

**Sponsorship Application/Contract  
'STM 50<sup>th</sup> Anniversary' Frankfurt Conference  
Tuesday, October 9, 2018  
Frankfurt, Germany**

Dear Potential Sponsor,

We are pleased to present our 2018 STM 50<sup>th</sup> Anniversary Frankfurt Conference Sponsorship Program. Detailed below is an overview of our Sponsorship Program.

**2018 STM 50<sup>th</sup> Anniversary Sponsorship Program**

- Key steps to reserve your sponsorship – please refer to page 2
- Sponsorship Application page – please refer to page 3
- Sponsorship level is determined by total euro € spend – please see page 4
- Sponsorship items definitions – Please refer to page 5

'STM 50th Anniversary Frankfurt Conference' Member Pricing - V3	2018	Select
Morning Registration Continental Breakfast	€ 5,200.00	<input type="checkbox"/>
Mid Morning Break	€ 3,300.00	<input type="checkbox"/>
Lunch	€ 6,930.00	<input type="checkbox"/>
Afternoon Break - SOLD ACCESS INNOVATIONS	SOLD	
Keynote Sponsor	€ 5,200.00	<input type="checkbox"/>
Lecture Series Speaker #1	€ 4,045.00	<input type="checkbox"/>
Lecture Series Speaker #2	€ 4,045.00	<input type="checkbox"/>
STM Supporter	€ 2,310.00	<input type="checkbox"/>
Conference Panel Sessions	€ 3,025.00	<input type="checkbox"/>
Audio-visual support	€ 3,725.00	<input type="checkbox"/>
Seat Attendee Promotion	€ 6,600.00	<input type="checkbox"/>
Podium Sign - SOLD MPS	SOLD	
STM Event App	€ 3,300.00	<input type="checkbox"/>
Wifi - SOLD ARIES	SOLD	
Cocktail Reception	€ 6,600.00	<input type="checkbox"/>
<b>Total</b>		

'STM 50th Anniversary Frankfurt Conference' Non- Member Pricing - V3	2018	Select
Morning Registration Continental Breakfast	€ 5,720.00	<input type="checkbox"/>
Mid Morning Break	€ 3,630.00	<input type="checkbox"/>
Lunch	€ 7,623.00	<input type="checkbox"/>
Afternoon Break - SOLD ACCESS INNOVATIONS	SOLD	
Keynote Sponsor	€ 5,720.00	<input type="checkbox"/>
Lecture Series Speaker #1	€ 4,449.50	<input type="checkbox"/>
Lecture Series Speaker #2	€ 4,449.50	<input type="checkbox"/>
STM Supporter	€ 2,541.00	<input type="checkbox"/>
Conference Panel Sessions	€ 3,327.50	<input type="checkbox"/>
Audio-visual support	€ 4,097.50	<input type="checkbox"/>
Seat Attendee Promotion	€ 7,260.00	<input type="checkbox"/>
Podium Sign - SOLD MPS	SOLD	
STM Event App	€ 3,630.00	<input type="checkbox"/>
Wifi - SOLD ARIES	SOLD	
Cocktail Reception	€ 7,260.00	<input type="checkbox"/>
<b>Total</b>		

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Key Steps to reserve your Sponsorship:

**1. Step 1**

- a. Select the item(s) that you want to sponsor (check the box .
- b. Add up the euro € amount to determine your Sponsorship Level.
  - i. The Sponsor Levels are based on a euro € range.
  - ii. The Sponsorship Level Benefits page details the benefits that you will receive.

**2. Step 2** - Complete this form today and email to both Kim Beadle and Darrell Gunter. The sponsorships are on a "First Come, First Served" basis.

- a. **Kim Beadle**      [beadle@stm-assoc.org](mailto:beadle@stm-assoc.org) - +44 (1865) 339323
- b. **Darrell W. Gunter**      [gunter@stm-assoc.org](mailto:gunter@stm-assoc.org) - +1.973.454.3475

**3. Step 3 - Payment Terms:** Sponsorship is not confirmed until this contract is signed, and payment is final.

- a. Administration of receipt of payment is managed by Kim Beadle, [beadle@stm-assoc.org](mailto:beadle@stm-assoc.org)
- b. 100% of total sponsorship is due by September 1, 2018
- c. Invoice payable upon receipt.

