



As a participating sponsor for this annual event, your organization has the unique and priceless opportunity to build connections with top professionals, academics, and talent in HR, I/O Psychology and related fields. The annual IPAC conference is an environment dedicated to thought leadership, sharing best practices, and networking. We have four sponsorship levels: Platinum, Gold, Silver, and Bronze. Additionally, we have advertising opportunities in our conference program.

We hope that you will join us in Sacramento during our annual conference of the premiere organization of hands-on personnel assessment professionals involved in employment selection and development.

The typical conference attendee breakdown includes: 34% from private companies (mostly consultants), 34% from local governments, 15% from federal government agencies (domestic and international), 11% academics, and 6% state or regional governments.

Conference Dates:	July 31 – August 3, 2016
Exhibit Dates:	July 31 – August 2, 2016
Sponsorship Deadline:	June 1, 2016
Location:	Holiday Inn Sacramento-Capitol Plaza 300 J Street Sacramento, CA 95814 Phone: 1-800-HOLIDAY For hotel information, room rates and reservations, go to www.ipacweb.org/2016

HAVE QUESTIONS? CONTACT DEONDA SCOTT FOR ADDITIONAL INFORMATION:

Deonda.Scott@cityoforlando.net or 407.246.2061



Contents

Sponsorship Information	3
Platinum Level Sponsorship Opportunities and Details.....	4
Gold Level Sponsorship Opportunities and Details	5
Silver Level Sponsorship Opportunities and Details	6
Bronze Level Sponsorship Opportunities and Details.....	7
Program Advertising	7
Literature Insert.....	8
Terms and Conditions	9
Exhibit Space, Sponsorship & Promotion Agreement	11
Exhibitor Table Map	13



Sponsorship Information

Tentative Exhibit Dates & Hours:

Sunday – 5:30pm to 7:30pm - the President's Reception is scheduled during this time in the same foyer as the exhibit area to encourage attendees to visit exhibit booths.

Monday – 7:30 am to 5:00 pm

Tuesday – 7:30 am to 3:00 pm

Exhibit area traffic is heaviest during morning coffee, breaks, and lunch.

Assignment of Space & Payment:

With the exception of the designated \$5000 Platinum Level Sponsorship booths, assignment of exhibit space will be made in the order in which applications are received. Payment in full is required in order to reserve exhibit space. Booth space will be designated but piping and curtains will not be supplied. If you need power, please let us know at the time of payment.

Installation/Removal of Exhibits:

Exhibitors are responsible for assembly of their own exhibits. Access to space is expected to begin at noon on Sunday, July 31, 2016. Exhibitors are responsible for dismantling and removing their own exhibits by 6:00 p.m. on Tuesday, August 2, 2016. You will be responsible for shipping the materials directly to the hotel site. Please contact the Hotel for details.

Vendor Conference Attendees

One complimentary conference registration is included (two with Platinum and Gold) with each exhibit space. All other conference attendees, including booth staff, must register for the conference at the regular conference rates.

Logo requirements

All logos that are submitted must be at least 300 x 300 pixels.

Additional Information:

A sample of the literature to be distributed along with full payment must be received on or before June 1, 2016. All literature table materials are subject to IPAC approval. Extra copies of materials will not be returned.

Note: Payment information is provided on application.



Platinum Level Sponsorship Opportunities and Details

As a Platinum sponsor your experience includes:

- One 6' x 30" draped table (tabletop display). See exhibitor details in the "Bronze Level Sponsorship Opportunities and Details Section." The first \$5,000 Platinum level sponsor will have the opportunity to utilize the "premier" booth location most visible to attendees.
- Two complimentary full conference registrations (Note: all other conference attendees, including booth staff, must register for the conference at the regular conference rates)
- One full page ad in the *IPAC Annual Conference Program*
- Recognition in the *IPAC Annual Conference Program*
- *Pre and post conference* attendee mailing lists
- Recognition on the IPAC on-site signage
- Recognition on the IPAC Conference web site
- Logo on materials promoting the conference

Choose one:

President's Welcome Reception (Sunday, July 31, 2016) **\$5,000**

COCKTAIL TIME! Let your organization be the first to welcome the conference attendees to Sacramento! Recognition includes a special invitation issued on your company's behalf to each registered attendee, an opportunity to address the attendees with brief remarks, and acknowledgment through appropriate signage. And, the first \$5,000 Platinum level sponsor will have the opportunity to utilize the "premier" booth location most visible to attendees.

