



**POLYURETHANES**  
TECHNICAL CONFERENCE

October 2-4, 2017 \* New Orleans, Louisiana  
New Orleans Marriott

## SPONSOR CONTRACT

Send all sponsorship materials to:  
Novack Management, Inc.  
164-24 97<sup>th</sup> Street  
Howard Beach, NY 11414  
Tel: 718-578-4658 Fax: 718-848-5095  
mary@novackmanagement.com

### SPONSOR INFORMATION

Company Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax: \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Email \_\_\_\_\_

### SPONSORSHIPS (please circle the sponsorship(s) you would like to reserve)

- o **OPENING SESSION** 2 slots available at \$13,500.00 each **SOLD**
- o **ATTENDEE BADGE LANYARDS** \$13,500.00 exclusive **SOLD**
- o **CONFERENCE HOTEL ROOM KEYCARD** \$12,500.00 exclusive **SOLD**
- o **CLOSING SESSION** exclusive \$11,000.00
- o **INDUSTRY RECEPTION** \$11,000 each
- o **REVOLVING DOOR & STAIRCASE DECALS** (Canal St. entrance) \$10,000 exclusive **SOLD**
- o **NETWORKING BREAKS** \$10,000 exclusive **SOLD**
- o **CONFERENCE PROCEEDINGS FLASH DRIVE** \$7,500.00 exclusive **SOLD**
- o **REGISTRATION FOLDER** \$7,500.00 exclusive **SOLD**
- o **INNOVATION AWARD** \$5,500 exclusive **SOLD**
- o **2nd FLOOR ELEVATOR BANK FLOOR DECAL** Exclusive \$5,500 **SOLD**
- o **CELL PHONE CHARGING STATIONS** 2 slots available at \$5,000.00 each
- o **PROFESSIONAL DEVELOPMENT PROGRAM** \$5,000.00 exclusive
- o **STUDENT SUPPORT COMPETITION** 5 slots @ \$5,000 each
- o **HALL MIRROR DECALS** \$4,000.00 exclusive **SOLD**
- o **EMAIL BLAST FEATURED SPONSOR** \$1,000.00 per email
- o **TECHNICAL / ISSUES SESSIONS** \$5,000 each (session topics subject to change)

- |                              |                              |                         |  |
|------------------------------|------------------------------|-------------------------|--|
| * Automotive <b>SOLD</b>     | * Flexible Foams <b>SOLD</b> | * EH&S <b>SOLD</b>      | * Global Auto VOC Specifications <b>SOLD</b> |
| * Blowing Agents <b>SOLD</b> | * Chemistry & Fundamentals   | * Flame Retardants      | * Spray Polyurethane Foam <b>SOLD</b>        |
| * CASE <b>SOLD</b>           | * Construction               | * Regulatory Roundtable | * Sustainability <b>SOLD</b>                 |

### SIGNATURE

#### SPONSOR HAS READ THE SPONSORSHIP TERMS AND CONDITIONS ON THE REVERSE SIDE OF THIS AGREEMENT.

Sponsor understands this agreement shall be legally binding between the American Chemistry Council (ACC) and Sponsor only upon acceptance in writing by ACC. Any modification to this Agreement must be made in writing. This Agreement may be executed in counterparts, with all such counterparts constituting one Agreement. This Agreement may be executed and delivered by facsimile signature, email, and such signature shall be treated as an original.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (Please print): \_\_\_\_\_ Phone: \_\_\_\_\_

Conference Management: \_\_\_\_\_ Date: \_\_\_\_\_

ACC, the Center for the Polyurethanes Industry (CPI) of ACC, and Conference Management will attempt to honor your selection; however, opportunities are limited and final decisions regarding assignment and sponsorship are the sole discretion of ACC and CPI.

## 2017 POLYURETHANES TECHNICAL CONFERENCE SPONSOR AGREEMENT

Sponsor agrees to abide by the terms and conditions of this Agreement

1. Definitions. (a) "Sponsor" means the applicant identified on the front hereof; (b) "Conference" means the 2017 Polyurethanes Technical Conference; (c) "CPI" means the Center for the Polyurethanes Industry of the American Chemistry Council. "ACC" means the American Chemistry Council, Inc., and its agents, employees and affiliates;; (d) "Hall" means the facility in which the Conference is conducted;; (e) "Conference Management" means Novack Management, Inc.

