

Army Intelligence Industry Day

June 27, 2019
 NGA Campus East
 Springfield, VA



Contact Information

Company Name.....

Contact..... Title.....

Tel..... Fax.....

Email..... Web Site.....

Address.....

City..... State..... Zip..... Country.....

Patron Rates

	AFCEA Corporate Member *	Non-Member
<input type="checkbox"/> Platinum Level	\$7,500	\$9,000
<input type="checkbox"/> Gold Level	\$5,000	\$6,000
<input type="checkbox"/> Silver Level	\$2,500	\$3,000
<input type="checkbox"/> Small Business Level **	\$2,000	n/a

Individual Patron Opportunities

	AFCEA Corporate Member *	Non-Member
<input type="checkbox"/> Create Your Own Starbucks "Business Card" Gift Card	\$12,000	\$13,800
<input type="checkbox"/> Swag Bag	\$10,000	\$11,500
<input type="checkbox"/> Water Bottle	\$8,000	\$9,200
<input type="checkbox"/> Name Badge	\$6,000	\$7,000
<input type="checkbox"/> Program Guide	\$6,000	\$7,000
<input type="checkbox"/> Registration Packet	\$6,000	\$7,000
<input type="checkbox"/> Lanyard	\$6,000	\$7,000
<input type="checkbox"/> Coffee	\$3,000	\$3,500
<input type="checkbox"/> Email Blast	\$2,500	\$3,000

*Company must be a current AFCEA Corporate Member in good standing

**Small Business Level - Company must be a current AFCEA Corporate Member in good standing at the time of the event with 49 or less employees to qualify for this rate.

Advertising Upgrades – Platinum, Create Your Own Starbucks Gift Card, Swag Bag & Water Bottle Patrons

<input type="checkbox"/> Upgrade Full Page Ad to Back Cover of Program Guide	\$500
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Advertising Upgrades – Gold, Name Badge, Registration Packet & Lanyard Patrons

<input type="checkbox"/> Upgrade Half Page Ad to Full Page Ad on Back Cover of Program Guide	\$1,000
<input type="checkbox"/> Upgrade Half Page Ad to Full Page Ad in Program Guide	\$500

Advertising Options – Silver Level, Small Business, Coffee & Email Blast Patrons

<input type="checkbox"/> Full Page Ad on Back Cover of Program Guide	\$1,500
<input type="checkbox"/> Full Page Ad in Program Guide	\$1,000
<input type="checkbox"/> Half Page in Program Guide	\$700
<input type="checkbox"/> Quarter Page in Program Guide	\$500

Patron Cost \$ _____

Advertising Upgrade \$ _____

Total Cost \$ _____

Initials	Deposit and Payment Schedule
	Due with Application.....50%
	After March 1, 2019.....100%

Patron opportunities will not be held or confirmed without deposit. Failure to make payments does not release the contracted of financial obligation.

Cancellation Penalties	Initials
Through March 1, 2019.....50%	
After March 1, 2019.....100%	

Email application to:

Email: exhibitcontracts@spargoinc.com
 Fax: 703-563-2691

Need Help? Contact:

afceaexhibits@spargoinc.com
 888-215-2241 | 703-995-2567

Make checks payable to: AFCEA

Mail payments to: AFCEA Exposition Mgmt., c/o SPARGO, Inc.
 11208 Waples Mill Road, Suite 112 ♦ Fairfax, VA 22030

Credit Card Payments:

An invoice will be sent within one business day with instructions for how to submit a credit card payment online.

I, the undersigned, hereby make Application for Patron Opportunities, at Army Intelligence Industry Day 2019. I am an authorized representative of the company/organization with the full power and authority to sign and deliver this application. The company/organization listed on this application agrees to comply with the Army Intelligence Industry Day 2019 Rules and Regulations and all policies, adopted by the Armed Forces Communications & Electronics Association (AFCEA) hereafter. Patron agrees to receive all written and electronic correspondence from AFCEA, SPARGO, Inc. and official event contractors in reference to Army Intelligence Industry Day 2019 and future AFCEA events. This application will become a contract upon Patron's authorized signature and AFCEA's acceptance and approval.

Authorized Company Signature..... Date.....

Printed Name..... Telephone.....

Army Intelligence Industry Day Patron Rules

THIS PATRON OPPORTUNITY AGREEMENT (the "Agreement"), is entered into by and between the Armed Forces Communications and Electronics Association International (AFCEA) and Contracting Company (Patron), and shall become a contract upon execution. This Agreement shall confirm the details of Patron's patron opportunity for the Army Intelligence Industry Day (Event) being held June 27, 2019.

The individual executing this Contract represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the Company.

IN CONSIDERATION of the mutual undertakings and promises of the parties as set forth below, the parties agree as follows:

1. PATRON OPPORTUNITIES

1. AFCEA and Patron will develop and execute the patron opportunity in accordance with the terms and conditions set forth in this Agreement and as set forth in any Attachments and/or Exhibits to the Agreement. AFCEA and Patron agree they will perform their duties and responsibilities in a professional manner consistent, at all times, with industry standards and in accordance with applicable laws and regulations.

