Marketing
<ul style="list-style-type: none"> • Logo under the Sponsor tab of the event website • Logo and 100-word description in the mobile app 	<ul style="list-style-type: none"> • Event Support Sponsor Signage

INTRODUCE KEYNOTE SESSION SPONSORSHIP - \$3,000 (3 AVAILABLE) (NTT DATA, Carahsoft)

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> • Logo under the Sponsor tab of the event website • Logo and 100-word description in the mobile app 	<ul style="list-style-type: none"> • Logo outside of session identifying you as the session sponsor • Company name on virtual agenda session • Session Sponsor Signage • Company name included in push notification to all app attendees (this notification will include other session sponsors and their session rooms). 	<ul style="list-style-type: none"> • A total of 1 Conference Attendee Pass • 3-minute marketing pitch which can include your companies marketing video, commercial, or company logo • One - minute introduction of a Keynote speaker





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NON-EXHIBITING SPONSORSHIPS (Continued)

INTRODUCE SESSION SPONSORSHIP – \$2,000 (LIMITED AVAILABLE) (3 SOLD – OM Group, Amentum, Frontier, ASRC)

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> • Logo under the Sponsor tab of the event website • Logo and 100-word description in the mobile app 	<ul style="list-style-type: none"> • Logo outside of session identifying you as the session sponsor • Company name on virtual agenda session • Session Sponsor Signage • Company name included in push notification to all app attendees (this notification will include other session sponsors and their session rooms). 	<ul style="list-style-type: none"> • A total of 1 Conference Attendee Pass • One-minute marketing pitch which can include your companies marketing video, commercial, or company logo • One - minute introduction of a Session speaker

FT. BELVOIR ELEMENTARY SCHOOL SPONSOR - \$1,000.00

Pre-Event Marketing	Onsite Marketing
<ul style="list-style-type: none"> • Logo under the Sponsor tab of the event website • Logo and 100-word description in the mobile app 	<ul style="list-style-type: none"> • Event Support Sponsor Signage

AFCEA BELVOIR SCHOLARSHIP DONATION – \$500.00

Pre-Event Marketing	Onsite Marketing
<ul style="list-style-type: none"> • Logo under the Sponsor tab of the event website • Logo and 100-word description in the mobile app 	<ul style="list-style-type: none"> • Event Support Sponsor Signage

ADD-ON A MARKETING SERVICE PACKAGE (Includes Exhibit Space)

Make a selection below to include a Marketing Service Package (MSP) that includes an exhibit space with your sponsorship.

* Sponsorships less than \$1,000.00 do not qualify for the discounted MSP rate.

- AFCEA Belvoir Corporate Sponsor and Standard Small Business MSP (includes 10x10 Booth) - \$1,895.00 x _____ = _____
- General Industry Virtual MSP (includes 10x10 Booth) – \$1,895.00 x _____ = _____
- General Industry Standard MSP (includes 10x10 Booth) – \$2,495.00 x _____ = _____
- General Industry Combo MSP (includes 10x10 Booth) – \$3,495.00 x _____ = _____

MARKETING SERVICE PACKAGES

- AFCEA Belvoir Corporate Sponsor Standard Marketing Service Package - \$1,895**
- Virtual Marketing Service Package - \$1,895**
- Standard Marketing Service Package - \$2,495**
- Combo Marketing Service Package - \$3,495**





Included in the Virtual Marketing Service Package:

- Pre-event promotional activity by FBC including emails, website marketing, printed flyers, etc.
- Two company rep passes. Passes provide access to the exhibit/networking area as well as both in-person and virtual presentations. Passes include 30 days of post-event access to the virtual content and exhibit areas.
- One virtual static booth
 - Company logo and overview
 - Contact information
 - Social media links
 - Ability to include white papers, videos, product brochures or any other information typically provided to attendees at a traditional event (limit 9)
 - Lead generation forms (request information, subscribe to a newsletter, etc.)
- Opt-in attendee demographic information shared with you
- Analytics shared with you about visitors to your virtual display
- Company description in conference program
- Company logo and description in event mobile app
- Inclusion in gamification opportunities to drive traffic throughout the virtual exhibit hall
- Access to community networking portal

Included in the Standard Marketing Service Package:

