



Velo-city Global 2012 Conference

Vancouver, British Columbia, Canada, June 2012

Host Organization

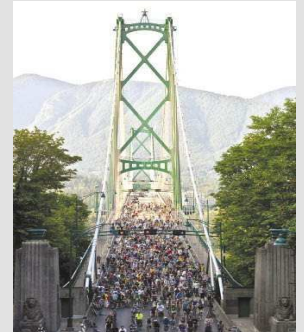


Sponsorship and Exhibition Prospectus



Opportunities:

- Sponsorship
- Exhibition
- Advertising



You will:

- Build new business relationships and strengthen your corporate image
- Drive new revenue and profit opportunities
- Elevate your brand into a category leader for the urban cycling market
- Improve communication to enhance business profile
- Generate awareness through exposure to International and North American markets
- Show your support to the Velo-city Series and your commitment to improve cycling, health and the environment

www.velo-city2012.com



Velo-city Global 2012 Conference

Vancouver, British Columbia, Canada

June 2012

Velo-city is widely considered the premier international cycling planning conference series in the world. The four day event is designed to encourage cycling as a part of daily transport and recreation.

Velo-city began in 1980 in Bremen, Germany and was heavily involved in the founding of the European Cyclists' Federation. Since then conferences have been held in cities including Copenhagen, Brussels, Barcelona, and Montreal. Based on the experience in these cities and due to increased global interest in cycling, we expect Velo-city 2012 to attract up to 1500 delegates.



Velo-city conferences bring together all those who are involved in the policy, promotion and provision of cycling facilities and programs. Engineers, Planners, Architects, Social Marketers, Academics, Researchers, Environmentalists, and Industry Representatives join forces with governmental and municipal Politicians, Civil Servants, Advocates, and Educators sharing knowledge and building effective trans-national networks delivering on-going benefits long after the last delegate has headed home. Velo-city is a global event, drawing attendees from all over the world and also appealing to delegates from related fields such as health and environment. Velo-city features an exciting mixture of sessions where the accent is on dialogue, participation, and information exchange. Delegates enjoy a quality experience that many repeat year after year.

Aims and Objectives of the Velo-city Series

The main aim of the conference is to bring together politicians, professionals, businesses, academics, and bicycle user representatives to increase the use of cycling as a daily healthy means of transport, as well as increase the levels of bicycle use.

Other important aims for the series are to:

- Spread knowledge of good, positive, evolving information about cycling, and cycle and transport planning on an international basis
- Provide valuable publicity for cities that have good cycle provision as an example to city inhabitants, businesses, and others who attend the conference
- Encourage the recognition of cycling as an efficient, healthy, environmentally friendly means of transport or recreation, and to promote its greater use
- Further the integration of cycle planning into transport and land-use planning, and other relevant sectors where cycling can play an important role
- Provide a meeting place and bring together those actively involved from all relevant fields, so that they can have a profitable exchange of experience and expertise
- Seek involvement from all relevant stakeholders

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The goal for us is to bring the European cycling experience and its fast growth as a mode of transportation to North Americans especially, the Pacific Rim countries, and also globally so that the public, governments and municipalities can learn and then bring about local changes to move towards a more sustainable form of transportation within the context of the environment and personal health and obesity.

Vancouver

Vancouver is the third largest city in Canada, located on the mainland of British Columbia, which is the westernmost of Canada's provinces. With a population of 610,000 and more than 2 million people in the region, it is the largest city in the province.

Surrounded by water and the beautiful Coast Mountain Range, Vancouver boasts one of the most breath taking landscapes in North America and has been voted the most beautiful city in Canada and the number one city in the world to live.



Vancouver is at an international crossroads, centrally located between Europe and Asia and connected through North America via convenient, direct service by major air carriers. Vancouver International Airport is one of the most beautiful airports; it has been described as the best arrival experience in North America.