IPAC Social Event (Monday, August 1, 2016) **\$5,000**

THROW THE PARTY! The Monday night social event is an IPAC tradition! Your organization could be the sponsor of a fun and exciting evening in Sacramento! Sponsorship includes recognition during the opening session of the conference, signage at the event, and an opportunity to address the attendees with brief remarks during the social event. And, the first \$5,000 Platinum level sponsor will have the opportunity to utilize the "premier" booth location most visible to attendees.



Gold Level Sponsorship Opportunities and Details

As a Gold sponsor your experience includes:

- One 6' x 30" draped table (tabletop display). See exhibitor details in the "Bronze Level Sponsorship Opportunities and Details Section."
- Two complimentary full conference registrations (Note: all other conference attendees, including booth staff, must register for the conference at the regular conference rates)
- One full page ad in the IPAC Annual Conference Program
- Recognition in the IPAC Annual Conference Program
- Pre and post conference attendee mailing lists
- Recognition on the IPAC on-site signage
- Recognition on the IPAC Conference web site
- Logo on materials promoting the conference

Choose one:



Conference On-site Program \$3,000

BE A LEADING SPONSOR! Every registered attendee will receive a comprehensive conference program. Recognition includes your company's logo prominently displayed on the front cover, plus a full-page ad on the inside back cover.



Conference On-site Program Back Cover \$2,500

Every registered attendee will receive a comprehensive conference on-site program. Recognition includes your company's logo displayed on the President's Welcome Message page, plus a full-page ad on the back cover of the program.



Conference Pens & Notepads \$2,500

Notepads and pens will be placed in every conference tote bag. The sponsor's logo will appear on all notepads and pens distributed to attendees.



Silver Level Sponsorship Opportunities and Details

As a Silver sponsor your experience includes:

- One 6' x 30" draped table (tabletop display)
- One complimentary full conference registration
- One full page ad in the IPAC Annual Conference Program
- Recognition in the IPAC Annual Conference Program
- Pre and post conference attendee mailing lists
- Recognition on the IPAC on-site signage
- Recognition on the IPAC Conference web site
- Logo on materials promoting the conference

General Session Sponsor (5 opportunities) \$1,250 each

Often considered the highlight of the conference, these Keynote sessions offer a great opportunity to heighten awareness of your company's products and services. Sponsors will receive special recognition from the podium and have the opportunity to place promotional materials on the ballroom seats prior to the general session address.

Keynote Speakers Available: Dan Putka, Deniz Ones, Harry Brull, Greg Hurtz, and Ryan Ross.

Conference Tote Bags \$1,500

Every full conference attendee will receive a tote bag with your corporate logo or message printed on one side. In addition, your promotional insert is automatically included inside the tote bag.

Conference Lanyards \$1,000

Every attendee wears one. This is a great way to ensure brand visibility and recognition.

Refreshment Breaks (8 opportunities) \$1,000 each

Place your promotional materials here or bring company-branded napkins or cups. Signs will announce your company's sponsorship.



Bronze Level Sponsorship Opportunities and Details

As a Bronze sponsor (\$650) your experience includes:

- One 6' x 30" draped table (tabletop display)
- One complimentary full conference registration
- Pre and post conference attendee mailing lists
- 10% discount on rates to advertise in the conference program

Program Advertising

The final conference program will be read by hundreds of personnel assessment professionals and decision-makers representing government agencies, private sector companies, and universities. Don't miss this opportunity to advertise your company's products and services.

Size and Fees:

Full page (8 " x 10 1/2") \$400	Half page (8" x 5 1/8") \$300
Quarter page (3 7/8" x 5 1/8") \$200	Business card (3 1/2" x 2") \$100

Ad Specifications & Requirements

Preferred formats are Adobe Illustrator or Adobe InDesign, CS5 or earlier. Please include all images and fonts, or convert all text to outlines. Save all files in PC format. Print-ready pdfs must be in CMYK or grayscale mode at 300 DPI. Maximum size is 8" by 10½". Ads will not bleed off pages. MS Publisher files are not acceptable.

