



## 2018 SWS Sponsorship Form

### Sponsor Information (please print or type)

Contact Name	
Organization Name	
Billing Address	
City, State, ZIP Code	
Telephone (business & mobile)	
E-Mail	

### Southwest Showcase 2018:

- ~~Exclusive Keynote Luncheon Sponsor, (1), \$12,500~~ **Reserved**
- ~~Exclusive Opening Keynote Sponsor, (1), \$10,000~~ **Reserved**
- ~~Exclusive Conference Tote Sponsor, (1), \$5,000~~ **Reserved**
- ~~Exclusive Conference App Sponsor, (1), \$4,000~~ **Reserved**
- ~~Planner Parking Sponsor, (1), \$4,000~~ **Reserved**
- ~~Badge Holder & Lanyard Sponsor, (1), \$4,000~~ **Reserved**
- Exclusive Conference Show Guide Sponsor, (1), \$4,000
- Breakout Education Sponsor, (4), \$3,500
- ~~Expo Champagne Welcome Sponsor, (1), \$2,500~~ **Reserved**
- ~~Headshots Sponsor, (1), \$2,500~~ **Reserved**
- ~~Breakfast & Breaks Sponsor, (3), \$2,000~~ **Reserved**
- ~~Coat & Bag Check Sponsor, (1), \$2,000~~ **Reserved**
- Industry Supporter, (unlimited), \$1,000
- Other/In-Kind \_\_\_\_\_

### Pledge Information

We will commit a total of \$ \_\_\_\_\_ for Southwest Showcase 2018.

We plan to make this payment in the form of:

\_\_\_\_ Check                      \_\_\_\_\_ Please invoice me (SWS does not accept credit cards for sponsorships)

Please make your check payable to Southwest Showcase and send to:

**Southwest Showcase, c/o ExpoTex, LLC, PO Box 151688, Austin, TX 78715-1688**

### Acknowledgement Information

Please use the following name(s) for all communications & acknowledgements:

Name
Signature(s)
Date



## 2018 Sponsorship Agreement Policies

1. For sponsors in "First Right of Renewal,"
  - a. Your request will be honored in ranking order by sponsorship level.
  - b. Confirmation of booth placement will be made by show management. Booth assignments are made in order of receipt of sponsorship request and available booth inventory at time of request.
  - c. Sponsorship requests made after booth sales open to all suppliers will only receive priority over other non-sponsoring exhibitors' requests made at the same time.
2. **Payment for sponsorships is due with your signed form. If desired, you may pay 25% of the total cost now, with the balance due no later than November 24, 2017.**
3. A 10x10 booth space translates to 1 booth, or 100 sq. feet of booth space and is valued at the stated price in each respective sponsorship level. Credit of this value cannot be transferred to other cost-valued items such as booth décor, or booth personnel.
4. All costs, fees, and expenses not directly covered as sponsorship benefits are the full responsibility of the sponsor and must be paid according to 3rd party vendor and exhibitor agreement terms.
5. Benefits are not transferrable or substitutable to other sponsors for other benefits or expenses related to exhibiting at Southwest Showcase.
6. If the sponsorship opportunity you select is not available you will be offered the next available opportunity.
7. Sponsorship "credit" must be under one corporate brand name only; recognition cannot be "split" between two or more entities.
  - a. Primary contact for sponsor assumes responsibility for communicating these policies to other sponsor partners.
8. These opportunities are for "cash-only" sponsorships. In-kind opportunities are limited and are restricted to those items which will directly impact currently budgeted expenses for 2018 Southwest Showcase. If you are interested in providing a service or product "in-kind" please contact us for more information.

## Material Terms and Conditions

### 1. Use of Intellectual Property

- a. This Sponsorship agreement does not signify any assignment or license of trademark, copyright, trade secret or other intellectual property rights by Southwest Showcase Management or Sponsor beyond the limited permissions set forth in the "Sponsor Benefits."
- b. The Southwest Showcase Management's use of Sponsor's name and logo pursuant to the "Sponsor Benefits" does not convey the Southwest Showcase Management's approval, endorsement, certification, or referral of any product or service provided by Sponsor.

### 2. Confidentiality

- a. Both Southwest Showcase Management and Sponsor, on behalf of themselves and their respective directors, officers, employees and agents, agree not to use or further disclose at any time any confidential information of the other that may be received as a result of this corporate sponsorship agreement, except as may be authorized in writing by the other.

### 3. Indemnification

- a. Sponsor will indemnify, save and hold harmless the Southwest Showcase Management, its officers, directors, employees and agents, from and against any and all claims, losses, damages, liabilities, judgments, or settlements, including reasonable attorneys fees, costs, and other expenses, incurred as a result of Sponsor's willful or negligent acts or omissions in connection with its exercise of any of the rights granted to it pursuant to the Sponsor Benefits.
- b. The Southwest Showcase Management will indemnify, save and hold harmless Sponsor its officers, directors, employees and agents, from and against any and all claims, losses, damages, liabilities, judgments, or settlements, including reasonable attorney's fees, costs and other expenses, incurred as a result of Southwest Showcase Management's willful or negligent acts or omissions in connection with its obligations or grant of benefits as provided for in the Agreement.



#### **4. Termination**

- a. In the event that any Southwest Showcase Management activity or event sponsored by Sponsor or pursuant to this Sponsorship agreement does not take place due to any cause beyond the reasonable control of the parties, the Southwest Showcase Management will refund to Sponsor a pro rata share of the Sponsorship fee amount, less any direct out-of-pocket expenses previously incurred by Southwest Showcase Management in connection with the activity or event, proportional to Sponsor's level of sponsorship.
- b. Sponsor may cancel this corporate sponsorship agreement at any time by providing written notice of such cancellation to Southwest Showcase management no less than 30 days prior to the event. Sponsor will not be entitled to recover any monies previously paid to Southwest Showcase at the time of cancellation. Upon Southwest Showcase management's receipt of such notice of cancellation, it will undertake reasonable efforts to refrain from further references to Sponsor as a Southwest Showcase Sponsor in newly created materials.
- c. Southwest Showcase management may cancel this Sponsorship agreement at any time for cause or as a result of any claims made against Sponsor of any acts or omissions constituting a crime involving moral turpitude or which, in the Southwest Showcase management's reasonable opinion, would otherwise cast an unfavorable light upon Southwest Showcase or any of its partners. Southwest Showcase management will refund to Sponsor a pro rata share of the Sponsorship fee amount, less any direct out-of-pocket expenses previously incurred by Southwest Showcase management in connection with any upcoming activities or events covered by the Sponsorship agreement, proportional to Sponsor's level of sponsorship. Southwest Showcase management will also undertake reasonable efforts to refrain from further references to Sponsor as a Southwest Showcase Sponsor in any newly created materials.

**To reserve your sponsorship, call Southwest Showcase management at (512) 451-9867 x111,  
or e-mail [charles@expotexllc.com](mailto:charles@expotexllc.com)**