To keep everyone entertained both indoors or out, there are over 190 parks, 400 km of bicycle routes including the seaside path around Stanley Park and the waterfront, world class mountain biking on the North Shore, 3 civic theatres, extensive selections of art galleries and museums as well as superb dining and cosmopolitan shopping.

Vancouver – Proud host of the 2010 Winter Olympic and Paralympic Games.

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Why Become a Sponsor of Velo-city Global 2012 Conference?

Partner with Velo-city Global 2012 Conference and take advantage of opportunities to increase your exposure, heighten your global recognition, and drive your market awareness. The conference provides you an ideal opportunity to mingle with decision-influencers who invest, influence and guide urban transportation policy. Each sponsorship package is customized to effectively promote your corporate message to Velo-city Global 2012 Conference delegates and visitors.

DOUBLE DIAMOND LEVEL SPONSOR - INVESTMENT \$CAD 100,000.00*

Support of Velo-city Global 2012 Conference at the Double Diamond Level ensures you will be one of a very select group of supporters. ***The Double Diamond sponsorship opportunities include the following benefits:***

Opening Keynote Presentation - Sponsor a leading expert from around the world at a highly promoted and well attended Opening keynote session. *(Includes special acknowledgement in Final Conference Program; name/logo on Keynote Signage and verbal recognition)*

A ninety (90) minute sponsored track session

Includes: room within the Conference venue, basic audio visual and pre and on-site promotion of event

Gala Dinner & Bike Parade - The Gala Dinner will follow a Bike Parade which will take place around the city of Vancouver. The Gala Dinner and Bike Parade signage and advertising will include the use of your organizations logo

Additional to the above, the Double Diamond Sponsorship includes:

- Special Recognition throughout the Conference
- Exclusive use of Information Screens - Information Screen Technology will be used to display the Track Sessions. Screens will be positioned at the entrance to all the Track Sessions and throughout the conference venue, which will give maximum exposure throughout the duration of the Conference
- Two (2) Exhibition stand units (3mX3m / 10'X10'each)
- Six (6) Full Conference Passes, which include 6 Tickets to each evening event
- Choice of Inside Front Cover or Outside Back Cover, full colour advertisement in the Final Conference Program
- Delegate bag insert
- Corporate logo, 100-word description and direct link to your organization on the official Velo-city Global 2012 Conference website (for up to 18 months - includes setup)
- Logo listing on Event Signage, Advertising and Promotional Materials
- Permission to use the Velo-city Global 2012 Conference and Logo on all your advertising and promotional materials
- Conference Newsletter Email - A periodic email (up to 4) will be sent out to our entire database. The Newsletter will recognize your organization as one of the Conferences Top level Sponsor's



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DOUBLE PLATINUM LEVEL SPONSOR - INVESTMENT \$CAD 75,000.00*

Support of Velo-city Global 2012 Conference at the Double Platinum Level ensures you will be one of a very select group of supporters. ***The Double Platinum sponsorship opportunities include the following benefits:***

Closing Keynote Presentation - Sponsor a leading expert from around the world at a highly promoted and well-attended closing keynote session. *(Includes special acknowledgement in Final Conference Program; name/logo on keynote Signage and verbal recognition)*

A ninety (90) minute sponsored track session

Includes: room within the Conference venue, basic audio visual and pre and on-site promotion of event

Opening Reception - All Delegates will be invited to attend an evening Reception sponsored by your organization

Additional to the above, the Double Platinum Sponsorship includes:

- Special Recognition throughout the Conference
- Two (2) Exhibition stand units (3mX3m / 10'X10' each)
- Six (6) Full Conference Passes, which include 6 Tickets to each evening event
- Inside Back Cover, full colour advertisement in the Final Conference Program
- Delegate bag insert
- Corporate logo, 100-word description and direct link to your organization on the official Velo-city Global 2012 Conference website (for up to 18 months - includes setup)
- Logo listing on Event Signage, Advertising and Promotional Materials
- Permission to use the Velo-city Global 2012 Conference and Logo on all your advertising and promotional materials
- Conference Newsletter Email - A periodic email (up to 4) will be sent out to our entire database. The Newsletter will recognize your organization as one of the Conferences Top level Sponsor's

