

6th Annual  
Voiceover Conference  
March 1-4, 2018



2018 SPONSORSHIP  
AND EXHIBITOR OPPORTUNITIES



# You're Invited

*Join us for the most exciting and engaging event in the voiceover community as we Lean Forward to the future*

You are invited to be a part of the 6th Annual VO Atlanta Voiceover Conference March 1st—4th, 2018.

Now in our sixth year, VO Atlanta has surpassed all expectations and grown to be the most exciting voiceover conference in the world. In 2017, we welcomed attendees from more than 13 different countries and over 40 different states. That's a testament to the quality of people taking time out of their schedules to grow and connect here in Atlanta each March.

We want you to be a partner with us as we work together to deliver an exciting event to the voiceover community. Your organization's brand will meet the community directly and be positioned as a resource and contributor to the global voiceover community.

We offer sponsorship opportunities for every organization's interest and budget. If you have an idea we haven't thought of, we'd love to hear about it.

It's my hope that by working together, we can achieve your goal of reaching and connecting with members of the global voiceover community.

  
Executive Producer, VO Atlanta



**SPONSOR AND EXHIBITOR  
OPPORTUNITIES**





# About

VO Atlanta has grown into the largest voiceover event of its kind in the world. With talent attending from around the world, the conference offers a unique opportunity for your organization to clearly communicate your brand value directly to the voiceover community.

VO Atlanta offers a unique opportunity for you to directly and noticeably communicate how valuable your products/services are, to the largest gathering of the voiceover community, worldwide. Our attendee base represents a wide variety of ages and career stages.



## SPONSOR AND EXHIBITOR OPPORTUNITIES

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### Important dates

#### Early Sponsorship Discount

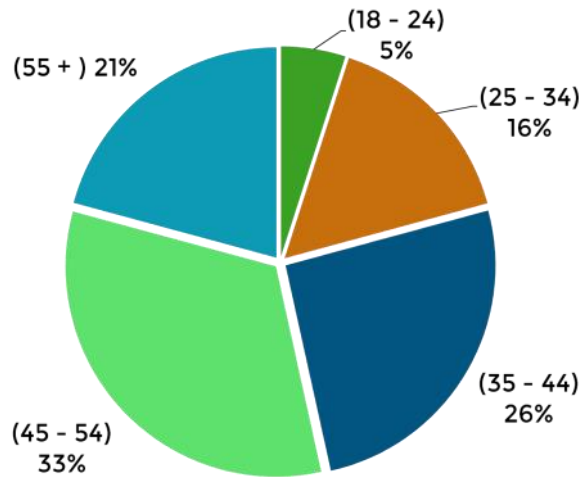
Save up to \$1,000 off A la carte add-ons when you register by September 30th, 2017

**600+**

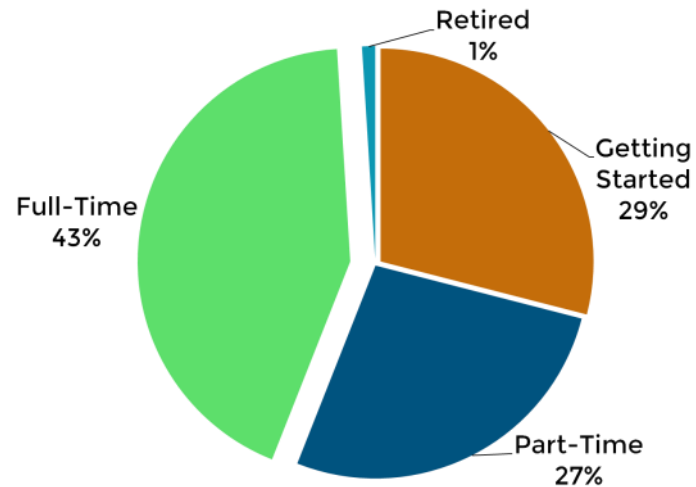
**Expected 2018  
Attendance**

# Who's Attending

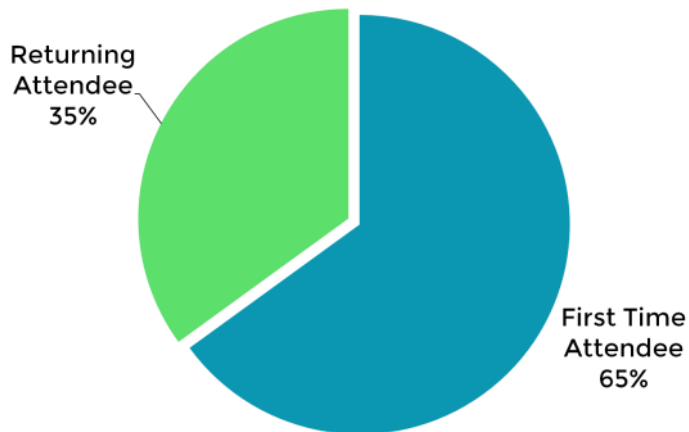
Reaching the right audience is the key to any successful marketing effort and VO Atlanta provides you the opportunity to reach the right people at the right time. Our attendees are excited and looking for opportunities to engage with professional organizations that contribute to their success. As demonstrated in the charts below, VO Atlanta offers a well balanced group of attendees reflecting an excellent opportunity for you to reach established and up-and-coming talent.