- Pre-event promotional activity by FBC including emails, website marketing, printed flyers, etc.
- Increased brand awareness through face-to-face interaction with attendees
- Two company rep passes. Passes provide access to the exhibit/networking area as well as both in-person and virtual presentations. Passes include 30 days of post-event access to the virtual content and exhibit areas.
- One 10 x 10 booth
 - Two chairs
 - Trashcan
- Opt-in attendee demographic information shared with you
- Company description in the conference program
- Company logo and description in event mobile app
- Access to community networking portal

Included in the Combo Marketing Service Package:

- Pre-event promotional activity by FBC including emails, website marketing, printed flyers, etc.
- Increased brand awareness through face-to-face interaction with attendees
- Two company rep passes. Passes provide access to the exhibit/networking area as well as both in-person and virtual presentations. Passes include 30 days of post-event access to the virtual content and exhibit areas.
- One 10 x 10 booth
 - Two chairs
 - Trashcan
- One virtual static booth
 - Company logo and overview
 - Contact information
 - Social media links
 - Ability to include white papers, videos, product brochures or any other information typically provided to attendees at a traditional event (limit 9)
 - Lead generation forms (request information, subscribe to a newsletter, etc.)
- Analytics shared with you about visitors to your virtual display
- Inclusion in gamification opportunities to drive traffic throughout the virtual exhibit hall
- Opt-in attendee demographic information shared with you
- Company description in the conference program
- Company logo and description in event mobile app
- Access to community networking portal

SPONSORSHIP DEADLINES AND SPECIFICS



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- Logos for printed items must be received by **October 8, 2021**. Logos only need for the program must be received by October 22nd.
 - Logos to be placed on an item (i.e. lanyard) must be submitted in a high resolution EPS or PNG format.
 - Logos submitted for other print (programs and signage) must be in a high-resolution EPS, PNG, or JPEG format.
- All documents, videos, etc. for a virtual booth must be received by **October 8, 2021**.
- Ads for the conference program must be received by **October 22, 2021**.
 - Full page ads will be 8.5" (W) x 11" (H) | Half page ads are 8.5" (W) x 5.5" (H) | Quarter page are 4.25" (W) x 5.5" (H)
 - Please send the best quality ads that you have, as we will not be able to manipulate them. The program will be printed in color.
- Any changes to these sponsorships or details must be approved in writing by **Bob Jeffers** at FBC, prior to being confirmed.

PAYMENT INFORMATION (Must be paid 60 days prior to the event)

COMPANY NAME: _____

Please charge this credit card \$ _____ for the _____ Sponsorship.

Type: (Circle one) **MC VISA AMEX** Expiration Date (MM/YY): ____ / ____ CSC/Security Code: _____

Credit Card #: _____ Card Holder Signature: _____

Contact Name: _____ Telephone: (_____) _____

CC Billing Address: _____
Street City State Zip

TERMS AND CONDITIONS

Marketing Services Package (MSP)/Sponsorship Agreement

The Participant when making an application to participate, accepts and agrees to comply with the conditions of this contract and agrees that this contract is binding on all parties and can be amended only in writing. All contracted fees, including MSP and sponsorship fees, are due and payable at the time of registration. By registering, the Participant is committing to their involvement in the event. It is agreed that once an MSP or sponsorship is contracted, reserved and allocated on behalf of the Participant, it is taken out of inventory by FBC, which will effectively prevent future selling of the allocated inventory. Participant further acknowledges and agrees that cancellation, regardless of the reason, will be subject to the pro-rated refund schedule* described within this agreement.

*Participant understands and agrees that a variety of lead-up marketing services will be provided by FBC on behalf of Participant in exchange for fees covered by the MSP. These activities may include pre-event marketing design, government agency promotion, email promotion, direct mail, event strategies & advisory services related to the event, web services, logo placement, positioning of participant with government sponsors and partners, access to event related marketing tools, apps, websites, and other activities designed to enhance the participant's visibility and marketability to the selected audience. The full purchase price will be credited for cancellations submitted 120 days prior to the event start date. For the period 119 days through 45 days prior to the event date, 50% of all registration fees paid or contracted for by Participant will be considered earned by FBC, regardless of the reason for cancellation. For the period of 44 days through 15 days prior to the event, 70% of all registration fees paid or contracted for by Participant will be considered earned by FBC. For the period of 14 days until the event day, all registration fees paid or contracted for by Participant will be considered earned in full by FBC.