DIAMOND LEVEL SPONSOR - INVESTMENT \$CAD 50,000.00*

Support of Velo-city Global 2012 Conference at the Diamond Level ensures you will be one of a very select group of supporters. ***The Diamond sponsorship opportunities include the following benefits:***

Plenary Presentation - Sponsor a leading expert from around the world at a highly promoted and well-attended 60 minute keynote session. *(Includes special acknowledgement in Final Conference Program; name/logo on keynote Signage and verbal recognition)*

Lunch - All Delegates will be invited to attend one Lunch sponsored by your organization

Additional to the above, the Diamond Sponsorship includes:

- Special Recognition throughout the Conference
- Two (2) Exhibition stand units (3mX3m / 10'X10' each)
- Five (5) Full Conference Passes, which include 5 Tickets to each evening event
- One Page Full colour advertisement in the Final Conference Program
- Delegate bag insert (Maximum 2 pages)
- Corporate logo, 75-word description and direct link to your organization on the official Velo-city Global 2012 Conference website (for up to 18 months - includes setup)
- Logo listing on Event Signage, Advertising and Promotional Materials
- Permission to use the Velo-city Global 2012 Conference and Logo on all your advertising and promotional materials
- Conference Newsletter Email - A periodic email (up to 4) will be sent out to our entire database. The Newsletter will recognize your organization as one of the Conferences Top level Sponsor's

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PLATINUM LEVEL SPONSOR - INVESTMENT \$CAD 35,000.00*

Support of Velo-city Global 2012 Conference at the Platinum Level ensures you will be one of a very select group of supporters and will be profiled accordingly. ***The Platinum sponsorship opportunities include the following benefits:***

A ninety (90) minute sponsored track session

Includes: room within the Conference venue, basic audio visual and pre and on-site promotion of event

Breakfast - All Delegates will be invited to attend one Breakfast sponsored exclusively by your organization

Additional to the above, the Platinum Sponsorship includes:

- Two (2) Exhibition stand units (3mX3m / 10'X10' each)
- Four (4) Full Conference Passes, which include 4 Tickets to each evening event
- One Page Full colour advertisement in the Final Conference Program
- Delegate bag insert (Maximum 2 pages)
- Corporate logo, 75-word description and direct link to your organization on the official Velo-city Global 2012 Conference website (for up to 18 months - includes setup)
- Logo listing on Event Signage, Advertising and Promotional Materials

GOLD LEVEL SPONSOR - INVESTMENT \$CAD 25,000.00*

Support of Velo-city Global 2012 Conference at the Gold Level ensures you will be one of a very select group of supporters. ***The Gold sponsorship opportunities include the following benefits:***

A ninety (90) minute sponsored track session

Includes: room within the Conference venue, basic audio visual and pre and on-site promotion of event

Refreshment Break - All Delegates will be invited to attend a Refreshment Break sponsored exclusively by your organization

Additional to the above, the Gold Sponsorship includes:

- One (1) Exhibition stand units (3mX3m / 10'X10' each)
- Four (4) Full Conference Passes, which include 4 Tickets to each evening event
- Half page, full colour advertisement in the Final Congress Program
- Delegate bag insert (Maximum 1 page)
- Corporate logo, 50-word description and direct link to your organization on the official Velo-city Global 2012 Conference website (for up to 18 months - includes setup)
- Logo listing on Event Signage, Advertising and Promotional Materials

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SILVER LEVEL SPONSOR - INVESTMENT \$CAD 20,000.00*

Support of Velo-city Global 2012 Conference at the Silver Level. ***The Silver sponsorship opportunities include the following benefits:***

A ninety (90) minute sponsored track session

Includes: room within the Conference venue, basic audio visual and pre and on-site promotion of event

Additional to the above, the Silver Sponsorship includes:

- One (1) Exhibition stand units (3mX3m / 10'X10'each)
- Three (3) Full Conference Passes, which include 3 Tickets to each evening event
- Half page, full colour advertisement in the Final Congress Program
- Corporate logo, 50-word description and direct link to your organization on the official Velo-city Global 2012 Conference website (for up to 12 months - includes setup)
- Logo listing on Event Signage, Advertising and Promotional Materials

BRONZE LEVEL SPONSORSHIP - INVESTMENT \$CAD 12,000.00*

Bronze Level Sponsorship offers your organization significant benefits for your contribution!

