CEN Member Conference Statement of Work (SOW) Agreement

Between CEN (Event Organizer) & (Sponsor)

Summary

This Statement of Work (SOW) outlines the terms and deliverables regarding sponsorship of the CEN Member Conference at the Connecticut Convention Center.

1. Sponsorship Package

The sponsorship package includes the following components:

- **Booth**: A designated exhibit space within the conference venue, including:
  - 6 ft booth area.
  - Standard booth setup including table and two chairs.
  - Electricity (10-amp electrical drop).
  - Wi-Fi access.
- **Registrations**: Registration is for both days of 2-day event, including:
  - Designated # of booth staff listed in Sponsor Type benefits.
  - Ability to network with conference attendees.
  - Access to all conference sessions.
  - Access to both after-hour events and meals provided during the conference.
  - Conference materials and a name badge.
- **Logo Recognition**: Inclusion of the sponsor's logo in:
  - The conference app.
  - The conference website, with a link to the sponsor's website.
  - Event signage.
  - Event t-shirt.
- **Ability to Purchase Lead Retrieval:** May purchase licenses to use at the event via Cvent's Lead Capture app. The license(s) can be used to retrieve personal contact information from attendees whose badges the Sponsor scans the day of the event. The Sponsor will be provided a learn more link including pricing.

2. Deliverables

- **Pre-Event**
  - **Logo Submission**: The Sponsor must provide their logo in high-resolution format (e.g., .eps, .ai) and be registered for the event by March 28, 2025, to be included on the event t-shirt. If artwork or registration is received after this date, the Sponsor logo will still be included on digital formats, but not guaranteed on physical signage / event t-shirt.

    - **Exhibitor Portal**: The Sponsor has the ability to include information about their company, including a description, imagery, and document links, into the event app's "Exhibitor Portal" for attendees to learn more.
    - **Registration**: The Sponsor must register via the conference website with the names and contact information of the two individuals attending prior to the event. Sponsors are permitted to bring only the assigned number of registered attendees according to sponsorship level. No additional booth members are permitted. Shared sponsorships are only permitted at the Gold level and above.
    - **Attendee List**: The Sponsor will receive a pre-event attendee list including names and companies. The list will not include personal contact information such as email addresses or phone numbers.
- **At the Event**
    - **Booth Setup**: Event materials are recommended to be brought the morning of the event. If shipping is required to the Convention Center, please review the shipping documents linked in the Sponsorship Package. The Sponsor will set up their booth according to the provided layout and schedule. Setup hours are 7:30AM – 9:30AM on May 7, 2025.
    - **Booth Operation**: The Sponsor is responsible for staffing their booth during exhibit hours.
- **Post-Event**
    - **Logo Recognition**: The Sponsor will be acknowledged in post-event materials including thank-you emails and reports.
    - **Attendee List**: The Sponsor will receive a finalized attendee list including names and companies. The list will not include personal contact information such as email addresses or phone numbers.

3. Responsibilities

- **Sponsor's Responsibilities**:
    - Provide the necessary information and materials (e.g., logo, registration details) by the specified deadlines.
    - Adhere to the event's booth setup and operational guidelines.
    - Ensure their representatives abide by the event's code of conduct and policies.
- **Conference Organizer's Responsibilities**:
    - Provide the Sponsor with setup details.
    - Include the Sponsor's logo in the agreed-upon promotional materials and event signage.

4. Payment Terms

- **Total Sponsorship Fee**: As listed in Sponsorship Package.
- **Payment Schedule**: The full payment is due May 1, 2025.

5. Termination

Due to limited capacity of this event, refunds are not available, unless for emergencies agreed upon by the Sponsor and Event Organizer. If the event were to be canceled, the Sponsor would receive a full refund.

6. Contact Information

For any questions or additional information, please contact:

- **Conference Organizer Contact**:
    - Name: Deanna LaVoie
    - Email: deanna.lavoie@uconn.edu
    - Phone: 860-622-4591