Deadline & Payment

To submit an ad for the conference program, please return the completed application and appropriate fee to Natasha Riley at the address listed on Page 12 on or before June 1, 2016. Send the electronic file to Déonda Scott at Deonda.Scott@cityoforlando.net. All copy is subject to IPAC approval.



Literature Insert

CAN'T MAKE IT TO THE CONFERENCE? The literature insert provides you with a cost effective way to showcase your products and services to the conference attendees by including literature in the registration materials provided to attendees. Conference registration is not included.

Literature Insert Fees: \$400

The Literature Table Includes:

- Pre- and Post-Conference Mailing Lists
- Recognition in the Final Conference Program

Deadline & Payment

A sample of the literature must be sent to Deonda.Scott@cityoforlando.net for approval prior to June 1, 2016.

Maximum amount of literature that can be distributed is 250 copies of one type or 125 copies of two different types. Extra copies of materials will not be returned.

You will be responsible for shipping the materials. Shipping location will be provided at a later date.



Terms and Conditions

1. AGREEMENT

The following terms become binding upon acceptance of this agreement between the applicant, his/her employees and agents, and IPAC, and any additions and amendments thereto that may be established or put into effect by IPAC in the interest of the Conference and shall be binding on exhibitors and sponsors equally with the terms of this agreement. The acceptance of this agreement is subject to the final approval of IPAC.

2. PAYMENTS AND CANCELLATIONS

- A. Applications for space, sponsorship must be accompanied by the required payment of deposit per the instructions.
- B. No cancellation shall be acknowledged unless received by IPAC in writing. The date upon which the notice of cancellation is received shall apply as the official date of cancellation. Upon receipt of the written cancellation, IPAC will acknowledge such receipt. Unless otherwise agreed by both parties in writing, the only terms applicable to cancellation are those under this paragraph.
- C. Should an exhibitor or sponsor be cancelled, the following shall apply:
 1. If cancellation occurs on or before June 1, 2016, the amount paid, less a \$200 administrative fee, shall be refunded by IPAC. All refunds will be issued approximately four weeks after the close of the conference.
 2. No requests for refunds will be granted after June 1, 2016.

3. ADHERENCE TO EXPOSITION RULES

Upon acceptance of the agreement by IPAC, the exhibiting firm agrees to abide by the terms herein, and any revisions or amendments thereto made by IPAC. Exhibiting and Sponsoring firms not complying with said rules, having knowledge of them or not, shall be subject to the actions taken by IPAC.

4. SPACE ASSIGNMENT

General space will be assigned on a first-come, first-served basis, taking into consideration space requirements and sponsorship levels. IPAC reserves the right to make the final space assignment or change the space assignment after the acceptance of the application should it be necessary in the best interest of the Conference. No exhibitor will assign, sublet, or share the whole or any part of the contracted space.

5. DECORATING & SHIPPING

Each exhibitor is responsible for shipping and transporting materials to and from hotel.

6. EXHIBIT BOOTHS AND DISPLAYS (HEIGHT LIMITS)

Height limitations must be observed as follows: Linear booths shall not exceed eight feet (2.5 meters) in height. No advertising logos, displays, signage or exhibit structures may exceed the height limitation. All unfinished parts of an exhibit/display that are exposed must be curtained off at the exhibitor's expense.

7. INSTALLATION OF EXHIBITS

Display installation may begin at 12:00 noon on Sunday, July 31, 2016. All displays must be fully set up and ready by 4:00 p.m. on Sunday, July 31, 2016.

8. EXHIBIT OPERATION AND ACTIVITIES

Exhibitors are held liable for compliance with the terms as set forth herein. No activities will be permitted in any exhibit space that are contrary to law or the rules of the conference or which will disturb exhibitors in the immediate area. All displays, equipment, booth furnishings, product demonstrations and marketing/promotional activities, including surveys of any nature conducted by the exhibitor or a contracted survey firm, must be confined to the exhibitor area. Materials, equipment or activities which detract from the atmosphere of the Exposition or which disturb exhibitors are prohibited. Costumed personnel or mannequins must not be offensive or disruptive in their appearance or dress. IPAC shall have the right to prohibit any exhibit, which in their opinion is not suitable to the character or purpose of the Exposition. No overflow into the aisles will be permitted as fire regulations indicate all aisles must be free for egress in the event of an emergency. IPAC reserves the right to remove from the show materials, advertising or literature, which they feel is not in keeping with the standards of the conference.



