



T3: Service Management & Automation Conference
Palms Casino Resort, Las Vegas, Nevada
November 06 - 10, 2017
tooltechtrain.com
#T3SMAC

T3: Service Management & Automation Conference (SMAC) Sponsorship Prospectus



Join us for the premier Service Management and Automation education event of 2017.

- Showcase your solutions to potential customers.
- Demonstrate how your product integrates with and/or compliments current client solutions.
- Generate new focused, qualified leads and move existing leads to a decision.
- Take advantage of an unmatched opportunity to network with peers, customers and prospects.

Join our Flagship Sponsor, BMC Software, and maximize your presence at T3:SMAC with sponsorship packages that provide unmatched branding and visibility.

Send questions about sponsorship to: info@tooltechtrain.com

Join us at The Palms Casino and Resort, 4321 West Flamingo Road, Las Vegas, NV 89103



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Platinum Sponsor

PRICE: \$35,000 USD

Wire Transfer Discount: **\$32,500 USD** (Call for wire transfer instructions)

Early Bird: **\$30,000 USD** if paid before June 30th

As a Platinum Sponsor, your company will be entitled to:

- A 15' x 15' booth package (includes two electrical outlets and two internet connections)
- Eight (8) Complimentary Passes – Six (6) Full T3:SMAC Passes and Two (2) Technology Showcase Passes
- The opportunity for a member of your company to present two (2) Technical Breakout Sessions (Topic subject to T3:SMAC Speaker requirements)
- Recognition as a T3:SMAC Networking Reception co-sponsor (including a specialty drink served near your booth area).
- Your corporate logo prominently displayed with recognition as a Platinum Sponsor on email marketing collateral, press releases, advertisements and the T3:SMAC web site (includes your logo and a link to your company's web site)
- Your corporate logo and a company description included in the T3:SMAC Program highlighting your participation as a Platinum Sponsor
- Recognition as a Platinum Sponsor with your corporate logo on the attendee welcome letter presented upon arrival at the hotel
- Recognition as a Platinum Sponsor with your corporate logo on a T3:SMAC banner
- Recognition as a Platinum Sponsor with your corporate logo in the General Session
- Option to provide a two-page advertisement or give-away item for General Session attendees or in the Attendee T3:SMAC Package
- Recognition as a Platinum Sponsor with your corporate logo on the T3:SMAC Sessions download area
- One full-page black & white ad in the T3:SMAC program
- One pre-conference email broadcast to T3:SMAC Attendees
- Post-T3:SMAC contact information for all attendees
- One-day use of a one-on-one meeting room during T3:SMAC



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Gold Sponsor

PRICE: \$20,000 USD

Wire Transfer Discount: **\$18,500 USD** (Call for wire transfer instructions)

Early Bird: **\$16,000 USD** if paid before June 30th

As a Gold Sponsor, your company will be entitled to:

- A 10' x 20' booth package (includes one electrical outlet and one internet connection)
- Six (6) Complimentary Passes - Three (3) Full Conference Passes and Three (3) Technology Showcase Passes
- The opportunity for a member of your company to present one (1) Technical Breakout Session (Topic subject to T3:SMAC Speaker requirements)
- Recognition as a T3:SMAC Luncheon co-sponsor (including dessert served near your booth)
- Your corporate logo prominently displayed with recognition as a Gold Sponsor on email marketing collateral, press releases, advertisements and the T3:SMAC web site (includes logo and link to your company's web site)
- Your corporate logo and a company description included in the T3:SMAC Program highlighting your participation as a Gold Sponsor
- Recognition as a Gold Sponsor with your corporate logo on a T3:SMAC banner
- Recognition as a Gold Sponsor with your corporate logo in the General Session
- Option to provide a two-page advertisement or give-away item in the attendee T3:SMAC Package
- Recognition as a Gold Sponsor with your corporate logo on the T3:SMAC Sessions download area
- Half-page black & white ad in the T3:SMAC Program.
- Your logo and sponsorship level highlighted in a pre-T3:SMAC email broadcast
- Post-T3:SMAC contact information for all attendees



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Silver Sponsor

PRICE: \$12,000 USD

Wire Transfer Discount: **\$10,000 USD** (Call for wire transfer instructions)

Early Bird: **\$9,000 USD** if paid before June 30th

As a Silver Sponsor, your company will be entitled to:

- A 10'x 10' booth package (includes 1 electrical outlet & 1 internet connection)
- Four (4) Complimentary Passes – Two (2) Full T3:SMAC Passes and Two (2) Technology Showcase Passes
- Your company name prominently displayed with recognition as a Silver Sponsor on email marketing collateral, press releases, advertisements and the T3:SMAC web site (includes logo and link to your company's web site)
- Your corporate logo and a company description included in the T3:SMAC Program highlighting your participation as a Silver Sponsor
- Recognition as a Silver Sponsor with your logo on a T3:SMAC banner
- Recognition as a Platinum Sponsor with your logo in the General Session
- Recognition as a Silver Sponsor with your corporate logo on the T3:SMAC Sessions download area
- Quarter-page black & white ad in the T3:SMAC Program
- Your logo and sponsorship level highlighted in a pre-T3:SMAC email broadcast
- Post-T3:SMAC contact information for all attendees

Bronze Sponsor

PRICE: \$4,500 USD

Wire Transfer Discount: **\$4,000 USD** (Call for wire transfer instructions)

