



All Sponsor, Booth and Attendee Registration is done ONLINE – please visit <http://www.mtug.org/summit> for details.

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## Booth/Sponsorship Pricing & Info – 2021 MTUG IT Summit & Trade Show – Oct. 5, 2021

Features	Casco Bay Hall Sponsor	Lunch Sponsor	Gold Sponsor (per entity)‡	Silver Sponsor (per entity)‡	Bronze Sponsor (no booth)‡	Lanyard Sponsor (no booth)‡	Bag Sponsor (no booth)‡	Standard Booth, EARLY BIRD (pay by Fri. 7/23/21)	Standard Booth, Regular (after Fri. 7/23/21)
<b>2021 Rates</b>	\$5,500	\$4,500	\$4,500	\$2,500	\$1,000	\$2,000	\$2,000	<b>\$900</b>	<b>\$1000</b>
<b>Visibility Package</b> (see next page grid)	Premier	Premier, 2 <sup>nd</sup> billing	Gold	Silver	Bronze	Bronze	Bronze	--	--
<b>Exclusive Visibility</b>	Casco Bay Hall	Lunch				Lanyards (MTUG will create)	Bags (MTUG will create)	--	--
<b>Booths &amp; Booth placement</b> †(see next page)	2 booths included, 1st choice†	1 included, 2 <sup>nd</sup> choice†	2 included, 3 <sup>rd</sup> choice†	1 included, 4 <sup>th</sup> choice†	<u>No</u> booth included	<u>No</u> booth included	<u>No</u> booth included	1 booth, 5 <sup>th</sup> choice†	1 booth, Last choice†
<b>Attendees Included</b>	10	10	6	3	1	1	1	2	2
<b>Slots Available at this level</b>	1 (Exclusive)	1 (Exclusive)	Approx 3-5 (subject to booths available)	Approx 5-10 (subject to booths available)	No limit	1 (Exclusive)	1 (Exclusive)	35-45 booths (avail. depends on booth sales to sponsors)	35-45 booths (avail. depends on booth sales to sponsors)
<b>Additional Advertising Add-On Option (full-color)*</b>	**1 page Ad included in pkg (call to purchase addt'l ½ pg ad)	**1 page Ad included in pkg (call to purchase addt'l ½ pg ad)	**1 page Ad included in pkg (call to purchase addt'l ½ pg ad)	\$140 for one HALF-Page ad (1/2 page color, 7"x4.5" wide)	\$140 for one HALF-Page ad (1/2 page color, 7"x4.5" wide)	\$140 for one HALF-Page ad (1/2 page color, 7"x4.5" wide)	\$140 for one HALF-Page ad (1/2 page color, 7"x4.5" wide)	\$120 for 1/4 page <u>tall</u> ad (3.5in x 4.5in)	\$120 for 1/4 page <u>tall</u> ad (3.5in x 4.5in)

**ADDITIONAL "EXHIBITOR ATTENDEE" passes (w/loading-dock access) for sale online for \$50 "early sales" (by Wed. 9/15/21), \$55 advance & \$60 at the door.**

† **Booth Placement** based on **FIRST-PURCHASED / FIRST-CHOICE WITHIN SPONSORSHIP LEVEL, BASED ON DATE PAYMENT SENT** (see next page for details).

‡ **Sponsorship Sharing:** Sponsorships are for individual entities, but can be shared among entities for a charge of \$200 per added entity.

\* **Add-On Advertising:** Exhibitor/Sponsor Advertising option available. All ads must be fully prepped as a high quality PNG or PDF document. Print method uses standard RGB print techniques. Gold/Silver/Etc. Sponsors have access to purchase 1/2 page ads for per cost above (landscape: 7"wide x 4.5" tall). Standard Exhibitors have access to purchase 1/4 page ads (portrait: 3.5in wide x 4.5in tall). Ads are ONLY available as ad-ons to exhibitor/sponsor packages above. Ad placements will be in the an ad section within the MTUG brochure, and are at the discretion of MTUG staff. **AD COPY IS DUE BY August 11, 2021.**

\*\* **Top Sponsor Ad Note:** NEW! Casco Bay, Lunch & Gold Sponsors \*already\* get a full page ad as part of their package (this is \*in lieu of\* previous separate inserts that premier sponsors provided to accompany the brochure). For \$160, top sponsors can also purchase an \*\*additional\*\* 1/2 page ad.

