



NAACO Meeting Admittance Policies

Acceptance of sponsorship and exhibitor applications and admittance policies to the event, hereinafter referred to as “Code,” has been established by NAACO to ensure compliance with laws, rules, ordinances and contracts with the Association. It is the responsibility of the exhibitor representative(s) as indicated on the Application and Agreement for Sponsorship and Exhibit, hereinafter referred to as “Exhibitor,” to adhere to the Code and conduct themselves in a mature, responsible and professional manner during their participation in NAACO events and throughout the duration of the agreement.

1. Participation in Events

Exhibitor and Sponsor participation in NAACO events must always be congruent with the educational mission of NAACO. All booth activities and content must be professional in nature and provide information related to the meeting.

The minimum exhibit space is 10 linear feet of exhibit space and a tabletop booth. A tabletop booth consists of one 6-foot draped and skirted table with two chairs.

All Corporate Showcase exhibits must conform to the 2 foot by 6 foot tabletop exhibit space. All exposed parts of any display must be draped so as not to be objectionable to other exhibitors or to Event Management. All exhibits will be inspected by Event Management during setup.

All exhibits must be confined to the space limits of the booth as indicated on the floor plan. Equipment, products or materials to be viewed or demonstrated must be placed in a way to ensure that attendees will be in the booth and not impeding aisle traffic.

2. Laws and Regulations

Exhibitors must comply with all applicable laws and regulations, including rules of the host venue. The Exhibitor must strictly observe all applicable fire and safety laws and regulations.

All electrical wiring and equipment installed must comply with the facility/local Electrical Code and Fire Department Regulations.

3. Height and Non-blocking Display Regulations

All exhibit display construction designs must be contained within the allotted space in accordance with the agreement. Details as to what is allowed for each Exhibitor’s booth so as to enable maximum use of the exhibit space without infringing on neighboring Exhibitors or the Showcase space as a whole is determined by the agreement.

Initial Here _____

NAACO shall have full authority for approval or arrangement and appearance of items displayed.

NAACO, may, at its discretion, request re-organization of the Exhibitor booth, should it be found necessary in compliance with the above stated rules.

Exhibitors with special backgrounds or side dividers must make certain that such material is furnished and placed in such a manner as to not be unsightly to Exhibitors in neighboring booths.

4. Electrical Safety

All wiring on booths or display fixtures within an Exhibitor's booth must meet underwriters' rules and standard fire department inspection applicable under all appropriate state, county, city and host venue electrical and fire codes and regulations. This applies to booth construction only and not to pre-wired radio and electronic equipment.

5. Use of Space

Displays and product/service demonstrations are limited to the confines of the Exhibitor's own booth, as is the distribution of appropriate literature or other approved items. Exhibitors may not distribute, advertise or use any other type of promotion in meeting rooms, areas where education sessions are being held or public areas of the host venue, unless previously arranged with NAACO Event Management. Violation may result in expulsion from the Corporate Showcase and ineligibility at future events.

Presentations in booths by demonstrators must be consistent with the professional atmosphere of the Event.

6. On-site Sales by Exhibitors

Active retail selling by the Exhibitor is NOT permitted at the Event.

7. Waiver and Indemnification

(a) Exhibitor agrees to make no claim of any nature whatsoever against NAACO and/or, their representatives ("representatives" include but are not limited to agents, members, Official Contractors, Officers, and/or Board of Directors) except for specified claims arising directly from the gross negligence of NAACO and/or their representative acting within the scope of their engagement or designated responsibilities, and caused by circumstances under the control of NAACO and/or their representatives. This waiver shall include, without limitations: (i) loss or damage to any property of the Exhibitor's by fire, theft, destruction, vandalism or any other cause, except that said loss or damage is directly attributable to the gross negligence of NAACO and/or their representatives; (ii) any injury to the Exhibitor, its agents or representatives by any cause, except for such injury directly attributable to the gross negligence of NAACO and/or their representatives.

(b) The Exhibitor shall indemnify, defend and hold NAACO and/or their representatives ("representatives" include but are not limited to agents, members, Official Contractors, Officers, and/or Board of Directors) harmless from and against any and all claims, penalties, damages, losses, costs, charges and expenses whatsoever, including reasonable attorney's fees and costs, arising out of the Exhibitor's participation in NAACO events except where such claims are directly attributable to the gross

Initial Here _____

negligence of NAACO and/or their representatives, including, without limitation, the following: (i) damage or injury to any person, persons or property arising from or by reason of the occupation and use of the exhibit space; (ii) acts done or caused to be done by the Exhibitor, its agents, representatives; (iii) any breach by the Exhibitor of its obligations hereunder; (iv) any loss, damage or destruction to property of the Exhibit Facilities caused by the Exhibitor, its agents, representatives, guests or invitees; and (v) any loss, theft, misappropriation or otherwise, or damage or destruction of any property of the Exhibitor or property brought into the exhibit areas outside of exhibit hours.