If the government or FBC cancels or postpones an event for which the Participant is registered, Participant shall be credited any eligible fees to the rescheduled event or other future FBC event. If FBC or the Sponsoring agency decides to move an in-person event to a virtual/digital platform for public health reasons (including COVID-19 concerns), government regulations or other restrictions, FBC will transfer the registration to the replacement virtual event at no additional cost to the Participant.

Marketing Services Package (MSP) Terms

- Cancellation requests must be submitted in writing. Any applicable credits will be applied based on the MSP agreement stated above.
- Any credit balances on account from past events may be applied to any outstanding current invoices at FBC's discretion without written authorization from Participant. Credit balances will be assessed an account maintenance fee of 50% per year for any unused balances. Credit balances may be applied to future MSP's as selected by the participant, in writing, to FBC. Any credit balance must be used within two years. Participant waives all future claims to credits after this period has expired.
- If credit card information is provided as payment, it will be processed upon receipt of the reservation.
- Specific advertising and promotions are at the discretion of FBC.





5. The Participant, when making application to participate, accepts and agrees to comply with the conditions of this contract governing the conduct of and participation in the event(s) contracted. Participant further agrees that this contract is binding on all parties and can be amended only in writing by both parties hereto.
6. FBC does not approve, endorse or recommend the use of any specific commercial product or services. The Participant may not, therefore, imply either verbally or in printed literature, that his/her products or services are approved, endorsed, or recommended by FBC by virtue of this contract.
7. FBC will not be liable for fulfillment of this contract due to any of the following causes: by reason of the venue being destroyed by fire, acts of God, strikes, the authority of the law, or for any other causes beyond FBC control.
8. If FBC agrees to accept a Purchase Order, payment must be received within 30 days of the reservation. Reservations will not be held if payment is not made within 30 days. Reservations are taken on a first-come, first-served basis. Reservations are not transferable.
9. Participant will be liable for ANY collection expenses, including reasonable attorney's fees and credit card fees associated with charge backs. Participant also forfeits any discounts and/or credits associated with a show(s) when an account is sent to Collections
10. FBC reserves the right to cancel or change the date of any component of the MSP at any time.
11. FBC reserves the right to determine availability of attendee information. Some government locations are extremely secure, and government groups may specifically disallow collection of attendee identification information. Therefore, not all shows will have attendee information available.
12. FBC reserves the right to rescind all or part of any discounts extended to Participant if Participant cancels any components of the MSP referred to in this contract or accompanying documentation. FBC also reserves the right to back-bill any fees/costs should the above circumstances occur.
13. FBC has the right to determine the eligibility of any company for inclusion in an MSP based on event or host requirements.

Additional In-Person/Hybrid Event Terms

1. Participants who fail to comply with the security requirements may be denied access to the selected site by the hosting agency and/or FBC. FBC will not be responsible and will not provide refunds or credits to Participants who are denied admission to the event site due to failure to comply with these security instructions.
2. Participant agrees to hold FBC harmless, and to reimburse the same for any judgments, settlements, costs or other expenses (including legal fees) to which it may be subject, for any injury, damage, loss, or harm resulting or occurring to anyone (including, but not limited to, visitors) which may result directly or indirectly from or in connection with any FBC MSP by the Participant, its employees or representatives.
3. Inclement Weather. FBC will hold all MSP activities as scheduled during times of inclement weather, unless the Federal Government is closed. FBC will not honor requests for refunds, credits, etc. for companies who choose not to participate.
4. The Participant agrees not to assign or sublet any portion of the space, nor permit individuals other than employees and/or their representatives to use the facilities provided. Participant further agrees not to display products or literature that are not regularly sold or distributed to him/her, except as may be necessary to illustrate the applications of his/her product.
5. Participant agrees not to accept any form of funds (credit card, checks, cash or other funds) while participating in MSP activities.
6. Demonstrations and Interviews. All activities during delivery of the MSP must be conducted in such a way as not to infringe on the rights of other Participants or offend visitors. Interviews, discussions or other business conversation must be confined to the Participant's area only. Independent 'hospitality suites' or other activities which are not an official function of the event or official agenda are prohibited and will not be supported nor promoted.
7. The Participant agrees to comply with local fire and safety regulations and furnish any permits required by authorities.
8. Neither FBC nor the Federal Government assumes responsibility or liability for any theft, damage or loss by any cause of property to the Participant, his/her agents, or employees, nor for any injury that may occur to Participant, his her agents or employees.
9. Participant agrees to setup / break down any exhibits, posters or other materials used during the MSP within designated times for each event. Distribution of souvenirs and samples of products is permitted provided there is not interference with other Participants.
10. FBC reserves the right to reject, in whole or in part, and at any time, any individual or material which in its opinion is objectionable to Participants or others. No liabilities or damages whatsoever against FBC or any of their representatives, agents, or members shall be incurred because of such rejections.
11. FBC is not responsible or financially liable for the coordination of any shipped materials to or from an event site. This includes contacting shipping companies, cost of lost items, and packaging of materials. The shipment, packaging, and tracking of materials are the responsibility of the participating Participant.
12. FBC retains the exclusive right to revise the exhibition hall floor plan and/or move assigned Participants as necessary.

