



pdma

Connecting Innovators Worldwide

2020

VIRTUAL

SPONSORSHIP

OPPORTUNITIES

September 17-19, 2020

DEVELOP YOUR PARTNERSHIP WITH PDMA

Increase Your Exposure while Driving Innovation at the 2020 PDMA Virtual Conference

PDMA's Virtual Conference unites product leaders, teams, innovation executives, academics, and solution providers from nearly every industry sector for the "event of the year" for product professionals. Maximize your company's exposure through one of the following virtual sponsorship opportunities.

PDMA Virtual Demo Sponsor: \$1,500

- Opportunity to host a live demo during PDMA's virtual conference.
- Company description and demo information included on PDMA's website
- Company logo featured on PDMA's website and on slides during the virtual conference
- Opportunity to provide email content that will be sent from PDMA to the virtual conference attendees on behalf of the sponsor

Virtual Happy Hour Cocktail Sponsor: \$750

- Opportunity to brand a cocktail that will be crafted by Ernie Harris, PDMA's President, during the PDMA virtual happy hour.
- Company logo featured on PDMA's website and on slides during the virtual conference and virtual happy hour

Conference Commercial Sponsor: \$750

- Opportunity to provide an up to 2-minute commercial that would be featured during PDMA's virtual conference
- Company logo featured on PDMA's website and on slides during the virtual conference

Virtual Session Sponsor: \$500

- Verbal recognition during the introduction of one of PDMA's virtual sessions.
- Company logo featured on PDMA's website and on slides during the virtual conference.

Conference Supporter Sponsor: \$250

- Company logo featured on PDMA's website and on slides used during the virtual conference

2020 PDMA ANNUAL CONFERENCE

SPONSORSHIP OPPORTUNITIES

Sponsor/Exhibitor Options

- PDMA Virtual Demo Sponsor: \$1,500
- Virtual Happy Hour Cocktail Sponsor: \$750
- Conference Commercial Sponsor: \$750

- Virtual Session Sponso: \$500
- Conference Supporter Sponsor: \$250

Grand Total: \$ _____

Contact Information

Main Contact (First and Last Name) _____

Company or Institution Name _____

Address _____

City _____

State _____ Postal Code _____ Country _____

Phone _____

Email (print) _____

All listings and signage should read: _____

(Complete institution, facility, or company.)

Payment Options

- Check (payable to PDMA)
- Visa
- Mastercard
- Discover
- AMEX

If you are paying by credit card, all fields are required.

Card Number _____

Exp. Date _____ 3-digit security code _____

Cardholder Name and/or Company (print) _____

Credit Card Billing Address: Same as the address above (OR complete the following fields)

Address _____

City _____

State _____ Postal Code _____ Country _____

Signature _____

Forward to the PDMA Office at:

1000 Westgate Drive, Suite 252
St. Paul, MN 55114 USA
Office Phone: 1+(651)290-6280
Office Fax: 1(651)290-2266

Questions?

Contact Blake Finger at
bfinger@pdma.org or 651.288.3423

(For office use only)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		

Payment must accompany form to guarantee sponsorship.

Audio/Video Policy: Registration and attendance at, or participation at association events constitutes an agreement by the registrant to association's use and distribution of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities.

PCI Compliance: Please do not send credit card information via email. Per standard by the Payment Card Industry, PDMA has met the requirements of the Payment Card Industry-Data Security Standards (PCI-DSS).

Cancellation Policy: All exhibits and sponsorships are available on a first-come, first-served basis. Exhibits and sponsorships are not reserved until PDMA receives payment. Cancellations received by August 31, 2020 will receive a 50% refund. No refunds will be given after that date.

1. Agreement

Please complete the agreement, noting your company name, address, contact person, telephone and fax numbers. Upon receipt of the agreement, PDMA will contact you with an updated floor plan for you to select a table. Tables are available on a first-come, first-served basis. PDMA will forward a notice confirming the table numbers assigned and any remaining balance due to PDMA (if applicable).

2. Payment Terms

Partner/Exhibitor must include a 50% payment if received on or before August 31, 2020. If application is received after August 31, 2020, please include 100% of payment. If any Partner/Exhibitor fails to perform any other term or condition of the contract, or fails to observe and abide by these Contract Conditions/ rules & regulations, PDMA reserves the right to terminate the contract immediately without refund of any monies previously paid.