Age Attending



Career Status



Retention Rates



Gender Breakdown

## SPONSOR AND EXHIBITOR OPPORTUNITIES

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### Important dates

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**92%**

**Very Favorable  
Attendee Rating**

# Why You Should Sponsor

*Conference attendees want to learn from you why your product or service is right for them. Connect with them at VO Atlanta.*

When you sponsor at VO Atlanta, you enjoy a number of key benefits and values. Here are some of the benefits to consider as you make your decision:

## MEET YOUR TARGET AUDIENCE

The hardest task in marketing is identifying and reaching a specific audience. VO Atlanta is a focused conference allowing you to know you're talking to the decision makers. Don't sort through thousands just to find one. Sponsor at VO Atlanta.

## BUILD YOUR BRAND PROFILE

As a sponsor at VO Atlanta your brand will be directly in front of attendees as we work with you to provide valuable placement and recognition of your support of the conference.

## SHOWCASE YOUR PRODUCTS AND SERVICES

What better way to launch your new product or service than to present it live and direct to the largest gathering of voice-actors in the world? Ask about showcasing your next product launch.

## LET US DO THE HARD PART

We've been gathering your target audience together for over five years, from many countries, so you don't have to develop multiple marketing plans to reach them; we've done that for you. They'll be right here, from all over the world, hungry for what you have to show them.



## SPONSOR AND EXHIBITOR OPPORTUNITIES

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### Important dates

#### Early Sponsorship Discount

Save up to \$1,000 off A la carte add-ons when you register by September 30th, 2017



# What's New in 2018

HERE'S A SMALL SAMPLING OF THE NEW ADDITIONS TO VO ATLANTA 2018.

## NEW CONFERENCE HOTEL

Thanks to our relationship with Marriott, we are taking over the ENTIRE Renaissance Concourse Atlanta Airport Hotel. This provides us unique opportunities that we've never had before.

## NEW MOBILE APP

We've updated our registration platform to an enterprise solution and will be rolling out a new conference mobile app that will allow us a number of new features and opportunities to keep your brand and value front and center with our attendees.

## HOSPITALITY SUITES

In addition to exhibit space at the Renaissance Concourse, VO Atlanta offers multiple hospitality suites which are ideal for private meetings and small group social activities. These suites double as guest rooms.

## ELEVATOR DOOR CLINGS

Every attendee uses the elevators and your brand will now have the opportunity to be what they look at each time they board. We have an inside or outside option (one each on this high-visibility option). Just imagine your message being seen thousands of times each day of the conference.

## NEW SIGNAGE AND DISPLAYS

When you take over an entire hotel, it creates many opportunities to present your brand and message without being overbearing. With the addition of a number of new signage opportunities, you can now get your message front and center.

## VIDEO WALL DISPLAY

Our audio-visual services options were upgraded allowing us to include multiple video wall displays as part of the 2018 conference.

## PRE-ROLL VIDEO FOR VOATLANTA TV

Thanks to new features in our streaming packages, we can now include your 30 second, or less, commercial at the start of our video streams just like YouTube.



## SPONSOR AND EXHIBITOR OPPORTUNITIES

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### Important dates

#### **Early Sponsorship Discount**

*Save up to \$1,000 off A la carte add-ons when you register by September 30th, 2017*

# Sponsor Benefits

## PROMOTE AND SHOWCASE

Present your brand, company and products to our attendees face to face. Use the exhibition space to demonstrate your services and products to over 500 potential customers. We'll work with you every step of the way; creating the very best conditions for forging lasting, meaningful connections with our attendees.

## PAST PARTNERS INCLUDE

Here are a few of the many organizations we've worked with to date, and we'd love for you to join us. We strive to keep our sponsors happy by working to understand your goals and working with you to reach them.



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## SPONSOR AND EXHIBITOR OPPORTUNITIES

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### Important dates

#### Early Sponsorship Discount

Save up to \$1,000 off A la carte add-ons when you register by September 30th, 2017

