

Annual Conference Sponsorship, Exhibit and Advertising Regulations

Sponsorship

- Sponsorships are not guaranteed until payment is received.
- VML will make attempts to honor requests to sponsor specific activities but retains the right to apply funds as necessary to cover the cost of events.
- Sponsors must provide logo and other supporting materials as requested by VML to ensure proper acknowledgement of sponsorship. Deadline for artwork is August 14, 2017.

Advertising

- VML reserves the right to reject advertising that it deems unsuitable and to refuse acceptance from advertisers of questionable credit or trade standing. Responsibility for claims and actions based on advertising contract is borne by the advertiser and advertising agency.
- Advertisements submitted for publication must be digital, pre-press ready.
- Deadline for artwork is August 14, 2017.

Exhibits

• Assignment of Space

Booths will be assigned on a "first-received, first-assigned" basis. Exhibitors who are also conference sponsors receive priority placement.

• Exhibiting Requirements

Only one company may be represented at each table. Additional companies or subsidiaries are prohibited from sharing table spaces. If requested, the League will make every effort to locate companies/subsidiaries close to one another. Exhibitors may not sublet or assign any of their space to others.

• Exhibiting Specifications

Each booth will be 10' wide by 6' deep, have a 10' back drape, one 6' table, two chairs and a wastebasket. Requests for electricity, internet connection, audio visual, and other items can be made through the exhibitor service kit, which will be sent after the contract has been returned.

• Exhibitor Registration

Exhibit booth fee includes registration for two individuals. Additional representatives are \$200 each. All exhibitors and their representatives must be registered and have a VML supplied name badge to attend events. Tickets for events not included in the exhibitor registration can be purchased in advanced or on-site at the VML registration desk.

• Floorplan

A final floorplan will be sent to confirmed exhibitors, and will indicate booth location and number. VML will provide display space as indicated on the agreement and the official floor plan, insofar as possible but reserves the right, in its sole discretion, to make any changes necessary in case of any emergency and in the best use of the exhibit area. VML reserves the right to prohibit, without compensation, any exhibit which in its judgment conflicts with or harms the character of the exhibit area, the conference or VML, this reservation being all-inclusive as to persons, things, printed matter, products and conduct.

• Liability

Exhibitors shall assume all responsibility for any loss, damage or injury they may cause, and they shall hold harmless the VML and event facility for all liability or claim for damages related to or arising from their participation in the exhibit. An attendant must remain with the exhibit during exhibit hours.

• Official Service Contractor

Hollins Exposition Services is the Official Service Contractor for the VML Annual Conference. Hollins will provide the shipping labels, cost sheets and payment forms in the exhibitor kit. The Exhibitors must follow all guidelines on the exhibitor agreement as well as those included in the exhibitor service kit provided by the official service contractor. Hollins will have a service counter on-site in the conference exhibit hall.

• Restrictions

Advertising or canvassing outside the individual exhibitor's booth is prohibited. Combustible materials and explosives are prohibited; fire extinguishers and exits must not be obstructed.

No public address system will be allowed. Any audio/visual presentation equipment must be limited to the normal speaking voice hearing area of the booth. VML will not be responsible for any claims related to copyrighted music used by an exhibitor.

• Terms

VML may reject any exhibit contract within 10 working days of receipt of contract and deposit. VML reserves further rights to reject at any time exhibits or exhibitors failing to comply with conference rules and regulations.

All exhibit contracts must be received by August 1, 2016. Cancellations must also be received by August 1, 2017. For cancellations made on or prior to August 1, 2017, exhibitors will be refunded one-half of the exhibit fee. For cancellations made after August 1, 2017, exhibitors will forfeit the entire exhibit fee if VML is unable resell the exhibit space.

2017 VML Annual Conference

Williamsburg
October 1-3, 2017

Sponsor & Exhibitor Prospectus

VML
VIRGINIA MUNICIPAL LEAGUE



VML Invites You ...

The Virginia Municipal League is pleased to announce the 2017 VML Annual Conference, October 1-3, 2017 in Williamsburg. The conference will be held at the Williamsburg Lodge, located at 310 South England Street, Williamsburg, VA 23185.

