

2017 SPONSORSHIP PACKET

A DAY OF

ENCOURAGEMENT



EMPOWERMENT

**16th ANNUAL
EDUCATION CONFERENCE**

Saturday, October 7, 2017

8:30 am - 2:30 pm

TIES Conference Center - St. Paul

BREAST  CANCER
EDUCATION
ASSOCIATION

ENCOURAGE. ENGAGE. EMPOWER.

www.BreastCancerEducation.org

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AN INVITATION

The Breast Cancer Education Association invites you to sponsor the 16th Annual Twin Cities Educational Conference. This day of inspiration and education provides access to resources that help encourage, engage and empower those affected by breast cancer.

In Minnesota, an estimated 4,000 women and 24 men will be diagnosed with breast cancer this year. Over 600 women and 4 men will die.

CONFERENCE COMMITMENT

Each year an increasing number of women and men are diagnosed with breast cancer. Through education, not only do you learn to survive this disease and live, but learn to live more courageously, creatively and with grace.

Created in 2001, by survivors Ann Harris and Lois Joseph, the Breast Cancer Education Association conference fulfills a need for a broad range of cutting-edge information about breast health. Our program crosses all boundaries and supports a broad range of healing philosophies and possibilities, from surgical options and the latest updates in oncology to mind, body and spirit practices.

There is no other program like this in the Twin Cities.



Founders Ann Harris & Lois Joseph



WHO ATTENDS

Over 250 people interested in the fight against breast cancer: survivors, their families, friends, co-workers, and neighbors.

BENEFITS OF SPONSORING

- **Engaged Targeted Audience**
- **Supports the Cause & Community**
- **Creates Brand Awareness**
- **Develop and Enhance Credibility**
- **Potential Lead Generation**
- **Promotion Through Samples/Give-Aways**

WHY GET INVOLVED

The Breast Cancer Educational Conferences have been an outstanding success, earning praise from attendees, sponsors, speakers, media representatives and the general community. This is the only breast health educational conference offered to the public in the Twin Cities.

The BCEA conference is largely planned and run by volunteers, most of whom are breast cancer survivors. Thanks to the underwriting support of sponsors, we are able to continue offering this full-day educational program for \$65 per person.

Although local experts donate their time to speak, this conference must be self-supporting through registration fees, grants and sponsorships.

Having partners like you help make this conference possible.



Breast Cancer Education Association Breast Cancer Education Conference - 2017 Sponsorship Opportunities and Benefits

	Premier	Supporting	Keynote	Luncheon	Contributing	Workshop	Resource Center - Limit of 25
Sponsorship Level	\$10,000	\$7,500	\$5,000	\$3,500	\$2,500	\$1,500	\$1,000
Sponsorship of Presentations	2 Sessions	1 Sessions	Keynote	Luncheon		1 Session	
Podium Recognition	√	√	√	√			
Logo on Event Promotional Materials	√	√	√	√	√		
Logo on Event Signage	√	√	√	√	√		
Logo on Website with Link	√	√	√	√	√	√	√
Recognition on Conference Agenda & Presentation	√	√	√	√	√		√
Exhibitor Table in Resource Center*	√	√	√	√	√	√	√
Social Media Recognition	4 Posts	4 Posts	3 Posts	3 Posts	2 Posts	1 Posts	1 Post
Recognition on BCEA Webinar	√	√	√				
Registrations or Scholarships**	10	8	6	4	2	2	2

COMMITMENT & RESOURCE CENTER EXHIBITOR REGISTRATION FORM

I am committing to contribute to the 16th Annual Breast Cancer Education Association's Annual Conference on Saturday, October 7, 2017, at the TIES Conference Center in Saint Paul at the level indicated below.

- \$10,000 PREMIER SPONSOR
- \$7,500 SUPPORTING SPONSOR
- \$5,000 KEYNOTE SPONSOR
- \$3,500 LUNCHEON SPONSOR
- \$2,500 CONTRIBUTING SPONSOR
- \$1,500 WORKSHOP SPONSOR
- \$1,000 RESOURCE CENTER SPONSOR

PAYMENT INFORMATION

- Please send an invoice for the amount indicated above.
- Enclosed is a check made payable to:
Breast Cancer Education Association

CONTACT INFORMATION

Company Name		
Contact Name		
Job Title		
Address		
City	State	ZIP
E-mail		
Phone		
Fax		

PLEASE MAIL THIS FORM TO:

Breast Cancer Education Association
1027 W. Roselawn Avenue
Roseville, MN 55113

FOR QUESTIONS, PLEASE CONTACT:

Association Manager, Ann Kvaal
p: 651-487-3578
e: info@breastcancereducation.org

TERMS AND CONDITIONS

1. **Rules and Regulations.** The term "Event" refers to the Breast Cancer Education Association ("BCEA") 2017 Conference to be held October 7, 2017 at the TIES Conference Center, St. Paul, MN ("Event"). The Event is owned, produced, and managed by BCEA. The term "Exhibitor" refers to the organization or person that applied for and has been granted exhibit space rental and such applicant's officers, directors, shareholders, employees, contractors, agents, and representatives.
2. **Application to Exhibit.** The receipt by BCEA of a signed Application and Contract for Exhibit Space will constitute a binding contract (the "Agreement"). BCEA reserves the right to reject any application for space for any reason. If any Exhibitor changes management or is purchased by another company/organization, this Agreement becomes binding on such company/organization.
3. **Exhibit Space Specifications.** Each exhibiting company shall receive a skirted 6' table in their exhibition space.
4. **Exhibit Space Assignments.** Exhibit space will initially be assigned through a random lottery system. BCEA shall act in good faith to assign the Exhibitor's booth in the location indicated by Exhibitor. Notwithstanding the above, BCEA reserves the right to change the floor plan or to change the location assigned to Exhibitor at any time as it may, in its sole discretion, deem necessary in the best interest of the Event. Exhibitor shall not sublet or permit the use of all or any part of the booth or any equipment provided by BCEA, nor shall Exhibitor assign this Agreement in whole or in part, without written notice to and approval from BCEA.
5. **Exhibitor Representation.** Each Exhibitor representative must be registered to participate in the Event. Two full-meeting registrations per booth space are included in booth fees.
6. **Cancellation of Space by Exhibitor.** All requests for cancellation or reduction of exhibit space must be in writing and shall become effective upon receipt by BCEA. Due to the difficulty of determining and detailing the losses which would result from cancellation of exhibit space, the Exhibitor agrees to pay the following as liquidated damages (and not as a penalty) if the Exhibitor cancels its exhibit space: If written notice of cancellation is received by BCEA on or before September 5, 2017, BCEA will retain or shall be owed a cancellation fee of \$75; if written notice of cancellation is received by BCEA on or after September 6, 2017 but before September 15, 2017, BCEA will retain or shall be owed a cancellation fee equal to 50% of the total exhibit fee plus a \$75 processing fee; if written notice of cancellation is received by BCEA on or after September 15, 2017, BCEA will retain or shall be owed a cancellation fee equal to 100% of the total exhibit fee. The above cancellation fee terms shall apply regardless of the execution date of this Agreement and regardless of any re-sale of booth space cancelled by Exhibitor.
7. **Cancellation or Postponement of Event.** It is mutually agreed that, in the event that the Event is cancelled for any reason, then and thereupon this Agreement will be automatically terminated and BCEA management will determine an equitable basis for the refund of a portion or all of the exhibit fees, after due consideration of expenditures and commitments already made.
8. **Payment of Debts.** Exhibitors must make required payments for exhibit space as outlined in the Application and Contract for Exhibit Space. Exhibitors are further responsible for ensuring that there are no outstanding amounts owed by them to BCEA. If all payments and outstanding amounts are not paid in full by September 22, 2017, BCEA retains the right to cancel the Exhibitor's space without further notice and without obligation to refund previously paid amounts. Any re-sale of exhibit space shall not result in a refund to the Exhibitor. Exhibitors may not move-in to their exhibit space until payment in full is received.
9. **Exhibit Space Occupancy.** Any Exhibitor that fails to occupy its assigned exhibit space by the end of published set-up hours, leaves its exhibit space unattended during Event hours, or begins dismantling of exhibit space prior to the close of the Event by BCEA, may forfeit its right to the exhibit space and its eligibility to exhibit at future BCEA events.
10. **Arrangements of Exhibits.** Exhibitor agrees to abide by all exhibit display guidelines. All Exhibitors must remain within the confines of their own exhibit space, and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view or disadvantageously affect the display of other Exhibitors. BCEA shall have the right to demand modification of the appearance of dress of persons or mannequins used in conjunction with displays or demonstrations. Exhibits not conforming to these specifications, or which in design, operation, or otherwise, are deemed objectionable by BCEA in its sole discretion, will be prohibited.
11. **Handling and Storage.** Neither BCEA nor the owners or managers of the Event facility will accept or store display materials or empty crates; Exhibitor shall make its own arrangements for shipment, delivery, receipt, and storage of such materials and empty crates.