The Bronze sponsorship opportunities include the following benefits:

- One (1) Exhibition stand units (3mX3m / 10'X10'each)
- Two (2) Full Conference Passes, which include 2 Tickets to each evening event
- Quarter page, full colour advertisement in the Final Congress Program
- Corporate logo, 25-word description and direct link to your organization on the official Velo-city Global 2012 Conference website (for up to 6 months - includes setup)
- Logo listing on Event Signage, Advertising and Promotional Materials

CONTRIBUTING SPONSORSHIP - INVESTMENT \$CAD 8,000.00*

A Contributing Level sponsorship allows a smaller organization a significant opportunity to promote and interact with conference delegates.

The Contributing sponsorship opportunities include the following benefits:

- One (1) Exhibition stand unit (3mX3m/10'X10')
- One (1) Full Conference Passes, which include 1 Ticket to each evening event
- Eighth page advertisement in Final Conference Program
- Corporate logo on the official Velo-city Global 2012 conference website (for up to 6 months - includes setup)
- Logo listing on Event Signage, Advertising and Promotional Materials

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Additional Sponsorship Opportunities:

Internet Café (Exclusive) - Conference delegates, speakers, exhibitors and sponsors will be able to interact at the "Internet Café". This is a sought out area to connect with home and check email. **\$5,000.00**
(Includes name/logo displayed throughout the area and as default on computer screens)

Publication of Abstracts (Exclusive) - All abstracts will be reproduced in book format and/or a USB Key and made available to all delegates. **\$5,000.00**
(Includes name/logo on the Abstract book and/or USB Key)

Delegate Bag (Exclusive) - This quality souvenir will be distributed to all delegates, speakers and VIPs. **\$5,000.00**
(Includes name/logo displayed on the delegate bag)

Lanyards/Name Badges (Exclusive) - Your name/logo will appear on each name badge holder via this lanyard. This sponsorship choice will provide over 1,000 delegates with your lanyards to be distributed at the registration desks. **\$6,000.00**

Message Centre (Exclusive) - Vital elements at all conferences - place your organization front and centre! **\$3,000.00**
(Includes name/logo prominently displayed at the Message Centre throughout the week)

Refreshment Break (Each) **\$5,000.00**
Twice-daily refreshment breaks provide a welcome rest from the busy educational program.
(Includes name/logo prominently displayed in the break area each day)

Notepads (Exclusive) **\$2,000.00**
These pads will be a continuing reminder of your company during the conference sessions. Your organization will be responsible for providing notepads to the conference secretariat.

Pens (Exclusive) **\$2,000.00**
Your corporate pens will be a constant reminder of your company during the conference. This sponsorship choice will provide delegates with your corporate pens which will be inserted in the Delegate bag.

Additional Sponsorship Opportunities

We are developing a **Yellow Jersey** sponsorship package. Please contact the conference secretariat office regarding details and pricing.

We welcome the opportunity to discuss additional sponsorship options with you. You may be familiar with unique products or services that would add to the experience of our delegates, as well as offering a benefit for your organization and the conference.

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Advertising Program

Currency

All amounts in this prospectus are expressed in Canadian currency. To obtain a valid currency conversion to US dollars or Euros, please visit www.xe.com or contact the Conference Secretariat.

