

SET UP DAY: WEDNESDAY, AUGUST 29 | EXHIBITS OPEN: THURSDAY, AUGUST 30

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|------------------------|-----------------|--------------------------|----------|---------|
| Company Name | Primary Contact | | Title | |
| Address | City | State | Zip Code | Country |
| Phone | Fax | SAGE Number | | |
| Tradeshow Contact Name | | Tradeshow Contact E-mail | | |

PROMOTIONAL OPPORTUNITIES

SHOW OPPORTUNITIES

SAGE Show Sponsor - \$3000 (Exclusive Sponsorship)

Increase your company's visibility and create brand awareness with this opportunity. Your company's logo will be displayed on all of the primary marketing materials for the SAGE Show including the website, sponsor signage, convention center monitors, and directory. You also have the option to include a flyer (created by you) in the post-show edition of the Specials Email. You will also receive a bag insert, three products in the product pavilion and a SAGE Mobile Featured Supplier position. Sponsor is permitted to place their logo, booth number, SAGE # and PPAI # on the product to be distributed. SAGE approval is required for product selection and final artwork.

Bag Insert Sponsor - \$500

Include either one product or one marketing flyer in every bag given to each show attendee. Sponsor is permitted to place their logo, booth number, SAGE # and PPAI # on the product to be distributed. SAGE approval is required for product selection and final artwork. Your logo will be displayed on the SAGE Show website, sponsor signage, convention center monitors, and directory. You also have the option to include a flyer (created by you) in the post-show edition of the Specials Email.

PRODUCT OPPORTUNITIES

Exclusive Product Sponsorship - \$1000

Your product will be the exclusive product used at the SAGE Show for its specific product category. Increase your visibility and receive innumerable impressions throughout the SAGE Show. Depending upon the product being sponsored, your exclusive product will be distributed by SAGE in the registration area. Some products are distributed in other areas. Sponsor is permitted to place their logo, booth number, SAGE # and PPAI # on the products to be distributed. SAGE approval is required for product selection and final artwork. Your logo will be displayed on the SAGE Show website, sponsor signage, convention center monitors, and directory. You also have the option to include a flyer (created by you) in the post-show edition of the Specials Email.

EDUCATION OPPORTUNITIES

Education Events Sponsorship - \$1000

Become the exclusive sponsor for all education and training events. Place an item directly on the education tables for each attendee, receive an enhanced listing in SAGE Mobile and one product in the product pavilion. Sponsor is permitted to place their logo, booth number, SAGE # and PPAI # on the product to be distributed. SAGE approval is required for product selection and final artwork. Your logo will be displayed on the SAGE Show website, sponsor signage, convention center monitors, and directory. You also have the option to include a flyer (created by you) in the post-show edition of the Specials Email.

SHOW ADVERTISING OPPORTUNITIES

SAGE Show Promotion Package - \$600

This package is specifically designed to give supplier's exposure before, during, and after the show to receive maximum ROI from your investment! This package includes a pre-show email blast to the distributor registrants as well as DFW area distributors in the SAGE database, a post-show email blast to attendees, three products in the Product Pavilion, and an enhanced listing in SAGE Mobile. Supplier must provide artwork for email blasts. Your logo will be displayed on the SAGE Show website, sponsor signage, convention center monitors, and directory.

Freestanding Graphic Panel - \$1000

Display your own message for all attendees to see on the show floor or in the lobby. Includes: double-sided graphic panel to place your advertisement. The placement of the panel(s) will be determined by SAGE staff. Supplier must provide artwork, SAGE will handle printing and set up. Your logo will be displayed on the SAGE Show website, sponsor signage, convention center monitors, and directory. You also have the option to include a flyer (created by you) in the post-show edition of the Specials Email.

Escalator Magnet Sponsor - \$1500

Your magnets will be displayed on the Irving Convention Center escalator leading to the upper levels where breakfast, education, testing and the convention center cafe are located. Exhibitors are permitted to place their logo, booth number, SAGE # and PPAI # on artwork. SAGE approval is required for final artwork. Your logo will be displayed on the SAGE Show website, sponsor signage, convention center monitors, and directory. You also have the option to include a flyer (created by you) in the post-show edition of the Specials Email.

