

AGE+ACTION

2020 VIRTUAL CONFERENCE

JUNE 8 – JUNE 11 | 

EXHIBITOR APPLICATION AGE+ACTION VIRTUAL CONFERENCE

Company Name: _____
Main Contact: _____ Title: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Telephone: _____ Email: _____

BOOTH SELECTION:

Standard Booth: \$1,500

Government/Nonprofit Rate*

Standard Booth: \$1,200

PROGRAM ADVERTISEMENT

Full-Page Color Ad: \$1,000

Half-Page Color Ad: \$800

See ad specs on page 3 for details.

FEATURED EXHIBITOR: \$5,000

See package details on page 2.

* Please include a copy of your tax-exempt certificate.

MOBILE APP ADVERTISEMENT

Banner Ad: \$1,000

See ad specs on page 3 for details.

DEADLINE

Return completed
commitment form
no later than
May 29, 2020.

Please contact:
Stacy Clift at
stacy.clift@ncoa.org

PAYMENT INFORMATION

Exhibit Cost: _____ + Advertisement Cost: _____ = Total Due: _____

Credit Card: AMEX VISA MasterCard Discover

Cardholder Name: _____

Card Number: _____ Expiration Date: _____ CVC Code: _____

JOIN US FOR THE AGE+ACTION VIRTUAL CONFERENCE

Exhibitors Receive:

- Two complimentary full conference registrations per booth (approximately \$1,000 value)
- Access to live chat sessions
- A listing in the mobile app to include company name, address, and hyperlink
- A listing in the exhibitor virtual hall to include company name, address, company description, and hyperlink
- Company logo will be used to illustrate your booth
- 24-hour access to products or services through June 30, 2020

Featured Exhibitors Receive:

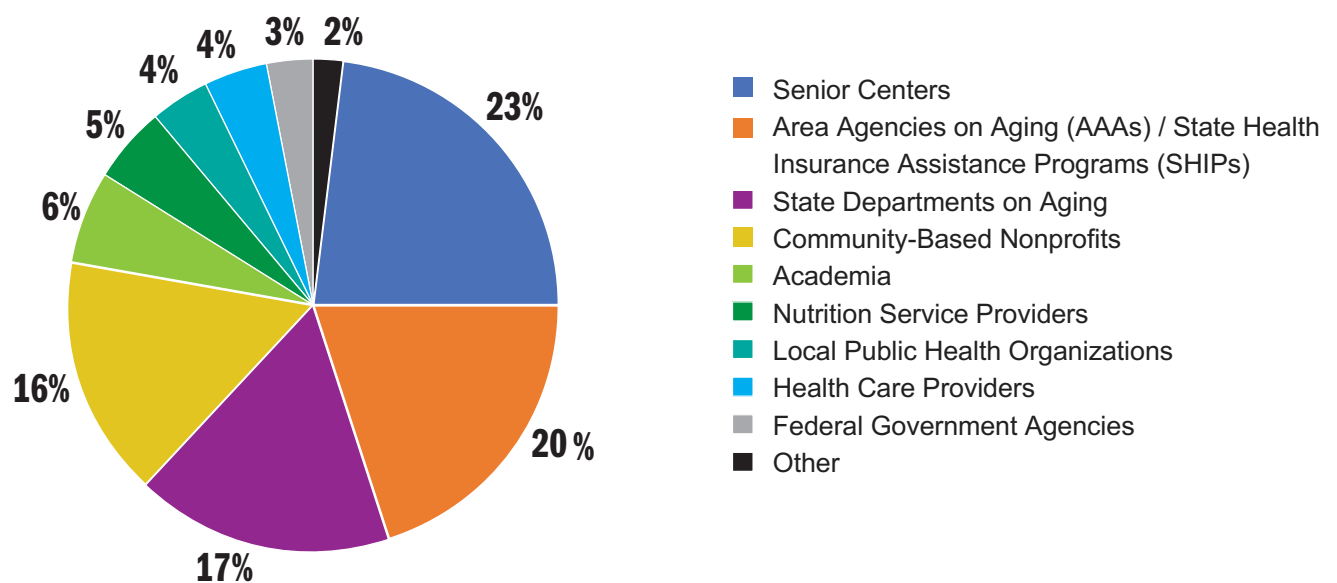
- Three complimentary full conference registrations per booth (approximately \$1,500 value)
- Access to live chat sessions
- A listing in the mobile app to include company name, address, and hyperlink
- A listing in the exhibitor virtual hall to include company name, address, company description and hyperlink
- Company logo rotating banner ad
- Company logo with hyperlink in one promotional email to attendees
- Company logo on virtual entrance unit
- Company logo will be used to illustrate your booth
- 24-hour access to products or services through June 30, 2020

THE POWER OF VIRTUAL ENGAGEMENT

This year, Age+Action is pivoting to a virtual conference and expo environment. We expect that attendance will grow with the decision, and in fact, as soon as the move to a virtual environment was announced, we immediately saw an increase in conference registrations.

We are excited to be able to bring the things our sponsors and exhibitors found valuable about Age+Action to you this year. NCOA believes we have found a dynamic way to bring our community together for Age+Action 2020. And in the face of so many challenges and the urgent need for the best and latest information and solutions we are sure to help you improve the lives of countless older adults.

