



Student Veterans of America 10th Annual National Conference Sponsor Guidelines & Regulations

On behalf of Student Veterans of America, thank you for your interest in supporting SVA's 10th Annual National Conference (NatCon), scheduled January 4-6, 2018 at the JW Marriott Hill Country Resort and Spa in San Antonio, Texas. SVA is the first and only veteran service organization of its kind, and is the only organization in higher education focused on delivering the advocacy, resources, programs, and research needed for veterans to succeed in higher education and beyond graduation. Since 2008, SVA has grown to over 1,400 chapters in all 50 states and 4 countries.

This year, we are anticipating over 2,000 SVA chapter leaders, student veterans, chapter advisors, university staff, corporate partners, and friends of the organization who see the value in and support the growth and development of veterans in higher education to gather for our record-breaking conference.

Our objective is to ensure you receive the full benefits of your sponsorship at NatCon 2018 to allow you every opportunity to maximize the value of your participation and to enjoy the benefits of this event. If you have any questions or problems, please do not hesitate to reach out and contact:

- Darren Phelps: Vice President – darren.phelps@studentveterans.org – 202-223-4710

We hope you and your colleagues will find SVA's NatCon 2018 an invaluable experience. Please let us know how we can be of assistance to you in maximizing the exposure of your sponsorship and we look forward to your participation in this successful event.

Sponsorship conference guidelines are posted below. **Please note that these guidelines will also be provided to you by an SVA staff member after completing the NatCon 2018 online sponsorship form.**

BASIC GUIDELINES

Please note, if sponsor does not comply with ALL guidelines below, sponsor can be denied their benefits.

- Sponsor may not schedule any activity that conflicts with any official SVA NatCon event. If sponsor is interested in hosting an activity, it must fall outside of the events listed on the Schedule at a Glance.
- To secure sponsorship, sponsor must complete the NatCon 2018 online sponsorship form and complete full payment by **December 11th, 2017**. If sponsor does not submit payment by deadline, sponsor is not guaranteed all benefits, especially for printed items. SVA reserves the right to refuse sale in the event that sponsor content may be deemed inappropriate or questionable for the conference attendees.
- If sponsor has not submitted their included registration(s) or purchase of additional registration(s) during completion of the NatCon 2018 online agreement form, registration information must be sent via the instructions below by **December 11th, 2017** or sponsor will forfeit their registration(s).
- Sponsors will not receive leftover materials submitted for the tote bag inserts. Any materials that are leftover will be donated to local charities, as appropriate.
- Sponsors may NOT include any SVA NatCon sponsored items such as water bottles, t-shirts or additional bags in conference tote bag. If sponsor submits a water bottle, their item will not be included in the conference tote bag.

REGISTRATION AND TOTE BAG INSERTS

INCLUDED REGISTRATION – REGISTER BY December 4th

If you did not submit your included registration information during completion of the NatCon 2018 online agreement form, please have your complimentary registrations emailed directly to **Dan Standage** (dan.standage@studentveterans.org) and include the following information by **December 11th, 2017**:

First Name, Last Name
Title
First Name on Badge



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Company
Phone
Email

TOTE BAG INSERTS – Get in front of all conference attendees!

Quantity of inserts needed – **2,000**

INSERT GUIDELINES – Make a lasting impression!

- Be creative! The objective of the insert is to drive people to your booth!
- Avoid typical company flyers or inserts – they pre-empt you having any conversation with the individual!
- Engage the attendee with your insert – have fun with it – try a game! Motivate them to want to meet with you to discuss your organization!

INSERTS DUE NO LATER THAN DECEMBER 4, 2017.

Inserts should be shipped directly to our fulfillment organization. The organization is currently TBD, once a facility is selected the shipping details will be distributed.

PROGRAM BOOK AD FORMATS

Camera-Ready Artwork due by **Friday, November 3, 2017**

High Resolution ads are due by **Friday, November 3, 2017**

High Resolution logos are due as soon as possible, but no later than **Friday, November 3, 2017**

Please submit your logo and ads via email with the subject line: “NatCon 2018 Sponsorship Materials” to Darren Phelps at darren.phelps@studentveterans.org

Acceptable LOGO Formats for Ads/Signage

When sending logos to us, it is imperative that we have a high-resolution version to work with. The best and most flexible would be what is known as **vector art** as is produced in an .AI, .EPS, or CDR file from Adobe Illustrator or Corel Draw. Vector art can be scaled easily without any loss in quality or pixilation.

Alternatively, most people have art in what is known as a **bitmap format** that can be identified by the filename suffix such as: PSD, TIF, BMP, JPG, PNG, or a GIF. This format is size specific meaning that if it needs to be enlarged, it will normally break up if we're starting with a small sized file.

