



CHG MGMT 2020

MAY 3-6 | ANAHEIM, CA, USA

THE FUTURE OF WORK

CHANGE MANAGEMENT 2020

Exhibitor and Sponsor Prospectus



ABOUT CHANGE MANAGEMENT 2020

May 3-6, 2020 | Anaheim, CA

The Association of Change Management Professionals® (ACMP) Annual Conference brings together more than 1,200 attendees dedicated to expanding their professional expertise and enhancing the overall change management discipline around the world.



From seasoned practitioners to those new to the profession, The Association of Change Management Professionals (ACMP) Annual Conference strengthens attendees' industry insight in the ever-evolving change management environment. Change Management 2020 will provide the latest professional tools and techniques to help support practitioners and the organizations and clients they serve.

From premier keynote speakers, sessions led by industry influencers and various networking events, Change Management 2020's goals are to share the latest business solutions, explore innovative best practices, and delve into the latest trends. Over 1,200 change management practitioners rely on the conference to get hands on information to help them be more successful offering an ideal opportunity for organizations to market their products and services to these key decision makers.

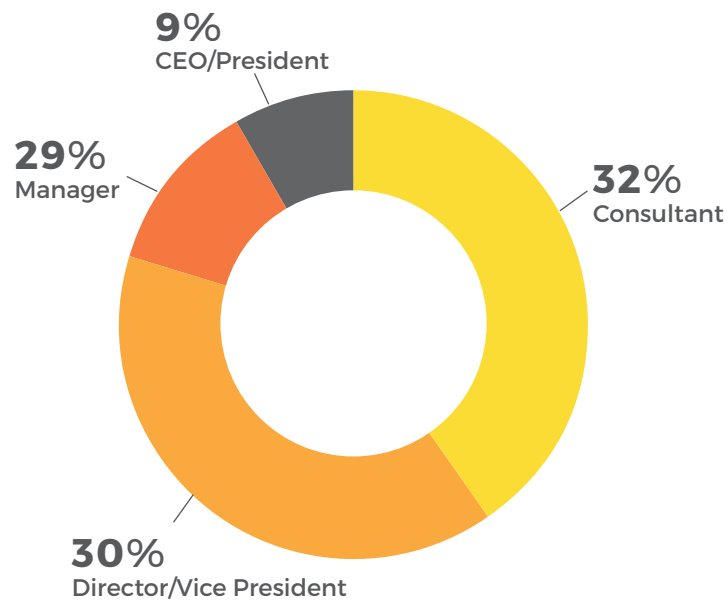
CONFERENCE HIGHLIGHTS

- Expert insight on the industry's most innovative tools and solutions
- Opportunities to network with fellow practitioners from leading change management organizations
- Education on the latest approaches to enabling change management strategies

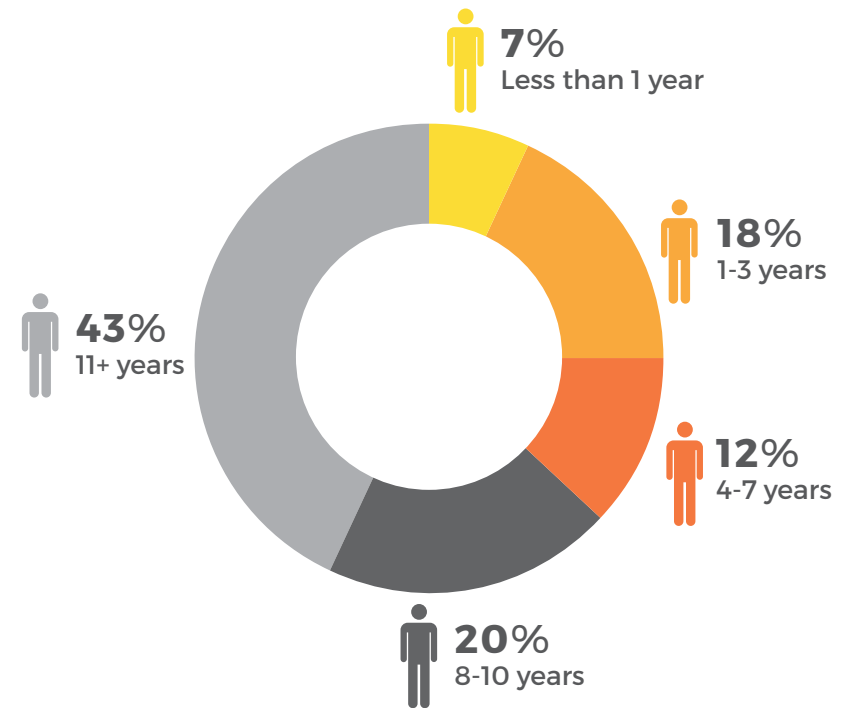


CHANGE MANAGEMENT Attendee Profile

2019 Attendee Title



2019 Attendees Experience Level



Change Management 2019 attendees are from some of Fortune 500's top companies.