2. Eligibility. ACC has the sole right to accept or decline a Sponsor Agreement and to determine the eligibility of any Sponsor for inclusion in the Conference. Sponsor Agreements will be accepted or declined based on the proposed products and/or services of Sponsor. Acceptance of Sponsor Agreement and Conference Sponsorship does not carry ACC's or CPI's endorsement of the products or services of that Sponsor.

3. Payment. Sponsor agrees to pay all sponsorship fees. ACC, CPI or Conference Management are not responsible for any bank fees. No Sponsor will be permitted to retain a sponsorship without prior full payment. If the sponsorship fee is not paid within 30 days of mailing of invoice by CPI, ACC and CPI reserve the right to cancel Sponsor Agreement and reassign and/or re-sell sponsorship.

4. Sponsor Cancellation. All sponsorship fees are nonrefundable, regardless of the reason for cancellation or whether ACC, CPI and Conference Management are able to resell the sponsorship.

5. Cancellation of the Sponsorship /Conference. ACC or CPI will cancel the sponsorship if (1) payments are not made according to the payment schedule or (2) if the sponsor fails to comply with this Agreement. ACC and CPI also reserve the right to cancel or substitute a publication and/or event of equal or greater value and/or exposure.

6. Distribution of Materials. Sponsor has the right to distribute materials at their sponsored activity and other approved locations, as specified by CPI. Materials may not be distributed at any other location. Samples of all sponsor collateral material must be sent to CPI prior to the Conference for approval. ACC and CPI reserve the right to withhold approval and refuse the distribution of any items for any other reason ACC or CPI deems fit or proper. No signs, posters, literature or announcements are permitted in the Hall or official hotels except at an approved sponsored activity unless CPI otherwise provides prior approval.

7. Limitation of Liability. Neither ACC, CPI, its officers, directors, employees, members, or agents, nor Conference Management, nor the Hall, nor the legal entities that own, lease or operate the Hall will be responsible or liable for injury to any person or persons or for loss or damage to any Sponsor's property or any person or persons while in transit to or from or while in the Hall.

8. Indemnification/Insurance. Sponsor indemnifies and agrees to hold harmless ACC, CPI, Conference Management, and Hall Management, their agents, members, officers, directors and employees against any and all liability whatsoever arising from any or all damages to property or personal injury caused by an Sponsor, his/her agents, representatives, and employees. Sponsor assumes complete responsibility and liability for all loss, damage, or destruction of the property of Sponsor, its agents and all of the Hall Management's property used by Sponsor or brought into the Conference facility on its behalf. Sponsor also assumes full responsibility for all injury to any and all persons or property that is in any way connected with Sponsor's property, including equipment, or caused by Sponsor, his/her agents, representatives or employees. Sponsor agrees to maintain adequate insurance to fully protect ACC, CPI staff designate, their members, and Conference Management and will show proof of insurance to CPI, if requested. Sponsor is responsible for the safety of property, Sponsors or its employees, and ACC and CPI, against robbery, burglary, theft or damage by fire or any other cause.

9. Use of Trademarks. Sponsor represents and warrants that it has the power and authority to grant, and does hereby grant to ACC and CPI a non-exclusive, non-transferable, royalty-free, worldwide license to reproduce and display all logos, trademarks, trade names and similar identifying material relating to Sponsor (the "Sponsor Marks") solely in connection with the

promotion, marketing and distribution of the parties in accordance with the terms this Agreement, provided, however, that ACC and CPI shall, other than as specifically provided for in this Agreement, not make any specific use of any Sponsor Mark without first submitting a sample of such use to Sponsor and obtaining its prior approval, which shall not be unreasonably withheld. Sponsor agrees to indemnify and hold harmless ACC and CPI, their agents, members, officers, directors and employees from any and all claims for monetary awards, including but not limited to reasonable attorney's fees, made by third persons relating to or arising from any third-party claims arising from the use of ACC and CPI of Sponsor Marks.