(c) Exhibitor hereby agrees to waive the right of subrogation by its insurance carriers to recover losses sustained under its insurance contract including but not limited to real and personal property.

(d) Exhibitor assumes responsibility and agrees to indemnify and defend the host venue and their representatives and agents against any claims or expenses arising out of the use of the exhibit premises. The Exhibitor understands that neither NAACO and/or their representatives (“representatives” include but are not limited to agents, members, Official Contractors, Officers and/or Board of Directors) nor their contractors, nor the host venue maintain insurance covering the Exhibitor's property, personnel and Event attendees, and it is the responsibility of the Exhibitor to obtain and maintain such adequate insurance at the Exhibitor’s sole cost and expense.

8. Damage to the host venue

An Exhibitor is liable for any damage caused by the Exhibitor, and/or their representatives (“representatives” to include but is not limited to agents, members, Official Contractors, Officers and/or Board of Directors) to the host venue, property, including but not limited to building floors, walls or columns, or to facility-owned equipment, or to other Exhibitors’ property.

An Exhibitor and/or their representatives may not apply paint, lacquer, adhesive, or other coatings to the host venue, including but not limited to building floors, walls, or columns, or to facility-owned equipment, or to standard booth equipment, or to another Exhibitor’s property.

9. Distribution of Food and Beverage

The distribution of any food or beverage other than wrapped bite-size candy must be first approved by NAACO. All approved food/beverage items must be purchased through the host venue.

Any exhibitor distributing food and/or beverage from their booth is responsible for proper maintenance of the booth and surrounding area. Trash left in the aisles as a result of an Exhibitor giveaway will result in the removal of the trash at the Exhibitor’s expense and curtailment of ability for Exhibitor to continue distributing this giveaway.

10. Alcoholic Beverages

The dispensing, distribution or use of alcoholic beverages in the Corporate Showcase by the Exhibitor, and/or representatives (“representatives” to include but is not limited to agents, members, Official Contractors, Officers and/or Board of Directors) is prohibited without the express prior written approval of NAACO.

Initial Here _____

11. NAACO Meeting Admittance Policies

Admittance policies to the Event and the Corporate Showcase shall remain, at all times, the prerogative of NAACO, and may be revised or amended to suit unforeseen conditions as solely determined by NAACO.

12. Exhibitor Booth Personnel Badging/Credentialing

Exhibitor Booth Personnel are full-time permanent employees of the “contracted” Exhibitor engaged in the actual display operation, demonstration, or promotion of the “contracted” Exhibitor’s product or services within the Exhibitor’s booth as provided and/or purchased in accordance with the policy below.

Exhibitor Booth Personnel shall wear official “Exhibitor” identification furnished by NAACO at all times while they are in the Corporate Showcase. All other Exhibitor “temporary employees” and/or representatives (“representatives” to include but is not limited to agents, members, certain Official Contractors, Officers and/or Board of Directors) must register as Event attendees.

All exhibits must have properly badged Exhibitor Booth Personnel present in the exhibit booth during the official Corporate Showcase hours.

An exhibit booth personnel badge entitles the holder to admittance into the Corporate Showcase and other areas and events as stipulated in their individual agreement.

13. Photography and Videotaping

Only the NAACO designated photographer(s) may take photographs in the Corporate Showcase. Picture taking at any time other than by the NAACO photographer is prohibited unless authorized by photo subjects. Exhibitors may photograph or video activity of their own products within the parameters of their own booth. NAACO must approve any live feed videos in advance of the Event. This also applies to Social Media. Please refer to Section 14, Media, for additional information on media approval.

Violation of the NAACO’s photography and videotaping policy may result in expulsion from the Corporate Showcase and ineligibility at future events.

14. Media

If you plan to have local or national press coverage of your booth during the Event, you must first obtain prior written approval from the NAACO Headquarters. Please contact Michele Giovine at 609-297-2217 or mgiovine@naaco.org for press approval.

When approved and accompanied by a NAACO-appointed escort, members of the Media may videotape or mechanically record activities taking place in the Corporate Showcase. Photography of the general Corporate Showcase area is allowed, though photographing a specific booth requires permission from the company being photographed.