## Sponsorship Opportunities

OPPORTUNITY	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
Exclusive Speaking Opportunity	☑	-	-	-	-
Dedicated eBlast	☑	-	-	-	-
Speak at Opening, Closing, or Premium Panel	☑	-	-	-	-
Live-Stream Commercial (up to 30 seconds)	☑	☑	-	-	-
Attendee List (Provided within 21 days of Conference)	☑	☑	-	-	-
Rotating Digital Display Shown in Main Lobby Area	☑	☑	-	-	-
Sponsored Article in Printed Guide (Up to 300 words)	☑	☑	-	-	-
Web Banner Ad Display	☑	☑	☑	-	-
Logo on Conference Step-Repeat Banners (NEW 2 banners in 2018)	☑	☑	☑	-	-
Al a Carte Discount (Based on availability)	15%	15%	10%	-	-
Show Bag Insert	☑	☑	☑	☑	-
Social Media Announcement (Twitter and Facebook)	☑	☑	☑	☑	-
Exhibition Space	16' x 8'	10'x8'	8' x 8'	8' x 8'	8' x 8'
Inclusion in Printed Guide and Mobile App	☑	☑	☑	☑	☑
Ad Space in Printed Program Guide	Full-Premium	Full	1/2	1/4	1/8
Conference Passes (Valued at \$547 each)	4	3	2	1	(\$397 each)
Sponsor Investment	\$7,500	\$4,995	\$2,995	\$1,995	\$995
Available Spots	3	6	8	6	As Available

## SPONSOR AND EXHIBITOR OPPORTUNITIES

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*Any level may add up to  
3 conference passes \$397*

### Special Notices

**Extra Passes** – You may add up to three(3) additional guest passes to your package for just \$397



## Sponsorship Opportunities (Summary)

*Please find below a summary of each sponsorship level*

### PLATINUM LEVEL - \$ 7,500

- Exclusive speaking opportunity
- Dedicated eBlast
- Speak at Opening, Closing, or Premium Panel
- Attendee List
- Rotating Digital Display
- Live Stream Commercial (Up to 30 seconds)
- Sponsored Article in Program Guide
- Large Web Banner Ad Display
- Logo on Conference Step-Repeat Banner
- Show Bag Insert
- Social Media Announcement
- 15% Discount on all a Carte Items
- 8' X 16' Exhibition Space
- Inclusion in Printed Guide and Mobile App
- Full Page - Premium Placement in Program Guide
- 4 Conference Passes (Valued at \$577 each)

### Gold Level - \$4,995

- Attendee List
- Rotating Digital Display
- Live Stream Commercial (Up to 30 seconds)
- Sponsored Article in Program Guide
- Large Web Banner Ad Display
- Logo on Conference Step-Repeat Banner
- Show Bag Insert
- Social Media Announcement
- 15% Discount on all a Carte Items
- 8' X 10' Exhibition Space
- Inclusion in Printed Guide and Mobile App
- Full Page Ad in Program Guide
- 3 Conference Passes (Valued at \$577 each)

### Silver Level - \$2,995

- Medium Web Banner Ad Display
- Logo on Conference Step-Repeat Banner
- Show Bag Insert
- Social Media Announcement
- 10 % Discount on all a Carte Items
- 8' X 8' Exhibition Space
- Inclusion in Printed Guide and Mobile App
- ½ Page Ad in Program Guide
- 2 Conference Passes (Valued at \$577 each)

### Bronze Level - \$1,995

- Show Bag Insert
- Social Media Announcement
- 8' X 8' Exhibition Space
- Inclusion in Printed Guide and Mobile App
- ¼ Page Ad in Program Guide
- 1 Conference Passes (Valued at \$577 each)

### Exhibitor - \$995

- 8' X 8' Exhibition Space
- Inclusion in Printed Guide and Mobile App
- 1/8 Page Ad In Program Guide
- Ability to Purchase Two Conference Passes at \$397 (Valued at \$577 each)

## SPONSOR AND EXHIBITOR OPPORTUNITIES

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### Special Notices

**Extra Passes** – You may add up to three(3) additional guest passes to your package for just \$397

# A la carte sponsorships

Perhaps you'd like to put your brand on something really memorable and a bit special? We're offering the following special sponsorship packages for the VO Atlanta Voiceover Conference. Of course you'll receive recognition on stage and a big round of applause from our impressed attendees. Select an option from within a price category and we'll take it from there.

## \$3,500 OPTIONS

**PREMIUM ELEVATOR DOOR CLINGS (NEW in 2018) - (NEW in 2018)** Attendees take the elevator a lot and your brand and message will be seen thousands of times a day by a captive audience. (2 Available—2 inside doors each)

**MOBILE APP** - The VO Atlanta Mobile App is accessed before, during, and after the conference as the primary source for information and updates. (1 Available)

**NECK LANYARDS** - One of the most highly visible items in the conference. Each attendee is required to wear a name badge to access the conference and your brand can be what they see as they network and connect. (1 Available)

**"THE STUDIO @VOATLANTA" - (NEW in 2018)** Our attendees need to record without having to find a studio in the area, so we've added an in-house studio option for those that want deliver a great audition or job onsite during the conference.

**SATURDAY NIGHT MIXER** - Provide a great networking experience for conference attendees when you sponsor our Saturday Night Mixer. This is the last official evening of the conference and your name will be what they remember. (1 Available)

**LIVE-STREAM** - Receive prominent placement in association with the conference live streams. "VO Atlanta Live Stream, Sponsored by: YOU" (1 Available)

**CONFERENCE SHOW BAG** - Have your logo displayed on one of the most visible materials of the conference. Every participant receives a bag. (1 Available)

**CONFERENCE T-SHIRT— (NEW in 2018)** Have your brand in a dedicated space as our conference T-shirt sponsor for 2018. Each attendee will receive a shirt.