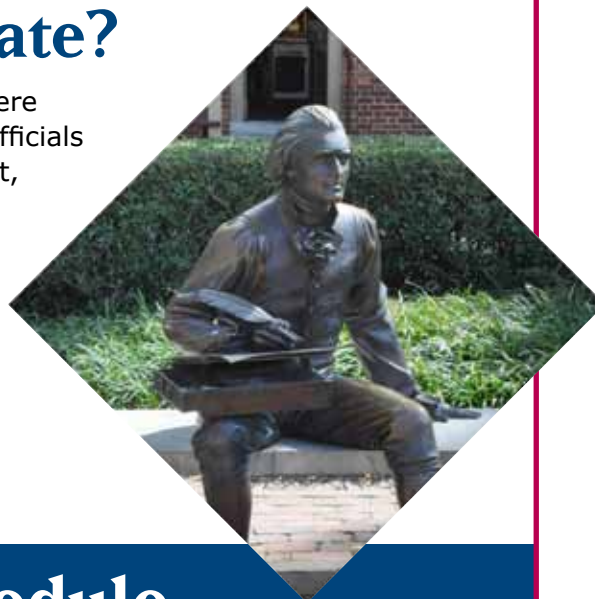
Reach Decision Makers

A premier experience for business and organizations to engage with Virginia's leading elected and appointed municipal officials and government professionals. Present your products, services and solutions to these local champions who have the influence to impact business decisions in their communities.

- Mayors
- Council Members
- Managers
- Clerks
- Finance Directors
- Purchasing Officers
- Controllers
- Treasurers

Why Participate?

The annual conference is where Virginia's local government officials shop for the latest equipment, technologies and services for their municipalities. Corporate sponsorship of the VML Annual Conference contributes to the successful outcome of each year's conference.



Preliminary Schedule

Saturday, September 30

Mayors Institute
Institute for Local Officials

Sunday, October 1

Mayors Institute
Exhibits Open
Solution Sessions
Mobile Workshop
Opening Session
Host City Night

Monday, October 2

Exhibits Open
General Session
Morning Concurrent Sessions & Mobile Workshop
Lunch in the Exhibit Hall
Section Elections & Workshop
Local Government Roundtables
Annual Banquet & Entertainment

Tuesday, October 3

Breakfast
Closing General Session & Business Meeting

Sponsorships

Gold - \$6,500

- Company flyer (up to 8 1/2 X 11) inserted into conference folder
- Ad in conference mobile app
- All sponsorship benefits of Silver and Bronze levels

Silver - \$5,000

- Complimentary exhibit booth, which includes two convention registrations
- All sponsorship benefits of Bronze level

Bronze - \$2,500 or below

- 10% discount on exhibit booth OR 10% discount on full page conference program ad
- Recognition on sign boards in prominent locations
- Company listed on the conference program and mobile app
- Company listed on the banquet menu Tuesday evening



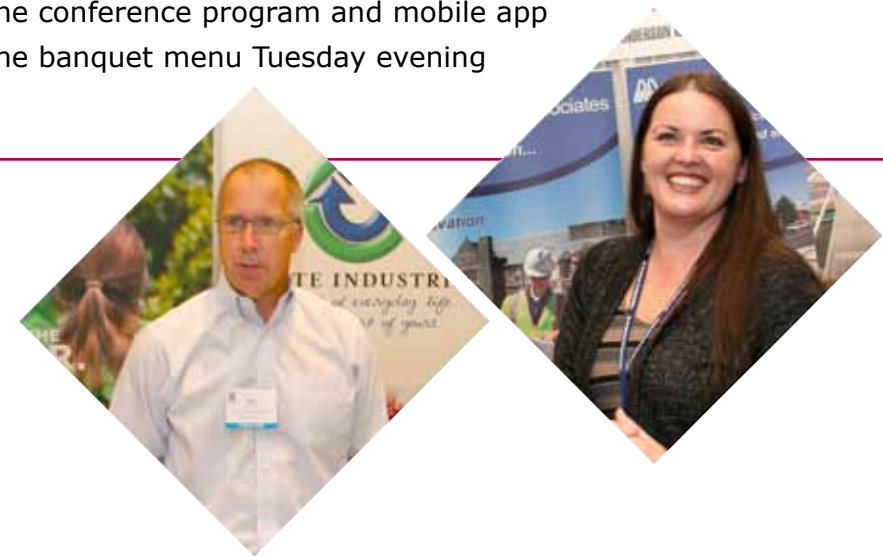
Exhibits

MBA Member

1 Booth - \$800
2 Booths - \$1,500
Additional Person - \$200

Non-Member

1 Booth - \$1,000
2 Booths - \$1,800
Additional Person - \$200



Marketing

Conference Mobile App Ads

Splash/Title \$5,000
Social \$250



For more information, please contact Leslie Amason, Conference & Marketing Coordinator at (804)523-8528 or lamason@vml.org.

Online registration coming soon
Exhibitor Registration Deadline is August 1, 2017