**4. Cancellation Terms:** If STM finds it necessary to cancel, based upon non-payment in accordance with the terms of this contract, or if any sponsor requests a cancellation of the assigned sponsorship, the sponsor will be assessed a cancellation fee as follows:

- a. 50% of total sponsorship value if cancelled on or before August 1, 2018
- b. 100% of total sponsorship value if cancelled after August 15, 2018

**5. Non-Standard Collateral-** sponsors want to distribute sponsor branded flash drives, bags, pens, compasses, mugs etc. to the attendees, the cost is an additional €250 per item, if approved by STM. Please contact Jo Dinnage ([dinnage@stm-assoc.org](mailto:dinnage@stm-assoc.org))

**6.** E-mail or transmittal will serve as acceptance of this contract and shall be treated as an original.

**7. Sponsor's responsibility for equipment, displays, banners, etc.**

- a. **Sponsor understands that they are responsible for their equipment (displays, banners, stands, etc.)**
- b. **Sponsor understands that they are responsible for the assembly, setup and disassembly of their equipment.**
- c. **Sponsor understands they are responsible for the shipping and return of their equipment**

**8. Sponsor's brochures**

- a. **Sponsor is required for the shipping and return of their collateral**
- b. **STM will display the sponsor's brochure on the sponsor table**



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**Authorization Page**

**Sponsor Name:** \_\_\_\_\_

**Name (Print):** \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_

**State** \_\_\_\_\_

**Zip Code** \_\_\_\_\_

**Email** \_\_\_\_\_

**Telephone** \_\_\_\_\_

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**SPONSORSHIP LEVEL BENEFITS**

'STM 50th Anniversary Frankfurt' Conference Sponsorship Benefits	PLATINUM	GOLD	SILVER	BRONZE
	€9,001 +	€6,001 - 9,000	€3,001 - €6,000	€2,001 - €3,000
<b>Pre-conference Promotion</b>				
· Logo and links in pre-conference marketing	X	X	X	X
· Logo and links on event webpage	X	X	X	X
· Conference Registration fee discount of 15%	X	X	X	
<b>At the Conference Promotion</b>				
· Signage at registration and throughout conference (STM to supply)	X	X	X	X
· Verbal acknowledgement during conference	X	X	X	X
· Sponsor promotional material (provided by sponsor) to be displayed on sponsor table/s	X	X	X	X
<b>STM Sponsorship Name Listing</b>				
· Badges acknowledging sponsorship	X	X	X	X
· Logo & company description in Conference Eventsential App	100 word	80 word	50 word	30 word
· Pop-up banner at conference (provided by sponsor)	X	X	X	
· 1 conference registrant pass	X	X		
· 1 conference registrant pass	X			

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Sponsorship Definitions:

1. Morning Registration refreshments – Breakfast pastries, coffee, tea, etc.
2. Mid morning break – Breakfast pastries, coffee, tea, etc.
3. Lunch – Full service lunch and beverage service
4. Afternoon break – Afternoon refreshment items; snacks, soda, coffee, tea, etc.,
5. Cocktail reception – Includes cocktails and light snacks.
6. Audio Visual – Includes projections, screen, microphones, sound, lighting
7. STM Event App – App to help attendees manage their schedule.
8. Podium Sign – Provides Sponsor prime promotion of their logo underneath the STM logo
9. Keynote speakers – Includes the sponsorship of all the invited speakers.
10. Seat Attendee Promotion – Allows for the sponsor to place one piece of collateral on each seat at the event.
11. STM Supporter – Includes the collateral and logo placement on the website and the meeting and 30 word company overview.
12. Wi-Fi – Wi-Fi service for all attendees at the conference.