9. DISMANTLING AND REMOVAL OF EXHIBITS

The dismantling of displays shall be completed no later than 6:00 PM on Tuesday, August 2nd, 2016. Arrangements for the use of Exhibitor services, i.e., labor, shipment of exhibit materials from the show site, should be made well in advance of the show's closing. Materials left in the booth after the show not packed/crated or covered by a bill of lading for shipment will be packed, shipped or stored at the discretion of the hotel and all expenses will be charged to the Exhibitor of record. The exhibit hall must be cleared of all exhibit materials by the end of the dismantling period.

10. SAFETY

The exhibiting firm agrees that the first priority of all personnel in the booth shall be the safety of those attending the booth, during, before or after the show's open hours. Fire regulations require all display material used for decoration to be flameproof. Any or all electrical equipment used in conjunction with the display's installation, operation and dismantling shall be in good operable condition and able to pass the inspection of the local Fire Underwriters Inspection Bureau. Materials stored in the booth area shall not block access to the exhibit or necessary areas of maintenance or cover electrical wires or outlets.

11. SECURITY/LIABILITIES/INSURANCE

- A. As an exhibiting firm, we the exhibitor, our agents, employees, contractors, representatives or guests assume and agree to indemnify, protect, save and hold harmless IPAC and the hotel, its agents, employees, contractors or representatives from and against any and all losses, damages, injuries, claims, demands and expenses, including legal expenses of whatsoever kind and nature, arising due to our participation in the Exposition during the installation period, show hours, closed hours and dismantle period.
- B. IPAC its agents and employees will not be liable for failure to hold the Conference as scheduled. Payments for exhibit space will be returned in that event, less any actual expenses incurred in connection with the Conference that will be deducted, if the Conference is relocated, delayed or canceled prior to the opening date because of fire or any act of God, or the public enemy, or strike or epidemic or any law or public authority or any reason which makes it impossible or impractical to hold the Exposition.
- C. Neither will IPAC, the hotel, the official service contractors, their members, nor the representatives and or employees thereof be responsible for injury, loss, or damage that may occur to the exhibitor, or to the exhibitor's employees or property, from any cause whatsoever prior, during or subsequent to the period covered by this application/agreement. Exhibitors agree to maintain such insurance that will fully protect, indemnify and hold harmless IPAC and the hotel from any and all claims of any nature whatsoever, including attorney's fees, which may arise due to the actions or negligence of the exhibiting firm or their employees or members, contractors or representatives, including claims under the Worker's Compensation Act, and for personal injury, including death, which may arise in connection with the installation, operation or dismantling of the exhibitor's display.
- D. Damage to the facility housing the Exposition, caused or done by the exhibitor, shall be replaced or repaired by the exhibitor. Additionally, the exhibitor agrees to protect, save and hold harmless IPAC and the hotel of and from all loss, liability, and/or damage whatsoever caused to the facility housing the Exposition, or any part thereof, directly or indirectly.
- E. Damage to inadequately packed property is the exhibitor's own responsibility.
- F. Exhibitors are advised to add on to their existing insurance a portal-to-portal rider protecting them against the loss/damage to their materials by fire, theft, accident, etc.
- G. The exhibiting firm agrees to carry insurance of a single limit of not less than one million dollars for their employees, agents, contractors, representatives, and guests present at the show in each of the following categories: (1) Broad Form General Liability, and (2) Automobile Liability.

12. AMENDMENTS TO REGULATIONS

Any and all matters and questions not specifically covered by the articles in this agreement shall be subject to the decision of IPAC.



Exhibit Space, Sponsorship & Promotion Agreement

International Personnel Assessment Council 2016 IPAC Annual Conference

July 31 - August 3, 2016 • Holiday Inn Sacramento-Capitol Plaza • Sacramento, CA.

INSTRUCTIONS:

1. Please read the *Term and Conditions* on the previous page before signing.
2. Complete and return this contract to the address below.
3. Attach your check payable to IPAC or see payment section for other options. Exhibit space, sponsorship and/or promotional services will not be guaranteed until receipt of payment.