Final Conference Program

Full page	\$ 2,000.00
Half page	\$ 1,200.00
Quarter Page	\$ 800.00
Eighth Page	\$ 500.00

Insert in Delegate bag (*One page - printed 2-sides*) \$ 3,000.00
8.5' wide x 11' deep

Official Velo-city Global 2012 Conference Website

Primary Banner (per annum or pro-rated)	\$ 8,000.00
Secondary Banner (per annum or pro-rated)	\$ 6,000.00
Button Advertisement (minimum 3 months)	\$ 199.00/month
One-time setup charge	\$ 150.00

Official Velo-city Global 2012 Conference Blog \$20,000.00
Exclusive Advertising on the Blog

Exhibition Stands

Exhibition Stand Unit Rate \$ 3,500.00

Exhibit stand specifications (*each exhibit stand includes*):

- 3mx3m/10'x10' booth/space and a front fascia.
- One (1) table / Two (2) chairs
- One (1) electrical outlet
- Two (2) tickets per stand to the Opening Ceremony/Reception



EXHIBITION SPACE TERMS AND CONDITIONS:

This application & contract for Space (“the Contract”) by and between the Velo-city Global 2012 Conference and the exhibiting company (“Exhibitor”) governs Exhibitor’s rental and use of exhibit space in the Exhibition Hall (“Exhibition”) at the Velo-city Global 2012 Conference. By signing this Contract, Exhibitor agrees to comply with the terms and conditions set forth below. This Contract shall become binding upon acceptance by an authorized Velo-city Global 2012 Representative for the Velo-city Global 2012 Conference.

TERMS & CONDITIONS: EXHIBITION SITE AND TIME: Velo-city Global 2012 Conference Exhibition is scheduled to be held in June 2012 in Vancouver, CANADA. The Velo-city Global 2012 Conference reserves the right, at its sole discretion, to change the site, hours or dates. The Velo-city Global 2012 Conference will attempt to notify the Exhibitor of any such changes as far in advance as possible.

APPLICATIONS: All applications for exhibit space at the Exhibition must be made on this Contract. A counter-signed copy will be returned to the Exhibitor upon acceptance of the Contract by an authorized representative of the Velo-city Global 2012 Conference. The Velo-city Global 2012 Conference reserves the right, at its sole discretion, to decline acceptance of any Contract.

EXHIBIT SPACE ALLOCATION: The Velo-city Global 2012 Conference will attempt to assign exhibit space in the order which Contracts are received. If Exhibitors choices of exhibit space are not available, Velo-city Global 2012 Conference will attempt to assign what it considers to be the best available remaining space. The Velo-city Global 2012 Conference reserves the right, at its sole discretion, to designate exhibit space or make changes in the location, size, layout, arrangement and display limits of the exhibits.

EXHIBIT SPACE RENTAL FEE: The exhibit space rental fee (“Rental Fee”) per stand unit shall be \$CAD \$3,500.00 per 3m x 3m (10’x10’) area. The Rental Fee per stand unit includes standard exhibit package, general security, general illumination and an exterior service manual (“Exhibitor Service Manual”). All other expenses are the responsibility of Exhibitor. Discounts are provided for groups of 4 and 8 exhibit stands.

PAYMENT: Payment of the Rental Fee shall be made in Canadian Dollars (\$ CAD) by Cheque, Wire Transfer or Credit card (VISA or MasterCard). Cheque and Wire Transfer to be made payable to CongressWorld Conferences Inc. Fees for Exhibitors: 50% deposit is due 30 days following invoice date. Final payment is due March 15th, 2012.