EXHIBIT AND SPONSORSHIP OPPORTUNITIES

All sponsors will be recognized on the conference website, listed in the electronic program guide, and most will be included on signage throughout the Conference.

WHAT SUPPORT LEVEL ARE YOU?

Once the total value of your contract (sponsorship, exhibit and/or advertising) reaches a certain dollar value listed below, your company will be listed as the below tiered level of sponsorship on the website, on signage, and in the electronic conference program guide.

Your company will also receive the benefits listed under the tiered level sponsorship.

THOUGHT LEADER *(previously Diamond Level)*

Spend: \$20,000 and above

- Two (2) complimentary full conference registrations
- Two (2) exhibit hall only registrations
- Keynote recognition with a logo on the screen
- Keynote Verbal Recognition
- Digital banner in mobile app
- Ability to issue a press release
- Social Media - ACMP will promote your sponsorship on their social media feed before and during the conference
- Pre-show promotional email sent by ACMP
- 2 mobile app push notifications

CHAMPION *(previously Platinum)*

Spend: \$15,000 - \$19,999

- One (1) complimentary full conference registration
- Two (2) exhibit hall only registrations
- Keynote recognition with a logo on the screen
- Digital banner in mobile app
- Ability to issue a press release
- Social Media - ACMP will promote your sponsorship on their social media feed before and during the conference

PARTNER *(previously Gold)*

Spend: \$10,000 - \$14,999

- 15% discount on additional full conference registrations
- One (1) additional exhibit hall only registration
- Keynote recognition with a logo on the screen
- Ability to issue a press release

CONTRIBUTOR *(previously Silver)*

Spend: \$6,000 - \$9,999

- 10% discount on additional staff registrations
- Keynote recognition with logo on the screen
- Ability to issue a press release

PAST SUPPORTERS INCLUDE:



Welcome Reception **\$18,000/exclusive**
\$7,000 / Co-Sponsor / 3 Available

Taking place inside the exhibit hall, the Opening Reception is the big expo kickoff! Attendees will enjoy light refreshments as they network with old and new friends, as well as your company representatives. You will have the opportunity to provide a short welcome to attendees. Branded napkins with sponsor logo will be provided and distributed with all food and beverage.

Networking Reception **\$18,000/exclusive**
\$7,000/Co-Sponsor/3 Available

Taking place inside the exhibit hall, the Networking Reception takes place on Monday evening. You will have the opportunity to provide a short welcome to attendees. Branded napkins with sponsor logo will be provided and distributed with all food and beverage.

Featured Speaker **\$20,000/2 Available**

Have your brand front and center by sending a leader from your organization to introduce the Keynote Speaker and address the attendees. The sponsor can also show a brief video (up 2 minutes) about their company prior to the Keynote. The Keynote Sessions are attended by 98% of all attendees on a daily basis. This sponsorship opportunity also includes the option to place an item on attendee chairs at the session as well as have additional signage at the entrance to the session.

Live Streaming **\$15,000/exclusive**

ACMP will stream the keynote sessions live to all ACMP Members. This feature places you front and center to all virtual attendees. In addition to a custom landing page, your company logo will be prominently placed during the live stream and on conference materials, website, and signage recognizing your support.

Mobile App Sponsor **\$15,000/exclusive**

Capture the attention of leading change management professionals before, during, and after Change Management 2020. Attendees access the programming, expo and logistical information through the Mobile App. In 2019, the mobile app had an 91% adoption rate. The number of views within the app was over 145,000 plus. There will be no printed program, so the App will be the primary source of information that attendees will regularly use. Each time an attendee opens the Change Management 2020 App your ad will appear on the main screen for all to view.

Wireless Internet **\$15,000/exclusive**

Help all conference attendees at the conference venue get connected as the official wi-fi sponsor. In addition to a custom landing page, your corporate name and logo will appear on conference materials, website, and signage recognizing your support. In addition, the sponsor can come up with a password that promotes the company.

Hotel Key Card **\$15,000/exclusive**

Make a first impression as attendees arrive in Anaheim! Customized hotel key cards with your name and logo will be distributed to conference attendees upon check-in at the hotel. Attendees will see your logo daily over multiple days.