Logos or artwork grabbed off the internet will not work anywhere but the Internet, due to their low 72 dpi resolution. Most BMP, PNG or GIF files are of low resolution since they are usually used on the Internet to save space/download time.

In sending bitmap files, **SIZE MATTERS**. Under properties, you can check the file size. We look for a minimum of **300 dpi resolution**. If your logo file is over 1 MB in size, you'll normally be safe. 500 KB can also work, based on the application. On a 4 foot sign... it might be too small. As a logo on the back of a booklet, brochure or printed handout... 500 KB should work. Bigger is better. Look to send files as a JPG or TIF format.

CHECK IT YOURSELF: If you are not sure of the quality of what you have, insert it in a WORD document, blow it up to full page size and print it. If you love it... it will be fine. If not, get a HIGH RESOLUTION version from the person/department who keeps the originals of your graphic files.

Acceptable Ad Formats

The most widely acceptable format for most printers is Adobe PDF. When submitting files as PDF, you must output in the HIGH RESOLUTION mode. Adobe offers you a choice for smallest file size, several PDF 'x' standards and high resolution for PRE PRESS or



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PRINTING. Use these latter two as your option. Do NOT optimize if offered a choice. **Do select 'preserve editing capability' if offered.** If you are converting original art files to PDF, be sure to print out your final PDF and check it for anything that might have dropped out in the conversion process. We cannot be responsible for components of ads that did not convert properly to PDF.

We also accept Corel Draw, Quark 8.0 (for PC), Adobe Illustrator and Adobe Photoshop files providing they are to the correct ad size. For color ads, please make sure they are in the CMYK color space so your ad will reproduce accurately. When sending ads in any of these formats, all of your fonts should be either embedded or converted to curves. When sending Quark, send the complete output folder including photos and fonts. (If you're using Quark, you'll understand.) *EPS versions of your ads can generally work, providing they are to size and have fonts as curves.*

File Compression: If you are going to compress your files prior to sending, we support ZIP compression only.

Conference Program Ad Sizes			
Based on your Sponsorship Agreement, one of your many benefits is an ad in the NatCon 2018 Program Book.			
Black & White on all inside pages			
Full Page	7.5" W x 10" H	1/2 Page Horizontal	7.5" W x 5" H
1/2 Page Vertical	3.75" W x 10" H	1/4 Page Vertical	3.75" W x 5" H

DETAILED GUIDELINES

Please note, if sponsor does not comply with ALL guidelines below, sponsor can be denied their benefits. By agreeing to be a sponsor or exhibitor at SVA's 2018 National Conference, your organization is agreeing to follow the guidelines as outlines below.

A. General

"In Conjunction With" Events

Sponsor may not schedule any activity that conflicts with any official NatCon event. If sponsor is interested in hosting an activity, it must fall outside of the events listed on published schedule.

Tote Bag Inserts

Sponsors may NOT include water bottles or t-shirts in conference tote bag. If sponsor submits a water bottle or t-shirt, their item will not be included in the conference tote bag. Any water bottles or tote bags that are received will not be stuffed in the tote bags and will be returned to the sponsor at the sponsor's expense.

Sponsors will not receive leftover materials submitted for the tote bag inserts. Any materials that are leftover will be donated to local charities, as appropriate.

Cancellation Policy: Cancellation must be submitted in writing. SVA will only refund payments if notification is received in writing on or before November 3, 2017 (100% less an administrative charge of \$100); between November 4, 2017 and December 8, 2017 (50%). No refunds will be made for sponsorships cancelled after December 9, 2017.

Space Rental

All booth spaces include 8-foot (8') high flameproof back-wall drapery, 36-inch (36") high flameproof side-drape, a standard booth sign with the exhibitor's name and booth number, and aisle cleaning. *Individual booth vacuuming must be purchased through show decorator by exhibitor.* Table top exhibitors receive a skirted table with company ID sign.



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Floor Plan

All dimensions and locations shown on the floor plan are believed, but not warranted, to be accurate. Exhibit Management reserves the right to make such modifications as may be necessary to meet the needs of the exhibitors and the exhibit program.

Furnishings

Furniture and/or additional carpeting, draping, accessories, signs, electrical outlets, etc., are the sole responsibility of the exhibitor and should be ordered in advance from the official show decorator on the forms that will be provided. Table coverings as well as all booth equipment must be of nonflammable material. All decorative materials must be fire resistant and in accord with the standards established by the local Fire Department.

Failure to Occupy Space

Space not occupied by the close of the exhibit installation period as specified in the accompanying materials will be forfeited by the exhibitor and this space may be reassigned or used by Exhibit Management. If the exhibit is on hand, Exhibit Management reserves the right to assign labor to set up any display that is not in the process of being erected by the given deadline and to instruct the exhibitor to be billed for all charges incurred.

