



November 15, 2024

Dear Industry Supporter,

We invite you to exhibit at the APMA Region One Conference taking place at the Waltham Weston October 24-25, 2025.

**Where:**

Westin Waltham 70 3rd Ave, Waltham, MA 02451

**Exhibit Fee and Registration:**

Register and pay by December 31<sup>st</sup> to receive 2024 pricing:

Ballroom: \$1,550

Upper Foyer: \$1,950

Lower Foyer: \$2,550

Register and pay by August 31<sup>st</sup> to receive early Bird Pricing:

Ballroom: \$1,650

Upper Foyer: \$2,050

Lower Foyer: \$ \$2,650

Register starting September 1<sup>st</sup>

Ballroom: \$2,000

Upper Foyer: \$2,400

Lower Foyer: \$3,000

**Additional Sponsorship Opportunities to Build Your Brand:**

Meal & Reception Sponsorships – All meal and reception sponsorships include a several minutes of podium time, plus promotion in app and printed program, and a stuffer in the attendee bag or places at the tables!

- Friday Evening Reception (1 Available): \$3,250
- Lunch Sponsor (2 Available): \$2,750
- Breakfast Sponsor (2 Available): \$2,250
- Refreshment Break Sponsor (3 Available): \$2,000
- Product Theater (2 Available): \$6,000 – You company can bring your speaker and present a branded (non-CME) talk during breakfast or lunch

Digital Sponsorships – All digital sponsorships will be set up in the attendee app and promoted in advance of the meeting.

- Mobile App Sponsor (1 Available): \$4,500
- Mobile App Banner Ads & Push Notification Communications: \$250 per ad/message
- Wifi Sponsor (1 Available): \$2,500 – attendees will be redirected to your company website when joining the sponsored wifi network

Logo Placement & Onsite Material Sponsorships – Your logo will be featured prominently on attendee materials.

- Attendee Name Badge Sponsor (1 Available): \$2,000
- Attendee Bag Sponsor (1 Available): \$2,250
- Attendee Lanyard Sponsor (1 Available): \$2,000
- Attendee Bag Materials - \$500 per piece

#### Attendee Experience Sponsorships

- Hosted Photographer (1 Available): \$1,500 Support the official event photographer with this package! Your logo will be incorporated into a photo opportunity station at the event. Offer your clients updated head shots and the ability to capture your customers at the 2-day event. Benefits of this package include Logo and company info in event program, app, and signage onsite

An exhibit table purchase is required for additional sponsorship opportunities.

#### **Assignment of space**

The space is limited; allocations of space will be made based on the date of registration as well as payment received.

#### **Payment for Space**

Payment can be made via credit card or check. Checks should be made out to APMA Region One Conference and mailed to:

APMA Region One Conference % MFAS  
321 Billerica Rd, Suite 100  
Chelmsford, MA 01824

Please note that the exhibit space is not confirmed until payment is received.

#### **Cancellation or withdrawal**

All cancellations must be in writing. Cancellations received five weeks prior to the event will be offered a refund less a \$250 cancellation fee. No refunds after September 18, 2025.

#### **Exhibit Hours**

Move-in and Set-up: Thursday, October 23, 2025: 5:00-6:00 PM

Exhibit Hours:

Friday, October 24: 7:00 AM-6:00 PM

Saturday, October 25: 7:00 AM-3:00 PM

Exhibitor Move-out: Saturday, October 25 by 3:00 PM

#### **Included in Your Exhibit**

Each single exhibit table purchased includes:

- 2 exhibit personnel
- 1 – 6-ft. skirted table with 2 chairs
- All meals: 2 breakfasts, 2 AM breaks, 2 lunches, and 1 cocktail reception

- Additional signage and email communications with your company information
- Lead generation app access
- Attendee list real time from our website

### **Electricity**

Order electricity directly through Encore AV services [here](#).

### **Attendee Lists**

Available in real time through our website.

### **Dress**

Dress for the program is business or business casual. We encourage you to bring a jacket or sweater that you can remove if you find the room warm and keep on if you find it cool.

### **Exhibitor's Representative**

Each exhibitor organization must have at least one person in attendance acting as its representative. All materials placed within an exhibitor's table are the responsibility of that exhibitor. The exhibitor agrees not to sublet any of their assigned space as provided.

### **Exhibit Standards**

APMA Region One Conference and MFAS shall retain the right to prohibit any exhibitor or part of an exhibit that it does not deem suitable for the exhibition or in keeping in character with or the purpose of this conference.

### **Safety**

Fire regulations require that all display material used for decoration be flame proof. All electrical equipment, including signage and lights, shall be in good condition and be able to pass inspection by the fire marshal. Use of flammable materials necessary to the exhibit where no alternative can be used must first be brought to the attention of MFAS 30 days prior to the event in writing.

### **Shipping**

Exhibitors agree to ship at their own risk and expense property to be exhibited. All shipments must be prepaid. Due to limited storage space, shipments may not arrive at the designated facility earlier than Wednesday prior to the Friday event otherwise the facility reserves the right to refuse the delivery. Any materials being returned from the event must be packaged, labeled and left in the designated area to be returned.

### **Copyright Permission**

Exhibitor represents and warrants that no work protected by copyright will be staged, produced or otherwise performed without the expressed written consent of the owner of the copyrighted material.

### **Specific Site Rules and Regulations**

By registering for this event the exhibitor agrees to all rules and regulations set forth by the facility hosting the event.

### **Amendments to Regulations**

Any and all matters not related or mentioned in these rules and regulations shall be the

decision of APMA Region One Conference and MFAS. The aforementioned items covered in these rules and regulations may be changed at any time by APMA Region One Conference and MFAS in the interest of the conference.

**Responsibility**

It is the responsibility of the exhibitor to be fully familiar with these rules and regulations. APMA Region One Conference and MFAS reserves the right to refuse space to any potential exhibitor or advertiser.

Thank you for your support!

A handwritten signature in black ink that reads "Karen E. Regan". The signature is written in a cursive, slightly slanted style.

Karen Regan, Senior Events Manager, MFAS