## \$2,500 OPTIONS

**LUNCH SPONSOR** - Sponsor our Friday OR Saturday lunch and place your banners and cards at each table along with any promotional materials. Attendees spend about one hour at lunch and will see your branding the entire time. (2 Available)

**SUNDAY BREAKFAST SPONSOR** - Enjoy having your information and place-card on each table as attendees enjoy our last community meal together.

**TEAM CHALLENGE** - Up to 9 teams compete by producing a fully produced and edited commercial in just 24-hours. Have your name associated with the challenge and be remembered long after the conference is over.

## SPONSOR AND EXHIBITOR OPPORTUNITIES

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## Special Notices

**Extra Passes** – You may add up to three(3) additional guest passes to your package for just \$397

## A la carte (Continued)

**STANDARD ELEVATOR DOOR CLINGS (NEW in 2018)**  
**(NEW in 2018)** Showcase your brand and message thousands of times a day with a Standard Elevator Cling. (4 Available—2 outside doors on banquet or lobby level)

### \$1,500 OPTIONS

**HOSPITALITY SUITES -** (Available to Sponsors Only)  
**(NEW in 2018)** Sponsors are able to have a featured suite for private meetings or special gatherings. Very limited spaces available. NOTE: These rooms have a bed and may be used for sleeping. (3 Available)

**COFFEE/TEA SERVICE -** Network with attendees as they take a break from sessions for a mid-morning or afternoon break. *Sponsors will have signage and be able to provide a gift item to attendees.* (4 Available)

**YOUTH DAY -** VO ATLANTA doesn't leave out young people and offers the only youth focused conference experience for kids ages 7-15

**VO ATLANTA INTERNATIONAL PROGRAM (NEW in 2018)** - Completely revamped for 2018, our international program speaks to the needs and interest of voiceover in the global sense. (2 Available)

### **BASIC ELEVATOR DOOR CLINGS - (NEW in 2018)**

Attendees take the elevator a lot and your brand and message will be seen thousands of times a day by a captive audience. (4 Available—2 outside doors on Atrium or 3rd Floor)

**PREMIUM CONFERENCE RIBBON BANNER/CLING - (NEW in 2018)** A benefit of our new venue is a very open and highly visible area in the center of the hotel. We have a very limited number of banner locations

that can be used to highlight your brand and message. (Approx 3'x10')

### OPTIONS UNDER \$1,000

**GIFT BAG INSERT (\$395)** - Put a little swag in attendees bag when you add on one of our gift bag inserts. Attendees love getting the bags and your item has a chance to continue delivering your brand long after the conference is over.

**4'x4' Carpet Cling (\$995) (NEW in 2018)** - Support your brand and continue building your image in the minds of attendees with a carpet cling. Point attendees to your exhibit space or website for more information.

**Rotating Digital Display (\$995) (NEW in 2018)** - Have your digital banner displayed on our large display wall in the conference atrium. Spaces are limited so your banner is seen many times, day and night.

**STANDARD CONFERENCE RIBBON BANNER/CLING (\$995) - (NEW in 2018)** We have a very limited number of banner locations that can be used highlight your brand and message. (Approx 2'x8')

## Program Advertising Sizes and Rates

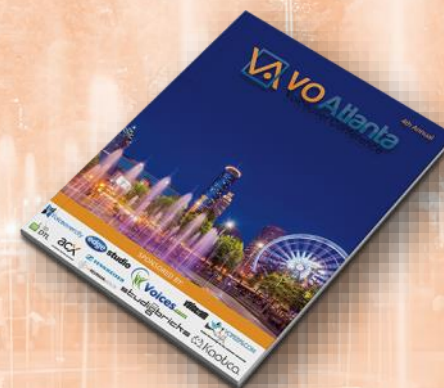
<b>Back Cover</b>	(Reserved for Platinum Level Sponsor)
<b>Inside Front/Back Covers</b>	(Reserved for Platinum Level Sponsor)
<b>Full-Page</b>	\$1,000
<b>1/2 Page</b>	\$595
<b>1/4 Page</b>	\$295
<b>1/8 Page</b>	\$150

## SPONSOR AND EXHIBITOR OPPORTUNITIES

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### Special Notices

**Extra Passes** – You may add up to three(3) additional guest passes to your package for just \$397





## New Mobile App for 2018



Mobile apps & mobile marketing for tradeshows

We're proud to offer the most comprehensive enterprise technology at VO Atlanta. Our mobile app, driven by "TapCrowd by eTouches" offers unmatched options to connect you with conference attendees.

We've listed some of the many features below to give you an idea of how engaged you might expect our attendees to be before, during, and after the conference.

Don't miss a chance to be part of the leading voiceover gathering in the world.