## SPONSOR VISIBILITY PACKAGE DETAILS

PREMIER (Casco Bay Hall & Lunch Sponsors)	GOLD Sponsor	SILVER Sponsor	BRONZE (incl. Lanyard/Bag)
<ul style="list-style-type: none"> <li>• Top logo display on event page/brochure</li> <li>• Full Page Ad in Summit Brochure (<b>MUST GET AD COPY to MTUG by 8/11/2021</b>)</li> <li>• Press release and event day mentions</li> <li>• 6 foot Banner at Tradeshow entrance</li> <li>• Dedicated Thank You sign and top mention in kiosk presentation</li> <li>• 1-2 booths (depends on pkg – see grid)</li> <li>• 6-10 passes (depends on pkg – see grid)</li> </ul>	<ul style="list-style-type: none"> <li>• Large logo display on web page/brochure</li> <li>• Full Page Ad in Summit Brochure (<b>MUST GET AD COPY to MTUG by 8/11/2021</b>)</li> <li>• Press release and event day mentions</li> <li>• 6 foot Banner at Tradeshow entrance</li> <li>• Top mention on Sponsor Thank You sign and kiosk presentation</li> <li>• 6 attendee passes</li> <li>• 2 booths</li> </ul>	<ul style="list-style-type: none"> <li>• Medium logo on web page/brochure</li> <li>• Mention on Sponsor Thank You sign and kiosk presentation</li> <li>• Access to add-on ½ page ad in brochure</li> <li>• 3 attendee passes</li> <li>• 1 booth</li> </ul>	<ul style="list-style-type: none"> <li>• Small logo on web page/brochure</li> <li>• Mention on Sponsor Thank you sign and kiosk presentation</li> <li>• Access to purchase add-on ½ page ad in brochure</li> <li>• 1 attendee pass</li> </ul>

## EXHIBITOR / SPONSOR REGISTRATION INFORMATION

<p><b>Booth Registration Protocol:</b></p> <ul style="list-style-type: none"> <li>• <b>Booths are assigned only to those sponsors and exhibitors that have PAID for their package.</b></li> <li>• <b>*** PAYMENT-SENT-DATE determines BOOTH PLACEMENT ORDER!***</b></li> <li>• <b>Except for the highest levels of sponsorships, no booths can be assigned/confirmed until Early Bird is over on Friday, JULY 23, 2021, and will only be assigned/confirmed to those WHO HAVE PAID IN FULL by the end of the Early Bird period.</b></li> <li>• Booth preferences can be submitted at any time, and will be noted, but cannot be assigned/confirmed until after Early Bird is over, and in the order outlined at right.</li> <li>• Payment Received Date/Time is recorded as follows: Check payments submitted by mail are counted as 12:00 AM on the day of the postmark. Credit card payments are recorded in our processing system at time of purchase. If you hand a payment directly to an MTUG representative, have them record the time/date on the stub, and initial.</li> </ul>	<p><b>Booth Assignment Order:</b></p> <p><b><u>Previous 2020 Holdover Exhibitors/Sponsors assigned in advance of their level.</u></b></p> <p><b><i>Can, usually, be assigned before Early Bird ends on Friday 7/23/21:</i></b></p> <ul style="list-style-type: none"> <li>• 1<sup>st</sup> choice: Casco Bay Hall Sponsor, paid by Early Bird period.</li> <li>• 2<sup>nd</sup> choice: Lunch Sponsor, paid by Early Bird period</li> <li>• 3<sup>rd</sup> choice: Gold Sponsors, in order of payment received.</li> </ul> <p><b><i>Assigned After the End of Early Bird Period Friday 7/23/21:</i></b></p> <ul style="list-style-type: none"> <li>• 4<sup>th</sup> choice: Silver Sponsors paid by Early Bird period, in order pmt received.</li> <li>• 5<sup>th</sup> choice: Early Bird Booth purchasers who have paid by the Early Bird period, in order of payment received.</li> <li>• 6<sup>th</sup> choice: Any Sponsor or Booth purchaser who paid after the end of Early Bird (regardless of level), in the order of payment received.</li> </ul> <p style="text-align: center;">PLEASE NOTE: <i>Booths packages often sell out in February.</i>  <i>MTUG encourages everyone to complete payment soon – <b>booth choice is First-Paid-First-Choice within Level, based on Payment Completion Date</b></i></p>
<p><b>Included with each 8' x 10' booth:</b></p> <ul style="list-style-type: none"> <li>• Electricity</li> <li>• Wireless Internet access,</li> <li>• Table (unless waived)</li> <li>• Two chairs (unless waived)</li> </ul>	<p><b>Included with each Attendee Pass:</b></p> <ul style="list-style-type: none"> <li>• breakfast, lunch, afternoon dessert</li> <li>• access to all educational seminars</li> <li>• access to the keynote address</li> </ul> <p><b><i>See grid above for the number of free passes in each package. <u>More passes available online</u> - \$50 "early sales" (by 9/15), \$55 advance, \$60 on event day.</i></b></p>