Filming or photographing of individual participants without their written permission is prohibited.

Initial Here _____

15. Promotional Activities and Distribution of Printed Material

Promotional activities, the distribution of product promotion material, product specific advertisement and other types of exhibitor collateral is strictly limited to within the Exhibitor's booth in the Corporate Showcase. Exhibitor promotional activities and/or materials cannot be displayed or distributed in any meeting rooms or public areas of the host venue and any other official venues, including the education space where the meetings are taking place. This restriction also applies to the placement of signs. Violation may result in expulsion from the Corporate Showcase and ineligibility to attend future events.

16. Organization Name and Logo Use

Use of the name North American Association of Commencement Officers, the acronym NAACO and the NAACO logo is prohibited in conjunction with advertisements, endorsements, promotional materials, statements, contests and/or awards unless previously approved in writing by NAACO.

17. Event Logo

Exhibitors may not use Event logos without obtaining prior written permission from NAACO. If you would like to use the Event logos or have questions regarding the Event logos usage policy, please contact info@naaco.org.

18. Non-compete Events

Exhibitor agrees not to promote or hold any "events" or "gatherings" of "potential or actual attendees" of the Event in competition with and/or during the official Event "open hours."

Exhibitors wishing to host a function in conjunction with the Event must first obtain approval. To obtain approval, you must submit the request for function approval and space in writing for consideration. For more information, please contact NAACO Headquarters at info@naaco.org.

19. Relocation of Exhibits (totally or individually) and other Floor Plan Revisions

NAACO retains the exclusive right to revise the Corporate Showcase floor plan(s) and/or relocate any assigned Exhibitors as necessary for the betterment of the Event as determined solely by NAACO. While every effort will be made to ensure that your company has the best booth space possible, NAACO does not guarantee that your company will not be placed next to a competitor exhibitor.

20. Federal, State and Local Regulations

- **Fire Regulations**

All NAACO exhibitors must adhere to all guidelines set by the host venue's fire prevention and safety regulations.

- **Fire Marshal**

Exhibitors, Official Service Contractors and NAACO must comply with all federal, state and local fire and building codes that apply to public assembly facilities.

Initial Here _____

The host venue's Fire Marshal's Office and the Local Fire Department reserve the right to make any final decisions regarding the outlined requirements. Prior to the showcase opening, the Fire Marshal may inspect the booths to ensure these requirements are met. If they are not, adjustments can be costly, and if a booth imposes a significant fire hazard, it will be prohibited from exhibiting.

21. Amendment and Additions to Code

Any matters not specifically covered by the Code shall be subject solely to the decision of NAACO. NAACO may, at any time, amend or add further rules and regulations to this existing Code, and all amendments and/or additions, shall be binding on all Sponsors and Exhibitors equally along with the foregoing Code and shall be made available online at www.naaco.org.

22. Agreement to Rules and Regulations

The Exhibitor and Sponsor, for himself or itself, his or its full time employees, or "representatives" ("representatives" to include but is not limited to agents, part time personnel, certain Official Contractors, Officers, and/or Board of Directors), agrees to abide by the foregoing Code and the rules provided in the Exhibitor Prospectus and documentation and the Sponsor Kit, and by any amendments and additional rules that may be put into effect by NAACO. NAACO reserves the right to change the rules and regulations at any time without notice.

Failure to comply with the terms of this code may result in termination of any active Agreement. The signing of this Code signifies assumption of legal responsibility as stipulated in this Code.

Policy Statement Regarding NAACO Conference and Corporate Sponsored Prizes

For many of the attendees at NAACO Conferences, policy regulations and ethical restrictions prohibit accepting gifts from companies that could be misconstrued as influencing that individual's decision to do business with a company based on personal gain.

Prizes distributed as part of the NAACO Corporate Showcase during the Annual Conference or during NAACO Regional Meetings are subject to those policies for many of our attendees. Therefore any prize awarded in association with a NAACO activity should not exceed the value of USD \$50.

To encourage participation and engagement with all exhibitors at the annual conference, an interactive "game" will be incorporated into the conference plans. The grand prize for the game will be a voucher for use at the next annual conference to cover: a.) one full conference registration fee (approx. USD \$775); b.) hotel accommodations for four (4) nights at the conference hotel (approx. USD \$850). Total Value of approximately USD \$1,625.

Since it is not a gift to influence purchase of a specific product and is intended for educational purposes, it does not violate any conflict of interest policies for our members.

Initial Here _____

Since all sponsors and exhibitors will be treated equally in the game and will be recognized for having contributed to the grand prize, 2% of all sponsors and exhibitor revenue will be used to fund the grand prize, the contribution will automatically be included in the invoice for the sponsor or exhibitor registration.