10. Damages. Sponsor waives all claims of any kind against ACC, CPI or any of ACC or CPI's directors, officers, members, employees, or agents, and Conference Management arising from the conduct of the Conference. Sponsor agrees that none of the parties referred to in this Sponsorship Agreement shall be liable for any loss or damage to Sponsor including loss or damage to Sponsor's business by reasons of failure to hold the Conference or for any action of ACC or CPI, its directors, officers, employees, members, or agents and Conference Management.

11. Force Majeure. ACC, CPI and Conference Management are not liable for delays in delivery and/or non-delivery as the result of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, terrorism or terrorist act, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any other condition beyond the reasonable control of ACC, CPI or Conference Management affecting the production or delivery in any manner.

12. Compliance with Applicable Laws. Sponsor agrees to abide by all pertinent laws, ordinances, rules, workers compensation, regulations and codes of duly authorized local, state, and federal governing bodies, concerning licensing, taxation, fire, safety and health, together with the rules and regulations of the exhibition Hall facility.

13. Errors and Omissions. Sponsor agrees that ACC and CPI will not be liable for any errors or omissions in the Conference directory or other Conference materials.

14. Compliance Enforcement. ACC and CPI shall have full discretion in the interpretation and enforcement of all terms governing Sponsors and may adopt further terms as may be deemed necessary by it for the general success of the Conference, including amending and interpreting the terms stated in this Agreement and Hall contract(s) to which ACC or CPI is a party. All matters and questions not covered by the Sponsorship Agreement shall be the final judgment and decision of ACC and CPI. Sponsor agreed to be bound by ACC and CPI's decision.

15. Relationship of the Parties. The parties are acting herein as independent contractors. Nothing herein contained will create or be construed as creating a partnership, joint venture or agency relationship between the parties and no party will have the authority to bind the other in any respect.

16. Amendments to Terms. Any matters not specifically covered by the proceeding terms and conditions may be amended at any time by ACC or CPI staff designate, and all amendments so made shall be binding on Sponsor equally with the foregoing terms.

17. Miscellaneous. All terms and conditions of this Agreement shall be binding upon the parties and their representatives. If any term of this Agreement shall be declared invalid or unenforceable, then the remainder of this Agreement shall continue in full force and effect. This Agreement is not assignable or transferable by Sponsor except with the prior, written consent of ACC. ACC may assign its rights and/or delegate its duties under this Agreement, in whole or in part, without prior written consent of Sponsor. This Agreement states the complete agreement and understanding of the parties. The laws of the Commonwealth of Virginia, United States of America shall govern this Agreement.

## Sponsorship at 2017 Polyurethanes Technical Conference

### Opening Session 2 slots available @ 13,500 each

- Logo in Final Program and mobile app, where appropriate
- Logo and/or company name on enhanced Conference website, where appropriate
- Logo on signage for Opening/Closing Session and Conference Program Board located in registration area
- Logo on multimedia opener or first slide at Opening/Closing Session
- Verbal thank you in the opening/Closing remarks made by Session Facilitator
- Single full-page color ad in Final Program
- One complimentary Full Conference registration

### Attendee Badge Lanyards \$13,500 exclusive

- Company name and logo on badge lanyards distributed to attendees at registration
- Logo in Final Program where appropriate
- Logo on signage for Opening Session and Conference Program Board located in registration area
- Verbal thank you in the opening remarks made by Opening Session Facilitator
- Single full-page color ad in Final Program
- One complimentary Full Conference registration

### Conference Hotel Room Keycard \$12,500 exclusive

- Logo on Conference hotel keycard
- Logo in Final Program and mobile app where appropriate
- Single full-page color ad in Final Program
- One complimentary Full Conference registration

### Closing Session \$11,000 exclusive

- Logo in Final Program and mobile app, where appropriate
- Logo and/or company name on enhanced Conference website, where appropriate
- Logo on signage for Closing Session and Conference Program Board located in registration area
- Logo on multimedia opener or first slide at Closing Session
- Verbal thank you in the opening/closing remarks made by Session Facilitator
- Single full-page color ad in Final Program
- One complimentary Full Conference registration