Contact Information

List the company name, address and phone number as you would like it to appear in the IPAC promotional material.

Company _____

Address _____

City _____ **State/Province** _____ **Zip/Postal Code** _____

Contact Name _____ **Title** _____

Phone _____ **Email** _____

<p>Platinum, Gold, Silver, & Bronze Sponsorship Options Please indicate sponsorship option(s):</p> <ul style="list-style-type: none"> <input type="checkbox"/> Platinum Welcome Reception (Sun.) \$5,000 <input type="checkbox"/> Platinum IPAC Social Event (Mon.) \$5,000 <input type="checkbox"/> Gold Conference Program Front Cover \$3,000 <input type="checkbox"/> Gold Conference Program Back Cover \$2,500 <input type="checkbox"/> Gold Conference Pens and Notepads \$2,500 <input type="checkbox"/> Silver General Session \$1,250 <p>Identify Keynote: _____</p> <ul style="list-style-type: none"> <input type="checkbox"/> Silver Conference Tote Bags \$1,500 <input type="checkbox"/> Silver Conference Lanyards \$1,000 <input type="checkbox"/> Silver Refreshment Breaks \$1,000 <input type="checkbox"/> Bronze Exhibitor \$650 <p>Send logos to Deonda.Scott@cityoforlando.net Exhibit Space Number of booths: _____</p> <ul style="list-style-type: none"> <input type="checkbox"/> Additional space price: \$650 or one space free to Platinum, Gold and Bronze Level Sponsors _____ <p>Indicate 1st, 2nd and 3rd choice of booth space below (see attached diagram). Please note the availability of an electrical outlet when making selections.</p> <p>Total Sponsor and Exhibitor Fee \$ _____</p>	<p>Program Advertisement Platinum, Gold and Silver Sponsors:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Full Page-Free <p>Exhibitors:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Full Page - \$360 <input type="checkbox"/> Half Page - \$270 <input type="checkbox"/> Quarter Page - \$180 <input type="checkbox"/> Business Card - \$90 <p>Non-Exhibitors:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Full Page - \$400 <input type="checkbox"/> Half Page - \$300 <input type="checkbox"/> Quarter Page - \$200 <input type="checkbox"/> Business Card - \$100 <p>Note: The application, the appropriate fee, and electronic file must be received on or before June 1, 2016. All copy is subject to IPAC approval.</p> <p>Total Ad Fee \$ _____</p> <p>Send electronic advertisements to Deonda.Scott@cityoforlando.net. Preferred formats are Adobe Illustrator or Adobe InDesign, CS5 or earlier. Please include all images and fonts, or convert all text to outlines. Save all files in PC format. Print-ready pdfs must be in CMYK or grayscale mode at 300 DPI. Maximum size is 8" by 10½". Ads will not bleed off pages. MS Publisher files are not acceptable.</p>
---	---

1st Choice

2nd Choice

3rd Choice



2016 IPAC Annual Conference

July 31 - August 3, 2016 • Holiday Inn Sacramento-Capitol Plaza • Sacramento, CA.
Exhibit Space, Sponsorship & Promotion Agreement

Payment Terms (Please see Terms and Conditions for Cancellation Policy)

In order to guarantee your exhibit space, sponsorship and/or promotional services, please enclose your payment. Please note that applications will not be processed until full payment is received.

Payment

Check enclosed (Please make payable to IPAC) for \$ _____ (add Sponsorship fee to advertising fee)

Please send payments and contracts to:
Natasha Riley, IPAC Financial Officer
Human Capital Management
Will Rogers Building
2401 N. Lincoln Blvd., Suite 106
Oklahoma City, OK 73105

If you would like to pay by credit card or require invoicing, please contact Natasha Riley at natasha.riley@omes.ok.gov

Acceptance of Terms

The above signed company, having read and agreed to the Terms and Conditions, will contract for exhibition space and/or other services for the 2016 IPAC Annual Conference scheduled July 31-August 3, 2016.

Signature _____ Date _____

Print Name: _____ Phone: _____



Exhibitor Table Map

Exhibit space will be assigned on a first come, first served basis.

Electrical connection is available at no additional charge, but must be requested when submitting contract.