Exhibitors are required to install, staff, and dismantle during the following hours:

Installation	Resource Center Hours	Dismantling
Saturday October 7, 2017 7:45 am - 8:15 am	Saturday October 7, 2017 8:30 am - 9:00 am 10:30 am - 10:45 am 11:45 am - 12:00 pm	Saturday October 7, 2017 12:05 pm - 1:15 pm <i>Must be packed up and out of exhibit space by 1:15 pm</i>

12. **Exhibitor Operation and Conduct/Right of Entry and Inspection.** (A) Exhibitors may not schedule private functions or events which conflict with officially scheduled BCEA events; (B) All activities must be carried on in Exhibitor's contracted exhibit booth space; (C) The use of live animals is prohibited in the Event; (D) The use of objectionable amplifying or lighting equipment is prohibited; (E) Exhibitors may not use strolling entertainment, nor distribute samples, magazines, or advertising materials in any area outside their exhibit booth; (F) The use of helium-filled balloons is prohibited in the Event; (G) It is the Exhibitor's responsibility to ensure that models' and/or artisans' appearance and dress will not be offensive to modest tastes. Furthermore, artisans and models are not permitted to perform or appear outside of the contracted exhibit booth space during Event hours; (H) Food and beverage may not be dispensed from Exhibitor's booth without prior approval by BCEA. If Exhibitors engage in any conduct in violation of the rules and/or applicable laws, BCEA reserves the right to cancel the Exhibitor's space without further notice and without obligation to refund monies previously paid and to re-sell exhibit space assigned. BCEA further reserves the right to reject Exhibitor's application to exhibit in future shows of BCEA. Further, BCEA in its absolute discretion shall have the right at any time to enter and inspect the area occupied by Exhibitor. Exhibitors and their representatives shall at all times conduct themselves in a professional manner and shall not disparage or defame fellow exhibiting companies, member companies, BCEA, or the employees of aforementioned organizations, or engage in other activities detrimental to the Event.
13. **Exhibiting Codes and Agreements.** Exhibitor hereby agrees to be bound by all exposition rules and regulations outlined here, and any additional rules, regulations, and information as may be adopted by BCEA or the Event facility. Exhibitor further agrees to adhere to and be bound by (i) all applicable fire, utility, and building codes and regulations of the facility where the exposition is held; (ii) any rules or regulations of said facility; (iii) the terms of all leases and agreements between BCEA and the managers or owners of said facility; (iv) the terms of any and all leases and agreements between BCEA and any other party relating to the Event; and (v) all Federal, State, and local laws, codes, ordinances and rules; without limiting the foregoing, Exhibitor shall construct its displays to comply with the Americans with Disabilities Act. Exhibitor shall not, nor shall Exhibitor permit others to, do anything to its exhibit space or do anything in the Event facility which would cause a difference in conditions from those previously approved by the insurance carriers of BCEA, or the owners or managers of said facility, which will in any way increase premiums payable by any of said parties, and Exhibitor shall be responsible for any such increase resulting from violation of this section.
14. **Listing and Promotional Materials.** By exhibiting at the Event, Exhibitor grants BCEA a fully paid, perpetual, non-exclusive license to use, display, and reproduce the name of the Exhibitor in any directory or listing of the Event exhibitors and to use such names in promotional materials. BCEA shall not be liable for any errors in any listing or for omitting any Exhibitor from any directory or listing pertaining to the Event.
15. **Liability and Insurance.** This Agreement shall not constitute or be considered a partnership, employer-employee relationship, joint venture or agency between BCEA and Exhibitor. Exhibitor hereby agrees to and does indemnify, hold harmless, and defend BCEA, its officers, directors, employees, agents, affiliates, and subsidiaries (collectively, "Indemnified Party"), from and against any and all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever (including but not limited to cost, interest, and attorney's fees) which any Indemnified Party may incur, suffer, be put to, pay, or be required to pay, incident to or arising directly or indirectly from any act or omission by Exhibitor or any of its employees, servants, or agents. Exhibitor further agrees that the Indemnified Party, shall not be responsible in any way for damage, loss, or destruction of any property of Exhibitor or injury to Exhibitor or its representatives, agents, employees, licensees, or invitees. Exhibitors must obtain insurance policies covering exhibit materials at the BCEA Event. Exhibitors must also have public liability, bodily injury, and property damage insurance. Such insurance shall name the Event facility, BCEA, and the Official General Contractor as additional insureds. Upon request, Exhibitor shall provide a certificate of insurance to BCEA.
16. **Limitation of Damages.** In no event will an Indemnified Party be liable to the Exhibitor, whether in contract or tort, for any amount in excess of the exhibit space rental fee in relation to any damages, including lost profits, arising out of or relating to the BCEA Event, the rental of exhibit space, the conduct of BCEA, any breach of this Agreement, or any other act, omission, or occurrence.
17. **Protection of Exhibit Facility.** Exhibitor is expressly bound, at its expense, to promptly pay for or repair any and all damage to the exhibit facility, booth equipment, or the property of others caused by the Exhibitor or any of its employees, agents, contractors, or representatives.
18. **Interpretation and Enforcement.** BCEA has full power to interpret and enforce all regulations for the Event and the power to make amendments and/or further regulations that are considered necessary for the proper conduct of the Event. Such decisions shall be binding on all Event exhibitors. Failure to comply with any rule or regulation may be sufficient cause for BCEA to require the immediate removal of the offending exhibitor, and may result in forfeiture of all further rights to exhibit at future events sponsored by BCEA, together with all fees paid. BCEA may lease any space so forfeited to another exhibitor.

Signature: _____

Date: _____