**"Lean Forward"**

### A Few Features Include...



General Information



Live Polls & Voting



Personal Agenda



Banner Ads



Session Agenda & Speaker Bios



Social Media Integration



Push Notifications



Premium Listing



Attendee List



Ask a question



Attendee Messaging



Sponsored Push Notifications



Exhibitor Catalog



Session Rating



Notes



Lead Generation



Floor plan



Social Photo Sharing



QR Code Scanner



User Module



Conference Bag



Banner Ad

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SPONSOR AND EXHIBITOR  
OPPORTUNITIES

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### Special Notices

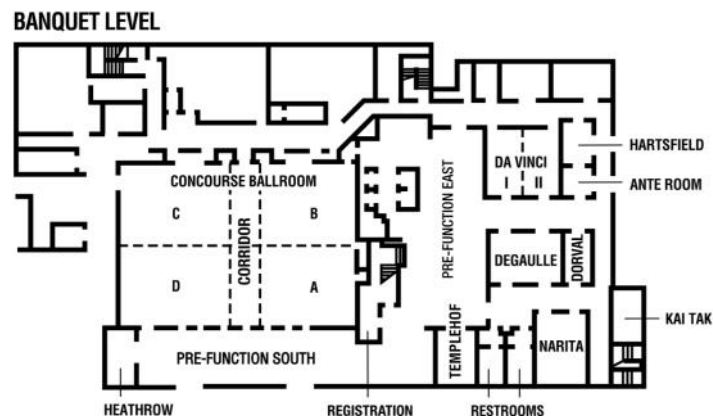
**Extra Passes** – You may add up to three(3) additional guest passes to your package for just \$397

### **Ask About a Banner Upgrade**

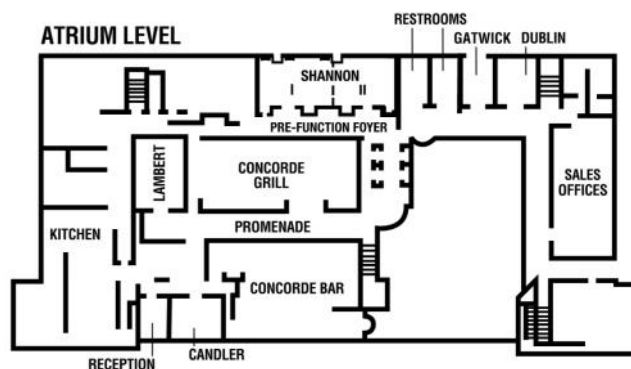
-We have a limited number of options available to upgrade your banner to a full-screen ad that will show up as users navigate the app. Upgrades are \$500.

# Conference Hotel Floorplans

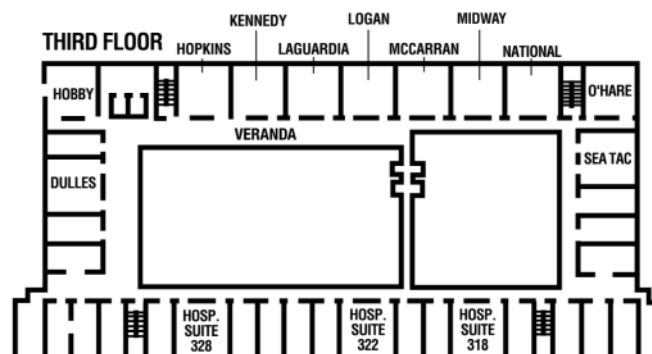
**BANQUET LEVEL** - The banquet level includes the conference exhibit hall (Concourse A/B) and general session hall (Concourse C/D). Additional meeting and breakout space is also found on this level.



**ATRIUM LEVEL** - In addition to a large breakout room and classrooms, the Atrium level includes the hotel restaurant and bar which are always a hit for social networking and great food.



**THIRD FLOOR** - The three Hospitality Suites of the conference are located on this level along with our eleven training rooms. Open to the levels below, the veranda on this level offers an open area that may be used for additional networking.