Demo Theater **\$15,000/exclusive**

Companies will present a "live" 15-minute demonstration of their newest product or service. Located in the exhibit hall this private theater will feature your company name and logo on the stage and throughout the space. In addition, your company will get first right of refusal on presenting so you get prime time exposure. All demonstrations will be promoted through the conference mobile app, agenda and on signage.

Conference Bags **\$13,000/exclusive**

Sponsorship includes the logo on the conference and sponsor's logo on a bag distributed to all attendees. ACMP to purchase conference bag.

Headshot Lounge **\$10,000/exclusive**

The Headshot Photo Booth is an attendee favorite and allows you to engage with participants awaiting to receive a professional headshot emailed directly to them with your company's message. The lounge area is equipped with a professional photographer to ensure a positive experience for each participant. Your marketing message on signage will also be prominently showcased in this high-traffic area.

Onsite Bookstore **\$10,000/exclusive**

The Bookstore at the conference is always a flurry of activity. Have a book for sale? We will showcase it prominently within the store. Your company can also provide a piece of literature to include with each attendee purchase. Your logo will be on all signage for the bookstore and on the conference website and materials.

Relax & Recharge Lounge **\$8,000/exclusive**

Let attendees relax and recharge in these designated areas, complete with carpet, furniture, and charging stations for their devices. Your organization will be featured on signs and structures located throughout the lounge and you'll have the option to provide attendees with beverages and snacks (not included in price). The lounge will be promoted in the mobile app, all printed materials, and on signage.

Where are you from? Wall **\$8,000/exclusive**

Change Management 2020 draws attendees from across the globe. The "where are you from?" wall will be a large board where attendees will be able to pin where they live. This is a great networking opportunity as attendees will be eager to post where they are from and see who else is attending from their region.

Hydration Station **\$7,500/exclusive**

This sponsorship provides an excellent opportunity for company recognition. Sponsor will provide branded water bottles for all attendees so they may fill up at the water stations throughout the conference. The sponsor's logo will appear prominently on all water stations throughout the conference.

Registration **\$7,000/exclusive**

All attendees of the conference must register online to attend the conference. The sponsor's logo will appear on the registration page of the conference website. Sponsor's logo will also appear on the confirmation email when they register online and check-in page at registration as people print their badge.

Electronic Conference Program Guide **\$7,000/exclusive**

The electronic conference program guide will be referred to by attendees over and over again. The sponsor's logo will be placed prominently on the front cover of the electronic conference program guide that is distributed to all of the attendees. The sponsor will also receive a full-page advertisement in the electronic conference program guide.

Conference Lanyards **\$5,500/exclusive**

Sponsorship includes logo lanyards provided to all attendees at the conference. Conference will produce the lanyards for the sponsor.

Conference Directional Signs **\$5,500/exclusive**

The sponsor's logo will appear on most directional signs at the conference.

Coffee Breaks **\$5,000**

Two (2) available

Everyone needs a pick-me-up from time to time! Sponsor one or both of the breaks, allowing for even greater networking potential and an opportunity to distribute company materials during the break. Includes signage at the break, mobile app and website recognition.

Patron Supporter **\$3,500**

Sponsorship includes recognition on the website and the program guide. Sponsor will also receive one (1) full conference pass.

Floor Clings **\$3,000**

Sponsors logo on three (3) floor clings dispersed throughout the conference.

Pens **\$5,000/exclusive**

Sponsor to provide pens to be distributed during registration to all conference attendees.

Flyer distribution **\$1,700**

Sponsor can provide a one-page marketing or informational flyer that will be distributed to all conference attendees at registration. Sponsorship only available if it is with another sponsorship and/or exhibit.



I attend this because I can get so much all in one area over a few days. The learning aspect is very important. Also being able to network with people from all over the world and make an incredible amount of connections."

— Change Management 2019 Attendee



I have attended the last two conferences for two very different reasons. First, in the start-up stage of our Organizational Change Management Office we needed development information, the roadmap. By the next year we were ready for more in-depth development and leading topics. The ACMP Change Management Conference met the mark!"

— Tanya Nietrzeba B.A., B.Ed, C.I.M.,
Prosci OCM Certified Organizational Change Management Office



Diversity of content and practitioners - people coming from all around the world to share their experience and vision of change. Where else can you collect so much insight in an industry that is constantly involving, in 3 day?!"