Additional Virtual Event Terms

1. Participant represents that: (a) its use of the FBC Virtual Platform, including the transfer of documents, videos, images and any other data ("Participant Information") to FBC for inclusion of a virtual MSP, will not contravene any rule, law or regulation, and (b) it will not knowingly and intentionally transmit, introduce or allow to be introduced, either through it, or any third party, any malicious code, virus, or similar contaminating/destructive feature.



- Participant acknowledges that FBC will not be reviewing for legality any Participant Information, but will merely be providing and enabling the transmission of Participant Information. Participant further warrants that FBC may remove or reject any data it deems to be libelous, offensive or otherwise objectionable.
- Participant acknowledges that FBC shall have no obligation to store data or recordings for an Event beyond any time period specifically set forth and that FBC shall have every right, but no obligation, to erase and otherwise destroy all data after the end of the Event's on-demand term.
- FBC or any suppliers provided in connection with this Agreement are provided "AS IS" and "AS AVAILABLE" without any representation or warranty of any kind, and Participant's use of the Platform/Services is at Participant's own risk. FBC nor any of its suppliers warrant that the Services will be provided error-free or uninterrupted. FBC shall have no liability whatsoever for the accuracy, completeness or timeliness of any Participant Information.
- FBC cannot guarantee that a Participant, in using the FBC Platform/Services, will obtain the results that the Participant intends nor that the services will be fitting for the business purposes and requirements of Participant.
- Except for the indemnification obligations, disclosure of Confidential Information, and infringement by Participant of technology and intellectual property rights of FBC, neither party shall be liable for any indirect, incidental, special, consequential or punitive damages or damages arising from lost data, interrupted communications, lost revenue, lost profits, lost technology, loss of rights or costs of procuring substitute services or any other substitution or solution, however arising, even if the party against which the claim is made has been advised of the possibility of such damages.
- FBC retains the exclusive right to revise the agenda or virtual exhibition hall as necessary.
- Any matters not specifically covered by the preceding terms shall be subject solely to the decision of FBC.

Additional Sponsorship Terms (these are in addition to the MSP terms)

- Sponsorships with imprinted materials are nonrefundable once the product has been ordered.
- All Sponsor fees are due and payable in advance. FBC will only invoice for Sponsor contracts that are received more than 90 days from the event date. Otherwise, the company must pay for the fees of the Sponsor by credit card.
- FBC will coordinate all of the administrative, catering, purchasing of materials and other details dealing with the contracted Sponsor item. Sponsor agrees to coordinate any activities, including but not limited to, social events, special seminars, hospitality suites, etc. relating to the event, its participants or any personnel connected with the event, exclusively with FBC. FBC works under agreements with both the hosting agency and the hotel/site. In order to facilitate the event in the best manner and avoid scheduling conflicts, FBC has been directed to coordinate all social functions and receptions that are held on site at the host venue/hotel involving attendees from the particular conference. Therefore any planned social involving industry and conference attendees must be agreed upon and coordinated with FBC. Please speak directly with FBC for further direction and guidance on this area. Failure to comply with this requirement may result in exclusion from the event.