### Industry Reception Sponsorship \$11,000 each

- One customized 4' x 4' floor decal to be placed in the Industry Reception area.
- Logo in Final Program and mobile app where appropriate
- Logo and/or company name on enhanced Conference website, where appropriate
- Logo on signage for Industry Reception and onsite Conference Program Board
- Verbal thank you in the opening remarks made by Opening Session facilitator
- Logo on banner displayed at the Industry Reception
- Single full-page color ad in Final Program
- One complimentary Full Conference registration

**Revolving Door & Staircase Decals (Canal St. entrance) \$10,000.00 exclusive**

- Customized artwork on Canal St. entrance revolving doors (3 double sided decals) 58.5" wide x 36" tall and interior staircase: (7 decals) each 168" wide x 5.5" tall
- Logo in Final Program and mobile app where appropriate
- Single full-page color ad in Final Program
- One complimentary Full Conference registration

**Networking Breaks for All Three Days \$10,000.00 exclusive**

- Logo in Final Program and mobile app where appropriate
- Logo on signage at Refreshment Break Stations
- Tables provided next to refreshment table(s) for sponsor giveaways
- Single full-page color ad in Final Program
- One complimentary Full Conference registration

**Conference Proceedings Flash Drive \$7,500 exclusive**

- Logo on outside of Conference Proceedings Flash Drive
- Logo on interior page of Proceedings
- Logo in Final Program and mobile app where appropriate
- Single full-page color ad in Final Program
- One complimentary Full Conference registration

**Registration Folder \$7,500.00 exclusive**

- Logo on registration folder provided to all participants
- Logo in Final Program and mobile app where appropriate
- One complimentary Full Conference registration

**Innovation Award \$5,500.00 exclusive**

- Logo in Final Program and mobile app where appropriate
  - Logo on Innovation Award onsite signage
  - Logo on Innovation Award voting pen
- \*Companies that submit an application for the Innovation Award are not eligible for the sponsorship.

**2nd Floor Elevator Bank Floor Decal \$5,000.00 exclusive**

- Customized artwork on floor between 2<sup>nd</sup> floor elevators
- Size is 87.5" wide x 206.5" tall
- Logo in Final Program and mobile app where appropriate
- One complimentary Full Conference registration

**Cell Phone Charging Stations 2 slots at \$5,000.00 each**

- Logo in Final Program and mobile app where appropriate
- Logo on two out of four charging stations
- One complimentary Full Conference registration

**Technical Sessions** \$5,000.00 each

- 5 Minute animation or self-running Power Point presentation about your company and/or products which will loop for 15 minutes before the start of the session.
- Logo in Final Program and mobile app where appropriate
- Logo on signage for specific session at Conference
- Logo on first slide introducing session
- One complimentary Full Conference registration

**Professional Development Program (PDP)** \$5,000.00

- Logo on flash drives
- Logo in final program
- Logo on thank you slides at opening/closing/break slides on all PDP courses
- Logo on each course sign at each PDP room
- Logo on conference registration website
- 

**Student Support Competition** 5 slots @ \$5,000 each

- The Student Support Competition sponsorship provides support for students who could not otherwise afford to attend the conference. Students selected for this program will be required to present a technical paper or poster at the conference.
- Logo in Final Program, website and mobile app where appropriate
- Verbal thank you at the Opening Session made by facilitator
- One complimentary Full Conference registration

**Hallway Mirror Decals (2<sup>nd</sup> floor)** \$4,000.00 exclusive

- Customized artwork on 2 mirrors in 2<sup>nd</sup> floor hallway. Each decal is 41.25" diameter.
- Logo in final program

**Featured Sponsor in Conference Email Blast** \$1,000.00 each

- Logo and brief message at the bottom of a selected conference promotional email blast.  
\*Contact Mary Novack (may@novackmanagement.com) for email blast schedule.

Sponsorship opportunities are offered to CPI members exclusively until March 11, 2017.

On March 14, 2017, opportunities will be available to both CPI member and non-member companies.