



IUE2017 SWAG CONTRACT

Conference SWAG Advertising Opportunities

Internet User Experience 2017 is offering companies an opportunity to promote their company and its products and services to a group of highly-motivated professionals with a corporate sponsorship contribution to IUE2017.

We anticipate 200 professionals from the US, Canada, and abroad to attend this event which will occur on April 24-25, 2017 in Ann Arbor, Michigan.

Please check your selection below. All prices USD.

Branded Items

Leave a lasting impression with conference attendees and send them home with your branded items.

Please check your selection(s) below. All prices USD.

- () Aluminum Water Bottle with your logo (One available): **\$1,000**
- () Espresso cup with your logo (One available): **\$1,000**
- () LED Flashing Bouncy Balls with your logo (One available): **\$1,000**
-These will be part of a memorable moment at the conference and then handed out.
- () Soft Flying Disc with your logo (One available): **\$1,000**
-These will be part of a memorable moment at the conference and then handed out.
- () Conference Pen with your logo (One available): **\$500**
- () Lanyard for Credential Holder **\$500**

TOTAL BRANDED ITEMS AMOUNT DUE: \$ _____

Send your desired logo as an attachment (JPEG preferred) to:
sponsor@iueconference.com

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Advertisement Space in Conference Program

Place your advertisement in the conference program that is given to each conference attendee. They will read about you as they reference this program during the conference, and many will take the program with them when they leave.

Please check your selection(s) below. All prices USD.

- Back cover, Full color: **\$700** (One available)
- Inside front cover, Full color: **\$600** (One available)
- Inside page, Full color: **\$500** (One available)
- Inside page, Black and White: **\$300** each (Multiples available)

Total Amount for Advertisement Space Due: \$ _____

Send your desired advertisement as an attachment (JPEG preferred) to:
sponsor@iueconference.com

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Acceptance of Contract

Agreement made between: _____, hereinafter referred to as SPONSOR, and Clear Usability LLC, hereinafter referred to as IUE2017 HOST on the _____ day of _____, 2017.

SPONSOR has agreed to pay a fee for their sponsorship level and options (selected on previous page and specified in the IUE2017 Sponsor Prospectus).

SPONSOR accepts as part of this Agreement, and agrees to comply with, the rules governing Sponsorship, set forth on the back of this page, and any additions or amendments to these rules as may be forwarded to each SPONSOR at a later date.

SPONSOR, by _____
(Individual's Printed Name and Title)

(Individual's Signature) Date: _____

(Telephone) _____
(Fax) _____
(Email)

HOST, by: _____
(Individual's Printed Name and Title)

(Individual's Signature) Date: _____

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RULES GOVERNING SPONSORSHIP

Sponsor Exposure and Duration

- Listed as a Sponsor (details as specified in the Sponsor Prospectus based on Sponsorship Level) on the web site within five business days of receipt of contract and payment.
- Listed as a Sponsor in the conference program (details as specified in the Sponsor Prospectus based on Sponsorship Level).
- Listed as a Sponsor in the conference proceedings (details as specified in the Sponsor Prospectus based on Sponsorship Level).
- Mention at the event opening (all attendees in auditorium prior to keynote address).

Eligible Sponsors. Clear Usability, LLC (IUE2017 HOST) has sole right to determine the eligibility of any company or entity for inclusion as a Sponsor.

Sponsor Responsibility. SPONSOR is responsible for providing logo artwork and phrasing that adequately represents their company, organization, or entity.

Display of Sponsor Collateral. IUE2017 HOST shall have full discretion and authority in the placement and appearance of SPONSOR collateral, and may require the replacing or rearrangement of any SPONSOR collateral which IUE2017 HOST deems inconsistent with the principal purpose of the Event or inappropriate for any other reason.

Sponsor's Withdrawal. Fifty percent of the total cost of Sponsorship under contract will be retained by IUE2017 HOST if written notice of withdrawal is received by IUE2017 HOST by 31 March 2017. If written notice of withdrawal from IUE 2017 is received by IUE2017 HOST after 31 March 2017, SPONSORS are liable for full payment of sponsorship benefits under contract.

Limitation of Liability. "Neither IUE2017 HOST, nor Morris Lawrence Auditorium, nor the Washtenaw Community College, nor any of their officers, agents, employees or other representatives, shall be held liable for, and they are hereby released from liability for, any inappropriate use of the SPONSOR collateral and artwork." Agreement to Rules. SPONSOR, for himself/herself and his/her employees, agrees to abide by the foregoing rules and by any amendments that may be put into effect by IUE2017 HOST.

Amendment to Rules. Any matters not specifically covered by the preceding rules shall be subject solely to the decision of IUE2017 HOST. These rules may be amended at any time by IUE2017 HOST, and all amendments so made shall be binding on Sponsor equally with the foregoing rules and regulations.

 (Individual's Signature) Date:_____

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Contract Acceptance & Payment Information

1) Send us your completed form and signed contract (all pages), sponsor logo and other materials, and payment (Check made payable to 'Clear Usability, LLC', EIN: 38-3874570) to:

MAIL: **Internet User Experience 2017
c/o Clear Usability, LLC
2657 Balmoral Court
Ann Arbor, MI 48103**

Other materials (e.g., sponsor name and byline or short description as you would like them to appear) may be sent to us via Email and Fax as appropriate:

Contact: **Anastasia Mitropoulos-Rundus, IUE Sponsor and Exhibit Chair**

Email: **Sponsor@iueconference.com**

Fax: **(734)864-7370**

2) We will review your contract, request additional information (logos, etc.) or contact you directly for any clarification or additional requests as needed.

3) We will send you a final invoice/receipt (marked paid) and a countersigned duplicate of the contract for your files.

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