— Change Management 2019 Attendee



2020 Exhibit Opportunities

	Corporate Member Pricing	Non-Member Pricing
10x10	\$5,500	\$5,600
10x20	\$11,000	\$11,200
10x30	\$16,500	\$16,800
20x20	\$22,000	\$22,400

Exhibit Amenities Included

- Pipe and drape dividing the booth spaces
- Two (2) complimentary exhibit hall only registrations per 10x10.

Additional Exhibit Services

Booth services such as electricity, Internet, booth furniture, booth cleaning, etc. must be purchased separately through the conference general service contractor. Additional information about options and fees will be available on the conference website in the exhibitor kit.

Advertising in Electronic Conference Program

(available only to exhibiting and sponsoring companies)

Inside Front Cover	\$900
Inside Back Cover	\$900
Full page BW	\$800
½ page BW	\$600



Instructions

Step 1: Mark your selections below under Payment Amount & Method (select exhibit booth space, partnerships and sponsorships).
Step 2: Fax completed form to (703) 740-1940 or email to LPowell@eventPower.com.
Step 3: Register personnel through the conference Website.
Notes: Booth numbers are subject to change.
 Sponsor instructions are emailed and posted on the event Website. Program guide information will be requested via email.
This Commonwealth of Virginia contract is for exhibit space, sponsorships, and/or advertising as noted below, by and between Direct Marketing Productions, Inc. (doing business as: eventPower), and the Exhibitor named herein. The Exhibitor agrees to comply with all Terms and Conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.

Company & Contact Information

Company Name: _____			
Contact 1: _____		Contact 2 Billing Contact: _____	
Street Address: _____		Street Address: _____	
City State, Zip: _____		City State, Zip: _____	
Email Address: _____		Email Address: _____	
Phone #: _____	Fax: _____	Phone #: _____	Fax: _____

Contract Acceptance (signature is required)

This contract is accepted as binding by the following Exhibitor Representative:

Signature: _____	Printed Name: _____	Date: _____
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Invoicing Policy, Payment & Cancellation Terms & Conditions

Invoicing: Invoices will be sent by email. If you wish to receive a printed copy please check the box below:
 Please send a printed invoice to our company billing contact (contact 2 above).

Payment: 50% payment is due at 180 days prior to the program start date with the remaining 50% due at 90 days prior to the program start date. Companies are 50% liable for contracted funds at 180 days prior to the program and 100% liable for contracted funds at 90 days prior to the program.

Cancellation: Cancellations must be received by email from a representative of the company signing this contract and confirmed as accepted by email from eventPower. Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start date will be 50% liable for contracted funds. Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds.

Payment Amount & Method

Partnership Package: \$ _____	Booth Selection: 1 st choice _____ 2 nd choice _____ 3 rd choice _____ (booth numbers are subject to change)
Sponsorship /Advertising: \$ _____	
Exhibit Space: \$ _____	P.O. #: _____
Discount: \$ _____	W-9 Form: To obtain eventPower's W9 form visit www.eventPower.com/w9
Total Contracted Amount: \$ _____	
Payment Method:	<input type="checkbox"/> Check Payable to: eventPower Mail to: eventPower, Accounts Receivables, 5205 Woodleaf Court, Centreville, VA 20120 <input type="checkbox"/> Credit Card A confirmation email will be sent with an Invoice attachment. A link to a secure online credit card payment portal will be provided at the bottom of the invoice. <input type="checkbox"/> Wire Transfer A confirmation email will be sent with an Invoice attachment. Wire transfer information will be provided on the invoice. Send wire transfer confirmations to SComer@eventPower.com

Send Check Payments To:

Payable to: eventPower
 Accounts Receivables
 5205 Woodleaf Court
 Centreville, VA 20120

Event Production Company/Merchant Contact Information:

Direct Marketing Productions, Inc. DBA: eventPower 5205 Woodleaf Court Centreville, VA 20120	Laurie Powell, Director of Sales Telephone: (703) 740-1940 Fax: (703) 740-1940 Email: LPowell@eventPower.com Website: www.eventPower.com
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Contract

This Commonwealth of Virginia Contract is for exhibit space, sponsorships, and/or advertising as noted below, by and between Direct Marketing Productions, Inc. (Doing Business As: eventPower), and the exhibitor named herein. The exhibitor agrees to comply with all terms and conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.

Payment and Liability Schedule

- 50% liable and 50% payment due 180 days prior to the first day of the conference.
- 100% liable and 100% payment due 90 days prior to the first day of the conference.
- If contract is received after payment due dates, the exhibitor agrees to pay the amount due within 15 days of submitting the contract.
- If contract is received within 15 days of the conference date, the exhibitor agrees to pay immediately with credit card, wire transfer or express check.
- Payment must be clear before the exhibitor is permitted to set up.
- eventPower reserves the right to reassign space or remove contracted company from the floor plan if the above payment schedule is not met.
- Failure to make payments does not release the contracted financial obligation.
- If payment is not received by the event date, a collection agency will be assigned to collect the debt. The exhibitor will be assessed the collection agency fees (typically an additional 30%).