## Hotel Accommodations

Sponsor/Booth fees do NOT include hotel, transport, or other services. Please make hotel reservations directly with the Holiday Inn by the Bay (1-800-345-5050); a limited block of rooms for the night of MONDAY, Oct. 4, 2021 are available at \$199/night + 9% tax, if you **reserve prior to September 4, 2021 & mention MTUG.**

## Terms & Conditions

For sponsors, please pay at the time of registration – *sponsor-branding will only be added to Summit site/materials after payment is received; booths, also, can only be assigned after payment is received. If payment is received after the Early Bird end date of JULY 23, 2021, sponsor early-access to booth choices may be forfeited.* **For standard booth exhibitors, Early Bird payment must be received/postmarked by FRI., JULY 23, 2021 for the Early Bird rate and early-access booth choices. For Lanyard and Bag sponsorships, payment and logos must be received by WED. JULY 28, 2021.** All late-registering Sponsor/Exhibitor payments must be received by **Wed. Sept 8, 2021** to guarantee inclusion in the Conference Brochure and Tradeshow Map (However, please note, booth packages expected to sell out by the end of July). All payments are final; partial refunds may be available only if the booth/sponsorship package can be resold to another party.

Sponsorships are available on a per-entity basis. Additional entities sharing a sponsorship will incur a \$200-per-added-entity sponsorship sharing fee, billable at any point an entity is added. Entities may not be added to existing sponsorships after Wed. Sept 8, 2021. Sharing charges do not apply to standard booths, but exhibitors only get 1 line in the alphabetical booth listing, and must mutually decide how they will be listed on that line.

## PAYMENT INFORMATION:

For sponsorships and exhibit booths, MTUG accepts Checks, ACH, and Credit Card payment (credit cards accepted online only).

- **Check payments can be made payable to “MTUG” and sent to: MTUG, P.O. Box 8549, Portland, ME 04104. You will receive a Quickbooks Invoice within 24 hours of filling out the Sponsor/Exhibitor Registration form – You may also issue a check payment prior to receiving the invoice; just be sure your payment references the **Company Name you listed on your Registration form.****
- **ACH, Credit Card Payments: Accepted via Quickbooks Invoice, online. You will receive the Quickbooks Invoice within about 1 business day of filling out the Sponsor/Exhibitor form – **PLEASE CHECK YOUR SPAM FOLDERS.****
- **Shared Payments:** You can share your payment by ignoring/erasing the default payment amount prompted by the Quickbooks Invoice email, paying your portion by check or by typing it in online to pay by ACH/Credit Card, then forward the FULL EMAIL containing the Quickbooks Invoice and its accompanying email text/buttons to the other paying parties. **PLEASE email Kate Carpenter at [kcarpenter@mtug.org](mailto:kcarpenter@mtug.org) to explain what you plan to do.**
- *If you require other arrangements for payment, please contact Kate Carpenter may be contacted at 207-370-5327 or [kcarpenter@mtug.org](mailto:kcarpenter@mtug.org).*

## COVID-19 Safety Statement

MTUG will work to provide the safest event possible. We will follow federal and state guidance and health official recommendations. Attendees, including sponsors, exhibitors, and speakers, are subject to health safety protocols MTUG may deem best to implement at the time, including but not limited to mask-wearing, social distancing, and possibly vaccination requirements. The COVID-19 Pandemic is an evolving situation, and we appreciate your patience as we navigate rules and guidance to ensure a healthy and successful event for all. Please contact Kate Carpenter at 207-370-5327 if you have any questions.