AGE+ACTION CONFERENCE ATTENDEES BY PLACE OF WORK/STUDY:



AD SPECIFICATIONS

CORPORATE LOGO

Acceptable formats: Adobe Illustrator 10.0+, EPS, all fonts changed to art (preferred format); EPS or TIFF, 300 dpi, all fonts changed to art. Logos for the mobile app must be in PNG format. Logos embedded in Microsoft Word or PowerPoint documents will not be accepted.

DIGITAL PROGRAM AD

All ads should be created as four-color process and should include color proof sent via our FTP site.

- Full-page vertical ad, page trim size is 8.5”w x 11”h; allow additional .25” for an ad that bleeds; without bleed ad is 7”w x10”h.
- Half-page horizontal ad, ad size 7”w x 5”h, no bleeds.

MOBILE APP GRAPHICS

All images should be created as a PNG file in each size required and should be sent via our FTP site. Keeping to these dimensions will enhance the image quality across different devices, ensuring no graphic looks pixelated, squashed, or stretched out.

EVENT BANNER AD

Mobile Banner: 640 x 150 pixels
Tablet/Online Banner: 552 x 150 pixels

AD SUBMISSION

- Acceptable Electronic Files: PDF (300 dpi). No other file applications will be accepted. Ads created in Microsoft Word, Publisher, or PowerPoint will not be accepted.
- Fonts: Supply all screen and printer fonts. Do not use True type or Multiple Master fonts.
- Graphics: All supporting graphics must be supplied. These must be EPS or TIFF files at 300 dpi resolution. All embedded graphics should be supplied separately in case the printer needs to edit files for output. Files placed in Illustrator must be EPS or TIFF files (no placed JPEG files). All fonts in graphics should be converted to outlines to ensure no font problems.

ALL ADS WITH PAYMENTS ARE DUE NO LATER THAN May 29, 2020.

For any questions or concerns about the event, please contact: **Stacy Cliff** at stacy.cliff@ncoa.org.

PAYMENT

Virtual Exhibitor Booth will be reserved upon receipt of application/conditions form. Payment for reserved space must be made to NCOA in U.S. dollars. Payment must accompany the application/conditions form and must be received by **May 29, 2020**.

TERMS & CONDITIONS

1. VIRTUAL EVENT SERVICES

A Virtual Event is an online event in which content from both NCOA and from multiple exhibitor or sponsor participants is presented on a website in a manner designed to recreate certain aspects of a real-life exhibition hall environment. NCOA will be producing and hosting an online Virtual Event from June 8-10, 2020. Exhibitor wishes to participate in the event as an exhibitor, and NCOA and Exhibitor agree that NCOA shall provide Exhibitor with an online virtual “booth space” and other elements of the agreed booth package indicated on this Contract. NCOA will provide on-demand viewing of the Event, including Exhibitor’s contributions thereto, for a period beginning June 8 and ending June 30, 2020.

2. DEVELOPMENT AND PRODUCTION DATES

Dates for exhibitor’s deliverables is included in this document. Exhibitor expressly acknowledges its understanding that if Exhibitor does not respond in a timely manner to NCOA’s requests for information or otherwise fails to provide requested files, NCOA shall be under no obligation whatsoever to include materials at a later date. Exhibitor contributions that did not appear during the live Event may not appear during the on-demand period.

Event Responsibilities, NCOA.

Except as otherwise described, NCOA’s event team will handle all Event details, including creating or otherwise arranging for the presentation of content for conference hall sessions, recruiting attendees and exhibitors, providing virtual booth spaces to exhibitors and managing the Event.

Event Responsibilities, Exhibitor.

Exhibitor will be responsible for the virtual booth that will reside in the virtual booth space, including designing the booth, providing the content to be presented in the booth, and staffing the virtual booth on the days of the live Event. Exhibitor will be responsible for creating and/or licensing and securing all rights to fully use as contemplated by this Agreement all the content to be presented in Exhibitor’s booth. NCOA reserves the right, but has no obligation, to review Exhibitor’s proposed booth content prior to the Event.

3. MARKETING AND PROMOTION

Marketing Program Implementation/CAN-SPAM Compliance. The parties agree that they shall each carry out any marketing activities hereunder in accordance with all applicable laws and regulations including, without limitation, all applicable laws and regulations concerning privacy, unsolicited e-mail and data protection of the U.S. (including the CAN-SPAM law) and any applicable foreign country. To the extent that Exhibitor plans to conduct its own e-mail marketing concerning its participation in the Event, it shall so advise NCOA in order to obtain Event registration page links appropriate for the target audience.

4. REGISTRANT LIST

(a) Use of Registrant List.