B. Construction, installation, and use of exhibit facilities

Acceptability of exhibit

All exhibits shall be to serve the interests of the Student Veterans of America participants and shall be operated in a way that will not detract from other exhibits, the exhibition, or the conference as a whole. Exhibit Management reserves the right to require the immediate withdrawal of any exhibit that Exhibit Management believes to be injurious to the purpose of the Conference.

Additional Items for Exhibit Space

Exhibitors may rent additional furnishings, carpeting, electric etc. through SVA's approved contractor. Please inquire for details. An online exhibitor services kit containing all necessary order forms and pricing for additional services will be emailed to sponsors. Exhibitors may also rent additional audio and visual equipment from our approved contractor. This order form will also be included in the exhibitor services kit.

Inbound and Outbound Shipments

All inbound and outbound shipments will be handled by SVA's chosen general contractor. Information will be sent to sponsors along with the online exhibitor services kit.

IRS requirements

The exhibition is for information (educational) purposes only. All exhibitors are required to comply with IRS rules.

Use of space

No exhibitor shall sublet, assign, or share any part of the space allocated to him/her without the written consent of Exhibit Management. Solicitations or demonstrations by exhibitors must be confined within the bounds of their respective booths. Aisle space shall not be used for exhibit purposes, display signs, solicitation, or distribution of promotional material. Exhibit signs and displays are also prohibited in any of the public spaces or elsewhere on the premises of the meeting facilities or in the guest rooms or hallways of the hotel. Operation of sound devices is allowed if the exhibitor complies with restrictions on loud volume.

Construction

Exhibits must comply with IAEE Standards and shall be constructed and arranged so that they do not obstruct the general view, nor hide the exhibits of others. No side wall higher than 48 inches (48") may extend forward from the back wall more than one-half the depth (5') of the exhibit space. Exhibitors desiring to use other than standard booth equipment, any signs, or material conflicting in any way with the above regulations may be requested to submit two copies of a detailed sketch of the proposed layout at least 45 days before the meeting or before construction is ordered and receive written approval from Exhibit Management.



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Appearance of exhibits

Any part of the Exhibit that does not lend itself to an attractive appearance (such as unfinished side or end panels) must be draped at the exhibitor's expense. Management reserves the right to have such furnishings installed at the exhibitor's expense. Installation, Dismantling of Exhibits All installation and dismantling of exhibits must be carried out during the times indicated in the accompanying information. No Exhibit may be erected after the exhibition opens or be dismantled before the official closing time. It is the responsibility of the exhibitor to see that all his/her materials are delivered to the Exhibit Hall and removed from the Exhibit Hall within the specified deadlines.

Labor

Exhibitors shall employ only accredited labor personnel for all work other than that properly handled by their own personnel in accordance with local labor regulations. Information regarding specific regulations that are applicable may be obtained from the official decorator. Display men, painters, carpenters, electricians, and other skilled labor can be arranged through the official decorator at established rates. Union labor may be required for certain aspects of exhibit handling. Union personnel shall be used for materials/product/equipment handling to and from the dock area and the exhibit space. Union personnel will operate fork lifts, cranes, and all other equipment for the unloading and reloading of all display materials, machinery, products, and equipment. Two (2) full-time exhibitor employees may work one (1) hour each on their own booth. No power tools may be used except by skilled personnel.

Fire and safety regulations

All local regulations may be strictly enforced, and the exhibitor assumes all responsibility for compliance with such regulations. All decorations and booth equipment must be fireproofed and electrical wiring must meet the safety requirements of the official decorator. Affidavits attesting to flameproof compliance with the fire department regulations must be submitted when requested. No combustible materials may be stored in or around exhibit booths.

Damages To facilities

The exhibitor must surrender space occupied by him/ her in the same condition it was in at commencement of occupation. The exhibitor or his/her agent shall not injure or deface the walls, columns, or floors of the exhibit facilities, the booths, or equipment or furniture of the booth. When such damage appears, the exhibitor shall be liable to owners of the property damaged.

Dismantling of exhibits

All installation and dismantling of exhibits must be carried out during the times indicated in the accompanying information. **No exhibit may be erected after the exhibition opens or be dismantled before the official closing time.** It is the responsibility of the exhibitor to see that all his/her materials are delivered to the Exhibit Hall and removed from the Exhibit Hall within the specified deadline. Any exhibitor who dismantles their booth before official closing time will forfeit their right to the post-conference attendee mailing list and future participation as an exhibitor.

Private Exhibitor Events

All private events hosted by exhibitors must not conflict with scheduled Bridge Conference events.

C. Liability

Age

You must be at least 18 years of age to enter into the Student Veterans of America exhibit hall.