Lobby Level Not Shown Here

## SPONSOR AND EXHIBITOR OPPORTUNITIES

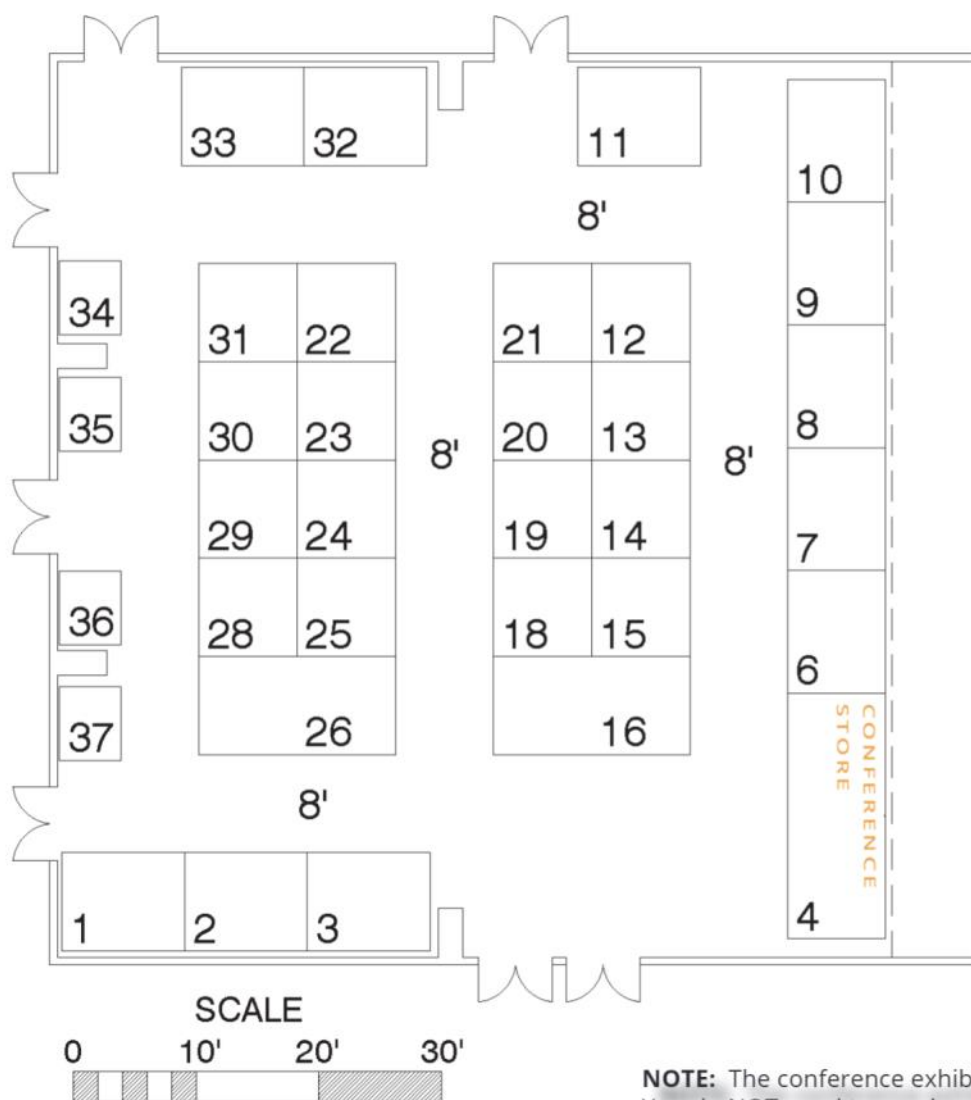
# 13

### Special Notices

**Extra Passes** – You may add up to three(3) additional guest passes to your package for just \$397

# Exhibit Hall Floorplan Information

(This is a sample floorplan only)



**NOTE:** The conference exhibit hall is fully carpeted. You do NOT need to purchase or rent carpet.

## SPONSOR AND EXHIBITOR OPPORTUNITIES

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Our exhibit hall is setup to provide high visibility to each of our sponsors and exhibitors.

There are no bad spots in the exhibit hall.

Here are some things we incorporate to help generate traffic in the exhibit hall:

- Scheduled activities held in the exhibit hall including a 'Grand Opening'
- Coffee/tea station will be located in the exhibit hall
- Announcements specific promotions for sponsors
- Promote engagement between sponsors and attendees via conference app and QR Codes

### Special Notices

**Extra Passes** – You may add up to three(3) additional guest passes to your package for just \$397



## Exhibit Information (con't)

### **Conference Facility**

#### **Renaissance Concourse Atlanta Airport Hotel**

One Hartsfield Centre Parkway  
Atlanta, Georgia 30354

### **Primary Exhibit Area**

Concourse A-B

Each booth comes equipped with a six-foot table, table drape, two chairs, wastebasket, and identification plate. (Exhibit Hall is Carpeted)

### **Exhibit Hours**

#### **Move-in and Setup**

Thursday, March 1, 2018  
5:00 p.m.— 10:00  
(Subject to change)

#### **Exhibit Hours**

Friday, March 2, 2018  
9:45 a.m.— 6:00 p.m.

Saturday, March 3rd, 2018  
9:00 a.m.— 6:00 p.m.

#### **Take-down and Move-out**

Saturday, March 3rd 2018  
6:00 p.m.

### **Booth Assignment**

Reservations and space locations will be subject to the needs of the conference.

### **Hotel Accommodations**

A link for the reserved block of rooms will be provided upon confirmation.