CANCELLATION BY EXHIBITOR: In the event that the Exhibitor wishes to cancel all or part of the exhibit space contracted herein, the Exhibitor must send notice of cancellation in writing to the Velo-city Global 2012 Conference, Exhibit Management Office, #725 – 1155 West Pender Street, Vancouver, BC, Canada, V6E 2P4 via mail or email. The Exhibitor’s failure to occupy stand space by 0800 on opening day, shall constitute cancellation by the Exhibitor. In the event the Exhibitor cancels more than sixty (60) days before Velo-city Global 2012 Conference commences, the Exhibitor shall be liable for fifty percent (50%) of the total Rental fee for the cancelled space. In the event the Exhibitor cancels less than sixty (60) days before Velo-city Global 2012 Conference commences, the Exhibitor shall be liable for one-hundred percent (100%) of the total Rental fee for the cancelled space. The Exhibitor is responsible for payment of such fees irrespective of the reason for cancellation, including, without limitation, failure of its exhibit to arrive for any reason. In the event of cancellation by the Exhibitor, the Velo-city Global 2012 Conference shall have the right to use such space or rent such space to another exhibitor. Re-letting by the Velo-city Global 2012 Conference of an Exhibitors cancelled space shall not act to excuse the Exhibitor from payment of any fees assessed hereunder.

CANCELLATION BY THE VELO-CITY GLOBAL 2012 CONFERENCE: The Velo-city Global 2012 Conference reserves the right to cancel the Exhibition or terminate this Contract for any reason at any time upon written notice to Exhibitor. Upon cancellation or termination by the Velo-city Global 2012 Conference, the Velo-city Global 2012 Conference sole liability to Exhibitor, and Exhibitor’s exclusive remedy, shall be a refund of any Rental Fees paid by the Exhibitor under this Contract.

FORCE MAJEURE: The Velo-city Global 2012 Conference shall not be responsible for any loss or damage resulting from failure to perform under this Contract or to conduct Velo-city Global 2012 Conference or the Exhibition as currently scheduled in whole or part as a result of riot, strike, civil disorder, act of war, failure of facilities, earthquake, storm, fire, flood, or other acts of God, or any reason of any kind whatsoever beyond the reasonable control of the Velo-city Global 2012 Conference. In such instance, however, the Velo-city Global 2012 Conference will make reasonable efforts to reschedule the Velo-city Global 2012 Conference and the Exhibition. Notwithstanding any other terms of conditions of this Contract, should it ultimately be impossible to hold the Conference or the Exhibition for the foregoing reasons, the Velo-city Global 2012 Conference may retain or will be due such portion of Exhibitor’s Rental Fee as shall be required to compensate the Velo-city Global 2012 Conference for expenses reasonably incurred up to the time a contingency beyond its control shall have occurred. All payments in excess of such expenses shall be refunded.

INSTALLATION AND DISMANTLE: Exhibitor will be provided reasonable time to erect and dismantle its exhibits as will be specified in the Exhibitor Service Manual. Exhibit materials not removed from the hall by Exhibitor as specified will be removed by Velo-city Global 2012 Conference at Exhibitor’s expense and liability.

USE OF SPACE: Exhibitors may not sublet, assign, or apportion any part of the space contracted for herein, nor represent, advertise, distribute literature for, or otherwise promote the products or services of any other firm or individual except as approved in writing by the Velo-city Global 2012 Conference. Exhibitor may not display outside its assigned stand space.

CONDUCT OF EXHIBIT: Exhibitor shall conduct its exhibit in a decorous manner in order not to be objectionable to the Velo-city Global 2012 Conference, other exhibitors, the Centre, or the public. The Velo-city Global 2012 Conference reserves the right to restrict or prohibit exhibits which, because of noise, method of operation, content, or any other reason, are objectionable or otherwise detract from or are out of keeping with the character of the Exhibition as a whole. The Velo-city Global 2012 Conference may prohibit installation or request removal or discontinuance of any exhibit or promotion which, if continued, departs substantially from the design and description given in advance approval. The Velo-city Global 2012 Conference and the venue reserve the right to close, remove or require changes in any exhibit or to remove any of Exhibitor’s personnel, agents, representatives, independent contractors, invitees or guest who are deemed detrimental to the Velo-city Global 2012 Conference, the Exhibition, other Exhibitors at the venue, or the public. If Exhibitor or its representatives fail to observe the terms and conditions of this Contract or, in the opinion of the Velo-city Global 2012 Conference, conduct themselves unethically or detrimentally to the Velo-city Global 2012 Conference, Exhibitor may be dismissed from the Exhibition without refund or other appeal.