SHOW MATERIALS OPPORTUNITIES

Paper and Plastic Goods Sponsor - \$2500 (Exclusive Sponsorship)

Your products will be displayed and utilized throughout the convention center by all attendees for countless impressions during education and the show. Place your products at the breakfast stations, water and coffee stations, in the bathrooms or even with the bar or ice cream carts that will be on the show floor in the afternoon. Distributor attendees who have opted-in to SMS messaging through the SAGE Mobile app will receive a push notification recognizing you as a sponsor. Items provided must be approved by SAGE and may include any or all of the following: insulated coffee cups with lids, stir sticks, napkins, disposable hand towels, plastic cups, plastic wine cups, or small ice cream bowls with disposable spoons. Exhibitors are permitted to place their logo, booth number, SAGE # and PPAI # on the products to be distributed. SAGE approval is required for product selection and final artwork. Your logo will be displayed on the SAGE Show website, sponsor signage, convention center monitors, and directory. You also have the option to include a flyer (created by you) in the post-show edition of the Specials Email.

SAGE MOBILE ADVERTISING

SAGE Mobile Enhanced Listing - \$100

Your company will stand out in SAGE Mobile with an enhanced listing in the exhibitor list for the show. Your company listing will be highlighted to catch distributors' attention as they are looking through the list.

SAGE Mobile Featured Exhibitor - \$250

Includes everything in an enhanced listing plus featured suppliers will be listed in SAGE Mobile, the official show directory, in a special featured section specifically for the SAGE Show.

Push Notification - \$750 (Limited Availability)

Send a 200 character message directly to the attendees' mobile devices (using SAGE Mobile) during the show. Include special offers and increase traffic to your booth.

PRODUCT PAVILIONS

1 Product - \$150

3 Products - \$225

Product(s) to be displayed on the table inside the popular Product Pavilion area. Company name, booth number, product name and description are all included on the sign displayed with your product entry. Product(s) will also be listed in SAGE Mobile under the SAGE Show Product Pavilion area. The product must be displayed in exhibitor's booth as well.

SHOW EXPERIENCE OPPORTUNITIES

Photobooth Sponsorship - \$2500 (Exclusive Sponsorship)

With this sponsorship, your company's logo will be immortalized through this keepsake for years to come. Your logo, alongside the SAGE logo, will be printed on the photobooth backdrop and on the bottom of the printed photo. You can also provide unique photobooth props for the complete photobooth experience. You are permitted to place your company logo, booth number, SAGE # and PPAI # on the props to be used. SAGE approval is required for final artwork. Your logo will be displayed on the SAGE Show website, sponsor signage, convention center monitors, and directory. You also have the option to include a flyer (created by you) in the post-show edition of the Specials Email.

Auto Valet Sponsorship - \$2000 (Exclusive Sponsorship)

As the auto valet sponsor you will gain exposure, brand awareness, and goodwill with attendees on a hot August day in Texas. A bag drop is included in this sponsorship and will be placed in each car upon the departure of the distributor. Items provided must be approved by SAGE and may include any or all of the following: auto related products (air freshener, travel tissue, key chain, mini flashlight, vent duster, trash bags, etc.), or marketing brochure/flyer. Exhibitors are permitted to place their logo, booth number, SAGE # and PPAI # on the product(s) to be distributed. SAGE approval is required for product selection and final artwork. Your logo will be displayed on the SAGE Show website, sponsor signage, convention center monitors, and directory. You also have the option to include a flyer (created by you) in the post-show edition of the Specials Email.

PAYMENT

Total Due (all pricing US) \$ _____

Payment due in full upon the return of the signed agreement.

Credit Card Payments: Visa MasterCard American Express Discover Bill Me

Name As It Appears On Credit Card _____ Credit Card Number _____ Expiration Date _____

Credit Card Billing Address: _____
Street Or PO Box _____ City _____ State/Province _____ Zip/Postal Code _____

X

Credit Card Signature

EXHIBITOR AGREEMENT

NOTE: Please locate and read the SAGE Sponsorship Agreement Terms and Conditions (rev 06/2017) ("Agreement") located at www.sageworld.com/legal. If you cannot access the Agreement for any reason, please call us before you sign and we will provide you with a copy. Your signature below indicates your acceptance of the entire Agreement on behalf of the company identified above and your representation that you have the authority to bind such company to the Agreement.

X

Exhibitor's Signature Required

Date

Name

Title

PLEASE RETURN CONTRACT AND PAYMENT TO: 16301 Quorum Drive Suite 200A • Addison, TX 75001 • Fax: 800.905.7243 • info@sageworld.com

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