

**Sponsorship Application/Contract**  
**STM Week 2015 Conference**  
**December 1 - 3, 2015**  
**London, United Kingdom**

Dear Potential Sponsor,

We are pleased to present our 2015 Sponsorship Program for the STM Week 2015. Detailed below is the overview of our Sponsorship Program.

**STM 2015 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.
- Sponsorship definitions – Please see attached Sponsorship Definitions on page 4
- Please see attached Sponsorship Benefits Schedule on page 3.

STM Week						
	Digital Publishing		Innovations UK		Publishing Ethics	Bundled Price
ITEM	1/12/15		2/12/15		3/12/15	ALL DAYS
Morning Registration Refreshments	€ 1,400.00	<input type="checkbox"/>	€ 1,400.00	<input type="checkbox"/>	€ 1,400.00	€ 3,780.00
Mid Morning Break	SOLD - HIGHWIRE		SOLD - MDPI		€ 1,400.00	€ 3,780.00
Lunch	€ 4,125.00	<input type="checkbox"/>	CCC	<input type="checkbox"/>	€ 4,125.00	€ 11,137.00
Afternoon Break	SOLD - MDPI	<input type="checkbox"/>	€ 1,400.00	<input type="checkbox"/>	€ 1,400.00	€ 3,780.00
Cocktail Reception*	SOLD HINDAWI		SOLD HINDAWI		NA	SOLD HINDAWI
Full Media Demo Cocktail Reception*	NOT AVAILABLE		NOT AVAILABLE		NA	NOT AVAILABLE
Audio-visual support	€ 3,100.00	<input type="checkbox"/>	€ 3,100.00	<input type="checkbox"/>	€ 3,100.00	€ 8,400.00
STM Event App	€ 1,000.00	<input type="checkbox"/>	SOLD - HIGHWIRE		NA	€ 1,800.00
Keynote Speaker	€ 3,000.00	<input type="checkbox"/>	€ 3,000.00	<input type="checkbox"/>	€ 3,000.00	€ 8,100.00
Seat Attendee Promotion	€ 1,525.00	<input type="checkbox"/>	€ 1,525.00	<input type="checkbox"/>	CCC	€ 4,250.00
STM Supporter	€ 1,525.00	<input type="checkbox"/>	€ 1,525.00	<input type="checkbox"/>	€ 1,525.00	€ 4,250.00
Web Videos & Downloads	Access Innovations	<input type="checkbox"/>	€ 1,000.00	<input type="checkbox"/>	€ 1,000.00	€ 2,700.00
WiFi	SOLD - ARIES		SOLD - ARIES		SOLD - ARIES	SOLD - ARIES
Total						

\*Note only one cocktail reception will be sold per night. Price is for 100 people, additional people are billed at €30.00 per person.

**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 November 1, 2015
- 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 October 15, 2015

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- b. 100% of total sponsorship value if canceled after October 31, 2015
5. **Non Standard Collateral**- sponsors who 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. **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** \_\_\_\_\_

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**SPONSORSHIP LEVEL BENEFITS**

	PLATINUM	GOLD	SILVER	BRONZE
	€9,001 +	€6,000 - 9,000	€2,001 - €6,000	€1,000 - €2,000
<b>Pre-conference Promotion</b>				
· Logo and links in all pre-conference marketing	X	X	X	X
· Logo and links on event webpage	X	X	X	X
· Additional Conference Registration passes Individual Passes discounted at 15%	X	X	X	
· One e-mailing to event attendees list*	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 to be displayed on sponsor table/s (provided by sponsor)	X	X	X	X
· Badges acknowledging sponsorship	X	X	X	X
· Logo & 50 word company description in conference program & digital participant pack	X	X	30 Word	
· Pop-up banner at conference (provided by sponsor)	X	X	X	
· STM Event app banner ad	X	X		
· STM Event App contact sharing for registrants and sponsors	X	X		
· 1 conference registrant pass**	X	X		
· 1 conference registrant pass**	X			
· Premium Signage	X			
<b>After the Conference</b>				
· STM Event App contact sharing for registrants and sponsors**	X	X		
· One e-mailing to STM member list*	X	X		
<b>Preferred Sponsor Discount 5%</b>	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				
**Registrant Pass is for the day of the event sponsored				

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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 hors d'oeuvres.
6. Audio Visual – Includes projections, screen, microphones, sound, lighting
7. Crowd Compass App – App to help attendees manage their schedule. It is only offered Tuesday and Wednesday.
8. Keynote speakers – Includes the sponsorship of all the invited speakers.
9. Seat Attendee Promotion – Allows for the sponsor to place one piece of collateral on each seat at the event.
10. STM Supporter – Includes the collateral and logo placement on the website and the meeting
11. Web Videos and downloads includes Conference Program Sessions web videos and downloads available/viewable after the Seminar's on the STM Website
12. Wi-Fi – Wi-Fi service for all attendees at the conference.