CARE OF EXHIBIT: Exhibitor shall not paste, nail or otherwise affix any exhibit, sign or other materials, to walls, doors, or other surfaces in a way that marks or defaces the venue, exhibit space, stand equipment or stand furnishings. Exhibitor shall return the exhibit space in the same condition as it was received. Exhibitor shall be liable for any damage caused by its failure to adhere to this provision, Raw wood, cardboard or similar materials must be covered or painted if they are visible in adjacent stands.

CONDITION OF PREMISES: The premises are licensed on “as is” basis. The Velo-city Global 2012 Conference shall not be liable for pre-existing conditions of the premises or for conditions arising during the period of the license. Anyone visiting, viewing or otherwise participating in Exhibitor’s exhibit is deemed the invitee or licensee of Exhibitor while visiting, viewing or otherwise participating in Exhibitor’s exhibit, rather than the invitee of Velo-city Global 2012 Conference or the venue.

EXHIBITION BADGES: Exhibitor personnel must wear identification badges while on the exhibit floor.

SOUVENIRS AND SAMPLES: Distribution of souvenirs and samples is permitted upon approval in writing by the Velo-city Global 2012 Conference. The Velo-city Global 2012 Conference may withhold or withdraw permission to distribute souvenirs, advertising or any other material it considers objectionable.

HOSPITALITY SUITES: Hospitality suites may only be open during hours specified by Velo-city Global 2012 Conference. Please contact the Exhibit Management Office of the Velo-city Global 2012 Conference if you have any questions concerning Hospitality Suites. Any costs associated with Exhibitor’s hospitality suite are the responsibility of Exhibitor.

AVAILABLE SERVICES: The Velo-city Global 2012 Conference will designate independent contractors (“Exhibition Contractors”) to make the following available: customs and materials handling, furniture, stand and floor decorations, signs, photography, telephone/internet services, electrical, plumbing, carpentry and other related services. Exhibition Contractors and their prevailing rates will be listed in the Exhibitor Service manual to be issued separately. The Velo-city Global 2012 Conference assumes no responsibility or liability for any of the services performed or materials delivered by an Exhibition Contractor. Arrangements for these services and payments shall be made directly between Exhibitors and Exhibition Contractors. Use of any contractor other than the Exhibition Contractor shall require the advance written consent of the Velo-city Global 2012 Conference.

UNION LABOUR: Exhibitors are required to observe all union contracts in effect between the Velo-city Global 2012 Conference, the Exhibition Contractors, the venue and various labour organizations.

LIABILITY AND INSURANCE: The Velo-city Global 2012 Conference will provide regular guard service at the entrances to the Exhibition area. Neither the Velo-city Global 2012 Conference nor the venue shall be liable for damage or loss to Exhibitor’s properties through theft, fire, accident or any other cause, nor shall either be liable for injury of any type form any cause to persons conducting or otherwise participating in the conduct of the exhibit or to invitees. Exhibitor shall indemnify the Velo-city Global 2012 Conference against, and hold it harmless from, any complaints, damages, or liabilities resulting from the negligence or the conduct of Exhibitor, or its employees, agents or representatives, in connection with the Exhibition. Exhibitor shall insure its exhibit and display materials. Exhibitor must carry a minimum of \$CAD One Million Public Liability Insurance for bodily injury, \$CAD two Million in any one accident, and \$CAD One and Half Million property damage. Exhibitor shall provide the Velo-city Global 2012 Conference with a certificate of insurance evidencing such coverage.

OTHER RULES AND REGULATIONS: Exhibitor shall comply with all fire laws, electrical codes and all other applicable rules, regulations, codes and statutes with respect to the installation, conduct and disassembly of its exhibit. Exhibitor shall also comply with all reasonable requests of the Velo-city Global 2012 Conference and may issue further rules and regulations governing Velo-city Global 2012 Conference, the Exhibition or use of the venue from time to time. Exhibitor agrees to abide by all such rules and regulations, to the extent reasonable.