3. Cancellation

All exhibits and sponsorships are available on a first-come, first-served basis. Exhibits and sponsorships are not reserved until PDMA receives payment. Cancellations received by August 31, 2020 will receive a 50% refund. No refunds after that date. Sponsor, as a condition of being permitted by PDMA to be a Sponsor in the 2020 Annual Conference, agrees to indemnify and hold harmless PDMA, Ewald Consulting, and their respective directors, officers, employees or agents, from any and all loss, which Partner may suffer as a result of show cancellation, duration, delay or other alterations or changes caused in whole or in part by any reason outside PDMA's control.

4. Insurance

Each "Exhibitor" shall carry and maintain all liability insurance. Participating "Exhibitors" assume the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to "Exhibitor's" displays, equipment, and other property brought upon the premises of the Hilton New Orleans Riverside and shall indemnify and hold harmless PDMA, the management firm, agents, servants, and employees from any and all damages, claims, and/or destruction including theft or mysterious disappearance to any and all equipment owned by, leased to, or utilized by "Exhibitors."

5. Promotions, Contests,

Printed Material, Etc.

All giveaway items with the exception of pens, pencils, luggage tags, pocket calendars, and similar items must be submitted for approval to PDMA prior to the conference. Sideshow tactics, or other methods, including marketing material, considered by PDMA to be objectionable, are expressly prohibited at the PDMA conference. Prizes, awards, drawings, raffles, lotteries, or contests may be permitted in accordance with applicable state laws. Requests for approval of such activities must be submitted in writing to PDMA three weeks prior to the opening of the exhibition. PDMA is not responsible for contacting or providing the contact information for any contests, drawings, or raffles that exhibitors choose to do at their booths, separate from the giveaways organized by PDMA. Distribution of promotional material to PDMA 2020 Annual Conference attendees' hotel sleeping rooms, public areas, or in technical sessions is strictly prohibited without the prior approval from PDMA. Use of PDMA hotel and conference-related facility communication systems to promote vendors or their products is also prohibited.

6. Use of PDMA Name

Participation by a Partner in the PDMA conference does not entitle the Partner to use the PDMA name other than with reference to the Partner's participation as a Partner

in the PDMA conference without permission from PDMA. Participation in PDMA does not imply endorsement or approval by PDMA of any product, service, or participant, and none shall be claimed by any participant.

7. Press

PDMA reserves the right to control all media access and press activity during the PDMA conference.

8. Americans with Disabilities

Act/Similar Non-U.S. Statutes

Exhibitors shall be responsible for making their exhibits accessible to persons with disabilities, as required by the Americans with Disabilities Act or similar statutes as may apply outside of the United States and shall hold PDMA harmless from any consequences of failing to do so.

9. Enforcement

The Partner acknowledges that its failure to comply with the rules & regulations set forth herein will cause harm to PDMA. The Partner agrees that, if PDMA determines that a material violation has occurred, the Partner will lose the privilege of exhibiting at this and future PDMA annual conferences. In addition, PDMA reserves the right to immediately remove all exhibit materials if a violation occurs during the conference without issuing a refund.

10. General

All matters and questions not covered by the regulations are subject to the decision of PDMA. These regulations may be amended at any time by PDMA and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendment or additions to these regulations, written notice will be given by PDMA to such Exhibitors as may be affected by them.

Canons of Conduct

In order that PDMA may better achieve its purposes, the following Canons of Conduct are adopted and shall govern the conduct of all PDMA members, member representatives, and attendees. All such members, member representatives, and attendees in connection with all PDMA matters and activities:

- A. Must conduct themselves and their activities in a professional manner marked by integrity and spirit of fair play.
- B. Must refrain from engaging in any activity which would violate proprietary rights of their employers, PDMA, or any other PDMA member organization (including their representatives).
- C. Must abide by the bylaws and policies of PDMA.
- D. Must properly register and display appropriate credentials at PDMA activities.
- E. Must not engage in sales activities, including direct or indirect solicitation, or conduct any other activity contrary to purpose or policies of PDMA at a PDMA-sponsored activity without the express consent of the PDMA Board of Directors.
- F. Must not distribute any materials or post displays of any kind at PDMA activities without prior approval of an officer of PDMA.
- G. Must not engage in any form of personnel recruitment or use of PDMA facilities or resources to do so.
- H. Must not use the PDMA name, other than in the conduct of PDMA business, as determined by the PDMA Board of Directors.
- I. Must not use the PDMA membership list or any part thereof, except in the conduct of PDMA business, as determined by the PDMA Board of Directors.
- J. Must restrict the use of PDMA documents and other data for the purpose defined by the PDMA Board of Directors or PDMA policies.