### **Printed Conference Program**

Inclusion deadline is: January 15th, 2018

### **Official Service Contractor**

#### **FREEMAN**

P.O. Box 650036  
Dallas, TX 75265-0036  
(404) 253-6494

*All shipments are to be sent through FREEMAN*

### **Official Insurance Provider**

#### **RAINPROTECTION Insurance**

(800) 528-7975

### **Payment**

If paying by check, please remit payment to:  
VoiceoverCity, LLC  
Attn: VOA18  
1025 Rose Creek Drive, #620-353  
Woodstock, GA 30189

You may fax completed order to:  
(678) 439-9490 or email [admin@voatlanta.me](mailto:admin@voatlanta.me)

## SPONSOR AND EXHIBITOR OPPORTUNITIES

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### **Special Notices**

**Extra Passes** – You may add up to three(3) additional guest passes to your package for just \$397

## Hotel Information

### *Main Conference Hotel*



### Renaissance Concourse Atlanta Airport Hotel

One Hartsfield Centre Parkway  
Atlanta, Georgia 30354

### *Overflow Conference Hotels*



### Courtyard by Marriott

3399 International Boulevard  
Hapeville, GA 30354



### Residence Inn by Marriott

3401 International Boulevard  
Hapeville, GA 30354



## SPONSOR AND EXHIBITOR OPPORTUNITIES

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### Special Notices

**Extra Passes** – You may add up to three(3) additional guest passes to your package for just \$397

# So, you're ready to get started? Great!

## Registering for VO Atlanta

### is as easy as 1-2-3

1. Evaluate The Entire Package

2. Build Your Package

3. **CLICK HERE to Get Started**

Starting this year, we are using our new conference platform to manage registrations and availability for sponsor and exhibitor related items. You will be able to select your options after clicking the link above.

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### Important Deadlines

September 30th, 2017

- Sponsor promotion ends

January 31, 2018

- All discount opportunities expire and full rates apply (Based on availability)



## Exhibitor/Sponsor Rules and Regulations

VO ATLANTA has an online system for purchase of sponsorships and exhibit space. For your convenience, below are the 2018 VO ATLANTA Exhibitor and Sponsor Rules and Regulations at submission of application that Exhibitors and Sponsors agree to abide by.

**1. Exhibit/Space Assignments.** Booth and event sponsor requests will be given priority in order of receipt of applications and payment. In order to emphasize the relevance and importance of Exhibitor's product and services, the Exhibit Hall will be arranged to promote your offerings in a non-competitive environment. VO ATLANTA reserves the right to make final assignments. Within these rules, decisions regarding space are solely at the discretion of VO Atlanta.

**2. Payment Policy.** Full payment for exhibit space or sponsorship must be received within 15 days of contract signature. VO Atlanta reserves the right to refuse the use of the space or sponsor benefit if payment is not made by the date indicated above. See Clause 11. Cancellation/Refunds will apply to those that are refused space due to non-payment.

**3. Participant List.** If I am entitled to the post-conference participant list, I understand that it is for limited use only and that ANNUAL CONFERENCE participants are given the opportunity to opt out of having their contact information provided to ANNUAL CONFERENCE vendors, and that these participants will not be included in the lists provided.

**4. Liability.** The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arriving out of injury or damage to Exhibitor's displays, equipment, and other property brought upon the premises of The Renaissance Concourse Atlanta Airport Hotel (Hotel) and agrees to indemnify and hold harmless, VO ATLANTA, its parent affiliates, their heirs, executors, directors and assigns, and the Hotel, its agent, servants and employees, against any and all liability, losses, damages, and claims. Exhibitor shall be fully responsible to pay for any and all damages to property owned by the (Hotel), its owners, and managers, which results from any act of omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless VO ATLANTA, and Hotel, its owners, managers, officers or directors, agents, employees, subsidiaries, and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall

include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel, or any part thereof.

**5. Insurance.** Exhibitor shall obtain and maintain in force and effect, for the dates of The VO Atlanta Voiceover Conference, a commercial general liability insurance policy with combined single limits for personal injury and property damage of \$1,000,000 per occurrence and \$2,000,000 in the aggregate and shall provide VO Atlanta with a certificate of insurance confirming such coverage and naming VoiceoverCity, LLC and the (HOTEL) as an additional insured. Such certificate of insurance must be provided to VO Atlanta at least 15 days prior to the VO Atlanta Voiceover Conference and may not be cancelled without at least 14 days prior written notice to ZTT.

**6. Property.** The Exhibitor is responsible for damage to Hotel property. No signs or other articles may be affixed, nailed or otherwise attached to walls, doors, etc. in such a manner as to deface or damage them. Likewise, no attachments may be made to the floor by nails, screws, or any other device that would damage or mark it. Floor loading limits must not be exceeded.

**7. Safety Regulations.** The use or storage of flammable liquids, gases, or solids will not be permitted. Video presentations must be arranged so that aisles are not blocked. Exhibitor must adhere to all municipal and state laws, rules, and regulations. All combustible decorations and other materials must comply with fire department regulations.

**8. Use of Space.** The subletting of space is prohibited. The Exhibitor, as specified in these Rules and Regulations, will forfeit space not occupied by the close of the move-in period, 10:00 pm Thursday, March 1, 2018.