LIMITATION OF LIABILITY: The Velo-city Global 2012 Conference shall in no event be liable for any indirect, incidental, special and consequential damages, or damages for loss of profits, revenue, data, or use, incurred by Exhibitor, whether in an action in contract or tort, even if the Velo-city Global 2012 Conference has been advised of the possibility of such damages. The Velo-city Global 2012 Conference liability for damages hereunder shall in no event exceed the amount of fees paid by Exhibitor under this Contract.

NO ASSIGNMENT: The rights granted by this Contract are personal in nature. Exhibitor may not assign this Contract to any third party without the consent of the Velo-city Global 2012 Conference.

AUTHORIZATION: By signing this contract you are authorizing the Velo-city Global 2012 Conference to provide contact information including your address, phone number, fax number and contact person to any service vendor contracted to conduct work at the Velo-city Global 2012 Conference.

GOVERNING LAW JURISDICTION: This Contract, and all matters arising out of or relating to this Contract, shall be governed by the procedural and substantive laws of the Province of British Columbia. Any legal action relating to this Agreement shall be instituted in a court in the Province of British Columbia. The parties agree to submit the exclusive jurisdiction of, and agree that venue is proper in, these courts in any such proceeding.

ENTIRE AGREEMENT: This Contract constitutes the complete agreement between the parties and supercedes all prior or contemporaneous agreements or representatives, written or oral, concerning the subject matter hereof. This Contract may not be modified or amended except in a writing signed by a duly authorized representative of each party.



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Application and Contract for Sponsorship / Exhibition / Advertising

Please print of type clearly

Company Name:		Contact:	
Address 1:		Address 2:	
City:		Country:	Postal Code:
Telephone:	Fax:	Email address:	Website:
Products to be displayed:			

For invoicing: please complete if different from above address.

Contact:	Email:	Credit Card type: (VISA or MasterCard only)	
Address:		Name on Card	
City:		Credit Card no.	
Country:	Postal Code	Expiry Date:	Three Digit Security Code:
Signature:			

Sponsorship

Please select your level of Sponsorship:

- Double Diamond Sponsor \$100,000.00
- Double Platinum Sponsor \$ 75,000.00
- Diamond Sponsor \$ 50,000.00
- Platinum Sponsor \$ 35,000.00
- Gold Sponsor \$ 25,000.00
- Silver Sponsor \$ 20,000.00
- Bronze Sponsor \$ 12,000.00
- Contributing Sponsor \$ 8,000.00

- Insert in Delegate Bag (one page - printed 2-sides)
8.5' wide x 11' deep \$ 3,000.00

Official Velo-city Global 2012 Conference Website

- Primary Banner \$ 8,000.00
- Secondary Banner \$ 6,000.00
- Button Advertisement \$ 199.00/month (3 month minimum)
- One-time setup Charge \$ 150.00

Advertising Program

Choose one or more of the following Advertising options:

Final Conference Program

- Full page \$ 2,000.00
- Half Page \$ 1,200.00
- Quarter Page \$ 800.00
- Eighth Page \$ 500.00

Conference Blog

- Exclusive \$ 20,000.00

- Additional Sponsorship Opportunities (see previous page for details)

(Please Specify) _____ \$ _____

Exhibition Stands

- Reserve _____ stand (s) at \$3,500.00 each

I have reviewed and agree to abide by the Terms and Conditions included with this Application. This Application and Contract for Exhibit Space shall become binding upon acceptance by an authorized Velo-city Global 2012 Conference representative. Velo-city Global 2012 Conference reserves the right to reject or terminate this Application and Contract for Exhibit Space at its sole discretion.

I certify that I am authorized to sign and enter into this Application and Contract for Exhibit Space.

Exhibitor Authorizes Signature: _____ Date: _____

Velo-city Global 2012 Representative: _____ Date: _____

Subtotal	
Add 12% HST	
Total Fee \$CAD	

Please return this application to:
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