Cancellation or Downgrade

- Cancellations must be received in writing (email or letter) from a representative of the company signing this contract and confirmed as accepted in writing (email or letter) from an eventPower representative.
- Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start date will be 50% liable for contracted funds. Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds.
- In the event of either a full or partial cancellation of space by an exhibitor, eventPower reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment.
- The exhibitor agrees that the appropriate payment based on the schedule above must be received by eventPower within 15 days of the cancellation notice or by the first date of the conference (whichever comes first). If payment is not received by these dates, a collection agency will be assigned to collect the debt. The exhibitor will be assessed the collection agency fees (typically an additional 30%)

Relocation and Floor Plan Revisions

eventPower retains the exclusive right to revise the exhibition hall floor plan and/or move assigned exhibitors as necessary.

Occupancy Default

Any exhibitor failing to occupy contracted space shall not be relieved of their financial obligation. If not occupied by the time set for completion of the installation of the displays, such space shall be taken by eventPower, and re-allocated or reassigned for such purposes or use eventPower may see fit.

Limitation of Liability

- Exhibitor agrees to make no claim for any reason against eventPower, its employees, agents, or representatives for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the exposition as scheduled; nor for any action or omission of eventPower.
- The exhibitor is solely responsible for his own exhibition materials and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of an exhibitor is in his care, custody, and control in transit to, or from, or within the confines of the exhibit hall. eventPower shall bear no responsibility for the safety of the exhibitor, its personnel, employees, agents or representatives or personal property.

Damage to Property

The Exhibitor is liable for any damage caused by exhibitor, exhibitor's agents, employees or representatives to building floors, walls, or columns, or to standard booth equipment, or to other exhibitor's property.

Insurance

Exhibitors shall, at their sole cost and expense, procure and maintain through the term of this contract, the following insurance: Comprehensive General Liability insurance with limits not less than \$1,000,000 including Contractual Liability and Products Liability coverage and Workman's Compensation in full compliance with all laws covering the exhibitor's employees. Proof of such insurance shall be provided to eventPower or its agent or representative upon request. Email certificate of insurance (COI) to SComer@eventPower.com.

Installing, Exhibiting, Dismantling

eventPower specifies hours and dates for installing, exhibiting, and dismantling. Exhibitor shall be liable for all storage and handling charges resulting from failure to set up their booth or removing shipping crates from their exhibit booth three hours before the posted start time for the exhibit hall. Additionally, the exhibitor agrees not to begin dismantling their display or open crates before the specified conclusion of the dismantling period set by eventPower. Removal of exhibit materials or displays before the published dismantle times may be subject to a fine.

Agreement to Rules

Exhibitor and all exhibitor personnel agrees to abide by the foregoing rules and those provided and contained in the Exhibitors Manual, and by any amendments and additional rules that may be put into effect by eventPower.

Use of Space

Displays and demonstrations are limited to the confines of an exhibitor's own booth. Distribution of literature or other giveaways must be in the confines of the exhibitor's own booth. Displays must abide by the rules and regulations provided in the exhibitor service kit distributed by the event decorator.

Cancellation or Change of Exposition by eventPower

In the event that the premises in which the exposition is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not within the control of eventPower or its agents, the exposition may be canceled or moved to another appropriate location. eventPower shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not within the control of eventPower. Causes for such action beyond the control of eventPower shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the venue, municipal, state or federal laws, or act of God. Should eventPower terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damages. Refunds of "Paid Exhibit Space Fees" in the case of event termination or cancellation shall be made to exhibitors at the sole discretion of eventPower and in any case, will not exceed the amount of each exhibitor's paid exhibit space fee less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by eventPower through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

Exhibitor Representative's Responsibility

Exhibitor agrees to indemnify eventPower, its employees, agents, or representatives against, and hold them harmless for, all claims arising out of the acts of negligence of exhibitor, exhibitor's agents, employees or representatives, and any claims for injury to exhibitor, its employees, agents, representatives, or event attendees.

Amendment and Addition Rules

Any matters not specifically covered by the preceding rules shall be subject solely to the decision of eventPower. eventPower may, at any time, amend or add further rules to these rules, and all amendments made shall be binding on exhibitor equally with the foregoing rules and regulations.