Exhibitor represents and warrants to NCOA that it will not sell or otherwise provide the Registrant List, in whole or in part, to any third party, but instead shall use the Registrant List solely for Exhibitor's own educational and self-promotional purposes; provided that such permitted use shall include Exhibitor's use of third party marketing companies or other agents to accomplish such purposes as long as those companies agree to use the Registrant List solely for the benefit of Exhibitor. Notwithstanding the foregoing, once Exhibitor has established its own independent business relationship with the persons on the Registrant List by e-mailing or otherwise contacting such persons concerning products/services that are not jointly produced/presented with NCOA. Exhibitor may use the information contained on the Registrant List in any manner permitted by its privacy policy; provided, that Exhibitor may not identify NCOA as the source of such information when sharing or disclosing such information to third parties (if such sharing or disclosing is permitted under its privacy policy).

(b) Compliance with Laws/Information Security.

Exhibitor shall (A) use the Registration List in accordance with any and all applicable laws and regulations, federal, state, or foreign, governing the use of such information, including any and all applicable privacy laws (including the U.S. CAN-SPAM law), as well as Exhibitor's posted privacy policy; (B) shall electronically store and process the Registration List on secure, password-protected computer systems in a controlled environment reasonably designed to protect the information contained on such systems from unauthorized access, use or disclosure; and (C) promptly notify NCOA upon Exhibitor's discovery of any breach of the security of computer systems on which the Registration List was stored or processed if the Registration List was, or is reasonably believed to have been, acquired by any unauthorized person.

5. CHANGES TO EVENT; RESERVATION OF RIGHTS

NCOA reserves the right to change the live date and/or title of the Event, and to change and/or substitute speakers or moderators, in NCOA's sole discretion as to what is best for the Event. NCOA reserves the right (but has no obligation) to review the content or material to be presented by Exhibitor, and to reject or remove any content or other material presented by Exhibitor if NCOA reasonably views such content as potentially obscene, derogatory, unlawful, violative of any third party's rights, or otherwise objectionable.

6. INDEMNITY

Exhibitor shall indemnify and hold harmless NCOA, its directors, officers, employees and agents from and against all claims, losses, damages, liabilities, costs or expenses, including reasonable attorneys' fees with respect to any third party claim against NCOA to the extent arising out of (i) Exhibitor's breach of Section 3 or Section 4; or (ii) content or any other materials supplied by or on behalf of Exhibitor in its virtual booth or in e-mail marketing sent by Exhibitor related to the Event, if any, or otherwise provided to NCOA for inclusion in the Event or Event-related Blasts.

7. DISCLAIMER

Except as expressly set forth in this Agreement, neither party makes any other warranty with respect to any subject matter of this Agreement, and each party hereby disclaims all implied warranties, including without limitation the warranties of non-infringement, merchantability for a particular purpose. Neither party shall be liable to the other party for any indirect, incidental, consequential, special, exemplary, or punitive damages arising out of this Agreement or its termination, or the breach of any of its provisions, whether for breach of warranty or any obligation arising there from or otherwise, whether liability is asserted in contract or tort (including negligence and strict product liability), and irrespective of whether the parties have been advised of the possibility of any such loss or damage or any remedy specified in this Agreement fails of its essential purpose. The parties agree that, for the purposes of this provision, direct damages under this Agreement shall include any damages resulting from breaches of Section 3 or violations of the restrictions on use of the Registrant List in Section 4.

CANCELLATION

In the event of cancellation of the exhibition due to fire, strikes, government regulation, or any other cause beyond the control of exhibition management, NCOA shall not be held liable for failure to hold the exhibition as scheduled and shall determine the amount of the exhibit fees to be refunded.

Upon cancellation by exhibitor prior to April 10, 2020, NCOA reserves the right to determine the amount of exhibit fees, if any, to be refunded. Cancellation notice received on or after April 10, 2020 will result in forfeit of all exhibit fees.

NCOA LOGO & TRADEMARK

The NCOA Age+Action logo is a trademark of NCOA and may only be used by authorized corporate sponsors. Exhibitor status does not include rights to the Age+Action logo or the NCOA logo. Unauthorized use of the Age+Action or NCOA logo is prohibited, and this prohibition will be enforced.

FORCE MAJEURE

Neither party shall be liable for unforeseeable events beyond its control and not due to its fault or negligence including, but not limited to, acts of God, war, government regulation (applicable federal, state, or local), disaster, strikes (except those involving the employees or agents of the party seeking the protection of this clause), civil disorder, curtailment of transportation, or effects of the weather, which make it illegal, impossible, or commercially impracticable to perform as originally contracted under this agreement. The party seeking the protection of this paragraph shall promptly notify the other party at the commencement of the force majeure event. If good faith negotiations cannot resolve the problem allowing the affected party to perform, the agreement may be cancelled without liability.

AUTHORITY

Each person executing this event agreement warrants that s/he is authorized to enter into this agreement on behalf of the party for which s/he has signed, has all the necessary power and authority to bind such party, and that such party has complied with applicable laws and regulations. Each person executing this agreement further warrants that the party for which s/he has signed has all the necessary power and authority to perform its obligations under this event agreement. Each person executing this event agreement further warrants that this event agreement is binding and enforceable against such party in accordance with its terms.

Company Name: _____

Signature: _____ Date: _____

Print Name: _____ Title: _____

Accepted on behalf of National Council on Aging, Inc.

By: _____

Name/Title: **Donna Whitt, Chief Financial Officer**

Date: _____