Security

Exhibit Management will provide hall monitors on a 24 hour basis beginning at move-in and ending at move-out. The furnishings of such service shall not be construed to be any assumption of obligation or duty with respect to the protection of the property of exhibitors, which shall at all times remain in the sole possession and custody of each exhibitor and shall be the sole responsibility of each exhibitor. The halls will be secured during the hours exhibits are closed; exhibits in public areas cannot be secured.



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Responsibility of the Conference Partners and the Exhibit Facility

Insurance and liability are the full and sole responsibility of the exhibitor. The exhibitor agrees to protect, save, and defend, and keep SVA and their agents forever harmless from any damages or charges imposed for violation of any law or ordinance caused by the negligence of the exhibitor or those holding under the exhibitor, as well as to comply strictly with the applicable terms and conditions contained in the agreement between Student Veterans of America and their agents against and from or out of or by reason of any accident of other occurrence to anyone including the exhibitor, its agents, employees, and business invitees that arise from or out of or by reason of said exhibitor's occupancy and use of the exhibit premises or a part thereof.

D. SVA Contract Supplement

In order to supplement the terms of the sponsorship agreement (the "Agreement" or the "Sponsorship"), between Student Veterans of America (SVA) and Sponsor the parties have agreed as follows:

The Agreement shall be modified to add the following provisions:

1. **Publicity.** Each party shall obtain the prior written consent of the other party concerning the content and plan of distribution of any public announcement, press release or listing concerning this agreement. Sponsor shall obtain the prior written consent of SVA before making any announcements or distributing any materials for the development of Sponsor's business that in any way publicize the relationship between Sponsor and SVA (such as, but not limited to, client lists, marketing pieces or sales materials). However, consent may be withheld by SVA in its absolute discretion. SVA may terminate this agreement immediately upon written notice if SVA determines, in its sole discretion, that any of the SVA, trade names, trademarks or service marks are being used improperly or wrongfully or that liability or undesirable publicity will attach to SVA, or that the reputation and good will of SVA is jeopardized.
2. **Confidentiality.** Sponsor shall keep confidential, and may not disclose to any third person, all information that it has, obtains, develops or utilizes in connection with this Sponsorship including but not limited to (a) all written or oral information, data, reports, opinions, conclusions, analyses, materials, and other work product, regardless of format, which are provided by SVA or developed for SVA, (b) any credit, legal, asset, economic, marketing, collateral files, donor lists, and (c) the substance, terms conditions or fact or any discussions between SVA and Sponsor concerning this agreement or any of the foregoing (collectively the "Confidential Information"). Both parties acknowledge that the restrictions relating to Confidential Information obtained pursuant to this Agreement are reasonable and necessary, that violation of these restrictions could cause damage to the other party, and that the other party will be entitled to injunctive relief against each violation. This section shall survive any termination, cancellation or expiration of this Agreement.
3. **Indemnification.** The sponsor agrees to indemnify, defend and hold harmless SVA, the event facility, the owner of such facility, and the city in which this event is being held, and their respective officers, agents and employees, from and against all bodily and personal injury, loss, claims, or damage to any person or any property arising in any way from the sponsoring company, its employees, agents, licensees, contractors or customers. SVA shall not be responsible for loss or damage to displays or goods belonging to sponsors, whether resulting from fire, storms, acts of god, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes.
4. **Logo Usage Policy.** The attached logos are the property of the Student Veterans of America (SVA) but may be used by SVA members in good standing in accordance with the terms and conditions set forth below. Use of one or more of the logos shall constitute consideration for, agreement to, and acceptance of the following terms and conditions of this license by the user:
 - a. The attached logos are available via the link below and are the sole and exclusive property of SVA. These logos may be used only by SVA members in good standing if and only if such use is made pursuant to the terms and conditions of this limited and revocable license. Any failure by a user to comply with the terms and conditions contained herein may result in the immediate revocation of this license, in addition to any other sanctions imposed by SVA. The



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interpretation and enforcement (or lack thereof) of these terms and conditions, and compliance therewith, shall be made by SVA in its sole discretion.

- b. As set forth on the Attachment, the logos are made available to SVA members in good standing in camera-ready, printed form in color and/or black [modify accordingly for electronic media]. The logos may not be revised or altered in any way, and must be displayed in the same form as produced by SVA. The logos must be printed in the Student Veterans of America's official colors or in black.
- c. The logos may be used in a professional manner on the user's business cards, stationery, literature, listings, storefront window, website, or in any other comparable manner to signify the user's membership in SVA. The logo may never be used independent of the term "MEMBER," as set forth on the Attachment.
- d. Link to SVA logos: https://www.dropbox.com/sh/m33lglyps8bbjm2/AAD2o8k8tk8X_CFUK2iFB-6ja?dl=0

QUESTIONS?

If you have any questions regarding your sponsorship benefits, please contact
Darren Phelps, darren.phelps@studentveterans.org, (202) 223-4710