The voucher given to the winner will include the names of all sponsors and exhibitors contributing to the grand prize.

Sponsor Deadlines and Marketing Materials Specifications

I. Submission Deadlines

Please note that receipt of benefits is contingent upon timely submission of the required items to Headquarters.

Item	Due Date	Submit to
Contract Signed		Application Form
Invoice Payment	Within 3 days of contract signature	Members Only Site Dashboard
Corporate Showcase Booth Selection	Submit 2 selections on Application form	Application Form
Website Logo	Within 10 days of contract signature	Upload Form
Ignite! Concept & Abstract	By October 20, 2017	Upload Form
Conf. Delegate Book Ad	By November 3, 2017	Upload Form
Speed Dating Participation	By November 17, 2017	Upload Form
Ignite! Final PowerPoint	By December 22, 2017	Upload Form

II. Website Logo

- All logos must be high resolution – minimum 300 dpi at 100%
- Format: .png and .eps or .ai
- Site Slider: Rectangular Logo – 250 x 100 px
- Sub-Page Box Logo – 200 x 150 px

Submission

Please submit to info@naaco.org with a Subject line of: “NAACO Sponsor – *YourCompanyName* – Logo”. Label your logo with the name of your company and your sponsorship level eg. NAACO Logo_PhD.png

Submission deadline: within 10 days of contract signature

III. Conference Delegate Book (8 ½ x 11 publication)

- All ads must be high resolution – minimum 300 dpi at 100%
- CMYK
- Non-bleed
- Format: .jpg, .eps, .pdf (high res)

Initial Here _____

- Full Page – 7.5” x 10”
- Half Page Vertical – 3.75” x 10”
- Half Page Horizontal – 7.5”x 5”
- Quarter Page – 3.75” x 5”

Submission

Please submit to info@naaco.org with a Subject line of: “NAACO Sponsor – *YourCompanyName* –Ad”. Label your ad with the name of your company, your sponsorship level and the ad size, eg, NAACO_PhD_7.5x10.jpg

Submission deadline: November 3, 2017

Insertion of Sponsor and Exhibitor Branding

Insertion of sponsor and exhibitor branding as stipulated in their respective benefits is contingent upon timely submission of materials to Headquarters, in the format stipulated in this document. Any ad, logo or branding not compliant with the formats listed in this document run the risk of not being included in NAACO materials.

IV. Ignite! Session

Ignite! Sessions are small high-energy, high-impact non-sales presentations where participants are allowed three to five minutes to speak about industry specific new trends, great traditions, best practices and tips about which they are passionate, accompanied by 20 slides.

Each slide is displayed for 15 seconds, and slides are automatically advanced. The presentations are meant to "ignite" the audience on a subject, i.e. to generate awareness and to stimulate thought and action on the subjects presented. In the case of our sponsors and in the context of the conference the content should be geared towards best practices, best tools, new trends, traditions or a similar subject.

The sessions will take place after lunch with multiple presenters that will succeed one another building momentum and excitement within the audience.

- All presentations must be submitted in MS PowerPoint
- 20 slides of 15 seconds each maximum, auto-advanced
- Content must be educational
- Content concept and abstract must be provided to Education Committee for review and approval
- 1 to 2 maximum speakers per Ignite! presentation
- The last slide may list the Speaker ID and contact information

Submission Deadline:

- Concept and abstract **submission deadline** October 20, 2017
- Final Presentation December 22, 2017

Please submit to info@naaco.org with a Subject line of: “NAACO Sponsor – *YourCompanyName* – Ignite! Concept and Abstract”

You will be notified of the review committee’s response or feedback within two weeks of submission. NAACO reserves the right to decline the presentation based on content appropriateness.

Initial Here _____

V. Sponsor “Speed Dating”

Round-table setting, fast-paced session at breakfast, during which one sponsor representative paired with a Board or Committee member, makes a **2-minute elevator pitch** to a table of attendees.

Confirmation of Interest Deadline: by November 17, 2017

Confirmation of desire to exercise this option must be sent to info@naaco.org with a Subject line of: “NAACO Sponsor – *YourCompanyName* – Speed Dating”

VI. Advertising opportunity

Advertising opportunities specifications are listed in the [Media Kit](#). They are available on a first-come, first-serve basis and governed by the listed deadlines in the Media Kit.

Signature: By signing this document, I state that I have read and understood the requirements listed in this document.

Sponsor/Exhibitor Representative

Date:

Initial Here _____