1.1 In consideration of the rights granted in the Agreement, Patron agrees to pay AFCEA a Patron Fee as defined on page one of this Agreement and a 50% deposit is to be included with this Agreement. For the Patron Fee, AFCEA agrees to provide Patron services as outlined in the Official Marketing Opportunity Prospectus.

2. INTELLECTUAL PROPERTY

2.1 Each party is granted a nontransferable, non-exclusive license to use the other party's materials, marks and logos (collectively "Intellectual Property") solely for the promotion and execution of the Patron Opportunity at the Event as set forth herein and only during the agreed upon period.

2.2 Upon expiration or termination of the Patron Opportunity, each party will cease using the other party's Intellectual Property and to the extent possible will, at the request of the other party, either destroy or return such Intellectual Property to the other party.

3. EFFECTIVE DATE, TERM, AND TERMINATION

3.1 Effective Date and Term: Unless the Agreement is terminated earlier in accordance with its terms and conditions, the term of this Agreement shall commence on the Effective Date and terminate at the conclusion of the parties obligations pertaining to the Event.

3.2 In the event either party commits a material breach of any provision contained within the Agreement, and such breach remains uncured after thirty (30) days written notice specifying the breach, the non-breaching party may terminate the Agreement. Upon expiration or termination of this Agreement each party agrees to timely comply with the terms of Section 2.2 above. In the event this Agreement is terminated for material breach of a party following the commencement of the Event and/or Patron activities, the parties agree nonetheless to cooperate to the extent necessary to avoid interruption of the Event. Such cooperation shall not be construed to waive any claim or defense a party may have.

3.3 In the event of cancellation by Patron, AFCEA shall determine an assessment covering the resale of the patron opportunity, prior services performed, and other damages related to cancellation, according to the following schedule:

Through March 1, 2019 50% of total Patron fee.

After March 1, 2019, 100% of total Patron fee.

AFCEA must receive written notification of the cancellation by registered or certified mail. Date cancellation notice is received by AFCEA will determine above assessment charges. In the event of either a full or partial cancellation of space by a patron, AFCEA reserves the right to resell canceled patron opportunity, regardless of the cancellation assessment. Subsequent resale of canceled patron opportunity does not relieve the canceling patron of the obligation to pay the cancellation assessment. Appropriate payment must be received within 15 days of cancellation.

3.4 Should the Event in this Agreement be canceled or postponed by AFCEA, either prior to the start of the Event or after the Event has officially commenced (determined by the earliest date and time listed in the Event program itinerary), AFCEA will provide a credit equal to the Patron Fee paid under the terms of this Agreement for use at a future AFCEA Event within a period of one (1) year from the start date of the cancelled Event. These credits may not be applied to AFCEA Chapter events.

Any credit not used toward a Patron Opportunity of another AFCEA event within the one year period following the cancelled event may be applied to AFCEA membership dues or donated to the AFCEA Educational Foundation, a 501(c)(3) tax exempt organization. After the expiration of the one (1) year period following the cancelled Event any unused patron opportunity credit not used or applied as provided in Section 3.3 above will be forfeited by the Patron.

4. LIMITATION OF LIABILITY

In no event shall either party be liable to the other party for any indirect, incidental, consequential, special, or exemplary damages (even if that party has been advised of the possibility of such damages), arising from breach of this Agreement, or any provision of this Agreement, such as, but not limited to loss of revenue or anticipated profits or lost business.

5. FORCE MAJEURE

Neither party shall be liable to the other in the event its failure to perform its obligations under the terms of the Agreement results from: (i) compliance with any law, ruling, order, regulation or order of any court or government decision or action of competent jurisdiction; (ii) acts of God or other circumstances beyond the reasonable control of the parties; (iii) acts or omissions of the other party; (iv) fires, strikes, embargoes, war, acts of domestic terrorism, civil insurrection or riot, (v) a weather event or curtailment of transportation facilities preventing or unreasonably delaying [at least 25% of attendees and guests from attending the Event, or (vi) or other emergency beyond the party's control making it inadvisable, illegal or impossible to hold the Event or which materially affects a party's ability to perform its obligations here under. Any delay resulting from any of said causes shall extend performance accordingly or excuse performance, in whole or part, as may be reasonable under the circumstances. The terminating party shall endeavor to give notice of termination to the other party as soon as reasonably practicable in an effort to minimize the impact of termination.

In the event of a termination as a result of a Force Majeure event as defined above, neither party will have any liability to the other party hereunder.

6. PAYMENT

A 50% deposit for the patron opportunity is due at signing of the Agreement as stipulated in Section 1.2, unless other arrangements are made with and approved by AFCEA. Any such arrangements must be made in writing and included with this Agreement. Remaining balance of Patron Fee is to be paid 60 days prior to start of event. Any late payment will be subject to a late payment penalty calculated at eighteen (18) percent annually on the outstanding balance for the period the payment is late.