STM

The global voice of scholarly publishing

Sponsorship Application/Contract
STM Frankfurt Conference
Tuesday, October 18, 2016
Frankfurt, Germany

Dear Potential Sponsor,

We are pleased to present our 2016 Sponsorship Program for the Frankfurt Conference. Detailed below is an overview of our Sponsorship Program.

STM 2016 Sponsorship Program
- ➢ Sponsorship level is determined by total euro € spend.
- ➢ Sponsorship Level recognition for total spend across all events
- ➢ Sponsorship Benefits – Please see attached Sponsorship Benefits Schedule on page 3.

ITEM	2016	Select
Continental Breakfast	€ 3,850.00	□
Mid Morning Break	SOLD	SOLD
Lunch	€ 4,200.00	□
Afternoon Break	€ 1,560.00	□
Keynote Sponsor #1	€ 3,450.00	□
Keynote Sponsor #2	€ 3,450.00	□
STM Supporter	€ 1,590.00	□
Conference Program Sessions	€ 2,290.00	□
Audio-visual support	€ 2,925.00	□
Seat Attendee Promotion	SOLD	SOLD
Wifi and Crowdcompass	SOLD	SOLD
Members only Drinks Reception	SOLD	SOLD
Total	€	

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 - +44 (1865) 339323**
   b. **Darrell W. Gunter**   **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
   b. 100% of total sponsorship is due by September 1, 2016
   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 canceled on or before August 1, 2016
  b. 100% of total sponsorship value if canceled after August 15, 2016

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 STM. Please contact Jo Dinnage (dinnage@stm-assoc.org)

6. **N.B.** E-mailings from Sponsor. STM reserves the right to provide Sponsor's approved e-mailing to STM's conference attendee and/or members mailing list.

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

Sponsor Name: _____

Name (Print):_____

Authorized Signature: _____

Title: _____

Address_____

City_____

State_____

Zip Code_____

Email _____

Telephone_____

SPONSORSHIP LEVEL BENEFITS

2016 Sponsorship Level Benefits	PLATINUM €9,001 +	GOLD €6,000 - €9,000	SILVER €2,001 - €6,000	BRONZE €800 - €2,000
Pre-conference Promotion				
· **Logo and links in all pre-conference marketing**	X	X	X	X
· **Logo and links on event webpage**	X	X	X	X
· **One e-mailing to event attendees list***	X	X		
At the Conference Promotion				
· **Signage at registration and throughout conference (STM to supply)**	X	X	X	X
· **Verbal acknowledgement during conference**	X	X	X	X
· **Sponsor promotional material to be displayed on sponsorship table**	X	X	X	X
· **Badges acknowledging sponsorship**	X	X	X	X
· **Logo & 50 word company description in conference program and CrowdCompass app**	X	X	30 Word	
· **Pop-up banner at conference (provided by sponsor)**	X	X	X	
· **1 Conference registrant pass**	X	X		
· **1 Conference registrant pass**	X			
· **Premium Signage**	X			
After the Conference				
· **One e-mailing to STM member list***	X	X		
* NB The e-mailings will be sent via STM on your behalf STM does not provide email addresses of our attendees or member list				