CHG MGMT 2020

THE FUTURE OF WORK

MAY 3-6 | ANAHEIM, CA, USA

CHANGE MANAGEMENT 2020
Exhibitor and Sponsor Prospectus
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.

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.

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 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:

Interested in Partnering? Contact Laurie Powell • LPowell@eventPower.com • (703) 740-1940
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.

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 conference and sponsor’s logo on a branded bag distributed to all attendees. ACMP to purchase conference bags.

Conference Directional Signs $5,500/exclusive
Sponsorship includes recognition on the website and all signage.

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.

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 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.
## 2020 Exhibit Opportunities

<table>
<thead>
<tr>
<th></th>
<th>Corporate Member Pricing</th>
<th>Non-Member Pricing</th>
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</thead>
<tbody>
<tr>
<td>10x10</td>
<td>$5,500</td>
<td>$5,600</td>
</tr>
<tr>
<td>10x20</td>
<td>$11,000</td>
<td>$11,200</td>
</tr>
<tr>
<td>10x30</td>
<td>$16,500</td>
<td>$16,800</td>
</tr>
<tr>
<td>20x20</td>
<td>$22,000</td>
<td>$22,400</td>
</tr>
</tbody>
</table>

### 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)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$900</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$900</td>
</tr>
<tr>
<td>Full page BW</td>
<td>$800</td>
</tr>
<tr>
<td>½ page BW</td>
<td>$600</td>
</tr>
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</table>

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

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 and incredible amount of connections.”

— Change Management 2019 Attendee
## 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

<table>
<thead>
<tr>
<th>Company Name:</th>
<th>Contact 1</th>
<th>Contact 2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Street Address:</td>
<td>Street Address:</td>
</tr>
<tr>
<td></td>
<td>City State, Zip:</td>
<td>City State, Zip:</td>
</tr>
<tr>
<td></td>
<td>Email Address:</td>
<td>Email Address:</td>
</tr>
<tr>
<td></td>
<td>Phone #:</td>
<td>Fax:</td>
</tr>
</tbody>
</table>

## Contract Acceptance (signature is required)

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

| Signature: | Printed Name: | Date: |

## 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

<table>
<thead>
<tr>
<th>Partnership Package:</th>
<th>$</th>
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<tbody>
<tr>
<td>Sponsorship /Advertising:</td>
<td>$</td>
</tr>
<tr>
<td>Exhibit Space:</td>
<td>$</td>
</tr>
<tr>
<td>Discount:</td>
<td>$</td>
</tr>
<tr>
<td>Total Contracted Amount:</td>
<td>$</td>
</tr>
</tbody>
</table>

**Payment Method:**

- [ ] Check
- [ ] Credit Card
- [ ] Wire Transfer

**Payable to:** eventPower

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

**W-9 Form:** To obtain eventPower’s W9 form visit www.eventPower.com/w9

## Send Check Payments To:

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

## Event Production Company/Merchant Contact Information:

<table>
<thead>
<tr>
<th>Direct Marketing Productions, Inc.</th>
<th>Laurie Powell, Director of Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>DBA: eventPower 5205 Woodleaf Court Centreville, VA 20120</td>
<td>Telephone: (703) 740-1940</td>
</tr>
<tr>
<td>Fax: (703) 740-1940</td>
<td>Email: <a href="mailto:LPowell@eventPower.com">LPowell@eventPower.com</a></td>
</tr>
<tr>
<td>Website: <a href="http://www.eventPower.com">www.eventPower.com</a></td>
<td></td>
</tr>
</tbody>
</table>
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 reallocated 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.