This space may be resold, reassigned, or used by VO Atlanta. Exhibits shall be so installed that they will not in any way project beyond space allotted. They shall not obstruct the view of nor interfere with the exhibits of others. VO Atlanta shall have the right to prohibit the use of amplifying equipment or music which in its sole discretion, it considers objectionable. VO Atlanta reserves the

## SPONSOR AND EXHIBITOR OPPORTUNITIES

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### Important Deadlines

**September 30th, 2017**

- Sponsor promotion ends

**January 31, 2018**

- All discount opportunities expire and full rates apply (Based on availability)

## Exhibitor/Sponsor Rules and Regulations (con't)

right to demand modification of the appearance of dress or person used in connection with displays or demonstrations. VO Atlanta reserves the right to exclude or require modification of any display or demonstration which in its sole discretion it considers unsuitable or not in keeping of the character of the conference.

**9. Early Dismantling of Booths.** Exhibits are to remain set up until 6:00 pm Saturday, March 3, 2018, or the final time to be determined Exhibitor Load-Out. Early dismantling of booths may result in loss of Exhibitor privileges in future years.

**10. Amendment of Rules.** Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of VO ATLANTA and the Hotel.

**11. Cancellation/Refunds.** In the event the Exhibitor cancels its reservation for space, and does so on or before January 1, 2018, the Exhibitor will be refunded the rental fee less a non-refundable deposit of 50% of the booth rental fee. Cancellations received after January 1, 2018, will forfeit the entire rental fee. No refunds will be made if space is not used, or for space not used part of the time.

**12. Endorsement of Products by VO ATLANTA or the ANNUAL CONFERENCE.** By agreeing to sponsor and/or exhibit at the ANNUAL CONFERENCE, this does not in any way mean that VO ATLANTA supports and/or endorses your product, service, company or organization. Any promotions that the Sponsor or, Exhibitor may do before, during or after the event, shall not imply that a product, service, company or organization is endorsed or supported in any way by VO ATLANTA .

**13. Participation.** Participation as an exhibitor and/or sponsor does not entitle the company or organization to influence the content planning of the ANNUAL CONFERENCE.

**14. Security Services.** VO Atlanta will coordinated with the hotel to provide basic security service when the exhibit hall is closed and exercise reasonable care for the protection of Exhibitors' material and display. Beyond this, VO Atlanta, its officers, agents, employees, subsidiaries, affiliates, and members (separately or collectively) cannot accept responsibility for any damage to or for the loss or destruction of an exhibit or for the property of an exhibitor either from fire, theft, or accidents or other causes.

**15. Food and Beverage.** If you plan on distributing food and/or

beverage from your booth, you must receive prior approval from VO Atlanta and any additional fees that are levied by the Hotel will be your sole responsibility. Please contact VO Atlanta prior to the event to determine the cost associated for your consumable give away.

**16. Official Service Contractor.** To assure orderly and efficient installation, operation and removal of the displays and to minimize confusion by the presence or solicitation of unknown or unqualified firms, VO Atlanta has selected FREEMAN as our official logistics provider and decorator. The contractor will provide an advance warehouse for materials to be sent. The contractor will send all confirmed exhibitors a service kit containing information regarding shipping of materials and information regarding furnishings, electrical, signs, labor, booth cleaning, display rental, telephone, audio/visual, photography, and computer rental.



## SPONSOR AND EXHIBITOR OPPORTUNITIES

# 19

### Important Deadlines

**September 30th, 2017**

- Sponsor promotion ends

**January 31, 2018**

- All discount opportunities expire and full rates apply (Based on availability)

# Common Questions?

Being part of a conference like VO Atlanta is a big deal. We want you to make an informed decision and understand all of the value of being a part of this event. Below, we've provided answers to some of the more common questions we receive related to the conference. Feel free to contact us if you have remaining questions.

## **What are the dates/times of the exhibit hall during VO Atlanta?**

See "Exhibit Information" page for details.

## **When is the cutoff to register as a sponsor for VO Atlanta?**

Sponsorships are on a first come - first serve basis. Cutoff dates related to things like program guide, banner printing, or similar service-driven dates.

## **Do you offer exclusivity to sponsors?**

Exclusivity is applied on a case-by-case basis depending on sponsorship level and other factors.

## **Are booth attendants required to register for the conference?**

Everyone at the conference is required to be registered, including those supporting booths in the exhibit hall.

## **Are we able to combine the early promotion and the sponsor discount?**

Unfortunately, these offers can't be combined. The early discount is a great opportunity to sign on early and we hope it shows our commitment to having you as part of the VO Atlanta Experience.

## SPONSOR AND EXHIBITOR OPPORTUNITIES

# 20

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# Contact

We're happy to answer any questions you have about the conference as well as suggestions.

Get in touch with Gerald at any time:

## GERALD GRIFFITH

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## MAILING ADDRESS

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## SPONSOR AND EXHIBITOR OPPORTUNITIES

# 21

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