Early Bird: **\$3,500 USD** if paid before June 30th

As a Bronze sponsor, your company will be entitled to:

- A 6' X 6' booth package (includes 1 electrical outlet and 1 internet connection)
- Three (3) Complimentary Passes – One (1) Full T3:SMAC Passes and Two (2) Technology Showcase Passes
- Your company name displayed with recognition as an exhibitor on the T3:SMAC web site (includes logo and link to your company's web site)
- Your company description included in the T3:SMAC Program
- Recognition as a Bronze Sponsor with your corporate logo on the T3:SMAC Sessions download area
- Your logo and sponsorship level highlighted in a pre-T3:SMAC email broadcast
- Post-T3:SMAC contact information for all attendees



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To participate in T3:SMAC, contact us TODAY!

SPONSORSHIP DETAILS	Platinum	Gold	Silver	Bronze
Sponsorship fees paid by wire transfer will be discounted; sponsorship fees paid by check or credit card are not discounted.	\$34,125 Discount if paid via Wire transfer: \$32,500 Early Bird: \$30,000	\$19,425 Discount if paid via Wire transfer: \$18,500 Early Bird: \$16,000	\$10,500 Discount if paid via Wire transfer: \$10,000 Early Bird: \$9,000	\$4,200 Discount if paid via Wire transfer: \$4,000 Early Bird: \$3,500
Booth Package <i>(includes table, electrical outlet(s) & wireless internet connection. Wired connection(s) available at cost)</i>	15' x 15' 2 Outlets 2 Connections	15' x 10' 1 Outlet 1 Connection	10' x 10' 1 Outlet 1 Connection	6' X 6' 1 Outlet 1 Connection
Complimentary Registrations	8	6	4	3
Discounted Registrations	\$1,100 (for sponsor employees only)	\$1,100 (for sponsor employees only)	\$1,100 (for sponsor employees only)	\$1,100 (for sponsor employees only)
Staff Technology Showcase Passes <i>(Includes Technology Showcase Receptions)</i>	\$400 (for sponsor employees only)	\$400 (for sponsor employees only)	\$400 (for sponsor employees only)	\$400 (for sponsor employees only)
Celebration Gala Pass	\$150	\$150	\$150	\$150
Speaking Opportunity	2 Technical Breakout Sessions	1 Technical Breakout Session	1 Technical Breakout Session	Opportunity to submit
Sponsorship Level/ <i>Logo & Description in Program</i>	Logo	Logo	Logo	Name
Event Co-Sponsorship Opportunity	Yes	Yes	Yes	Yes
Internet Ad Link from <i>T3 Website to Corporate Website</i>	Logo	Logo	Logo	Logo
Electronic Download Area Ad	Logo	Logo	Logo	Logo
Conference Program Advertising	Full Page Black & White	Half Page Black & White	Quarter Page Black & White	Logo & Name Black & White

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SPONSORSHIP DETAILS	Platinum	Gold	Silver	Bronze
Conference Signage <i>Sponsorship Level/Logo</i>	Yes	Yes	Yes	Yes
Literature or Give-away Insert	2-page or Give away	1-page or Give away	No	No
Welcome Letter Recognition	Yes	No	No	No
1 Pre-Conference Email Broadcast	Yes	No	No	No
1 Pre-Conference Attendee Email Broadcast	Logo	Logo	Logo	Logo
Conference Attendee Contact Information	Yes	Yes	Yes	Yes

SPONSORSHIP DETAILS	Platinum	Gold	Silver	Bronze
One-on-One Meeting Room	One-day Use	No	No	No
One-on-One Meeting Room rental opportunity (sign up in advance to book by the hour)	Yes	Yes	Yes	Yes
10% Discount on Additional Marketing Opportunities	Yes	No	No	No



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ADDITIONAL SPONSORSHIP OPPORTUNITIES	DESCRIPTION	PRICE
Conference Bag Sponsors	Build brand awareness by welcoming conference attendees with your company logo on the conference bag distributed to all conference attendees. This premium branding lasts long after the conference. (Conference to commission bag creation.)	\$5,250 per vendor All sponsors of Conference Bags will have their logos on the bags along with Conference Name. Discounted price if paid via wire transfer: \$5,000
Conference Badge Holder (Limited to 1 Sponsor)	Sponsor the badge holder/lanyard and get great exposure for your company throughout the conference. (Sponsor to provide badge holder.)	\$2,250 + Badges Discounted price if paid via wire transfer: \$2,000
Bag SWAG (Unlimited)	Welcome conference attendees as they check into the conference when you sponsor a bag stuffer – a great way to get your name in front of each attendee! (Sponsor responsible for SWAG production costs.)	\$2,250 + SWAG Item for each attendee Discounted price if paid via wire transfer: \$2,000 + SWAG Item
Conference Notebook with Pen (Limited to 1 Sponsor)	Display your company logo on the conference mini-notebook and pen and ensure that your logo is in front of every conference attendee. (Sponsor to provide notebook and pen.)	\$2,250 + Notebook/Pens Discounted price if paid via wire transfer: \$2,000
Evening with the Experts Sponsorship	Sponsor an evening with Experts (BMC will be providing Engineers along with other Experts) and join the conversation with a table for you to provide an expert to talk about your product or services.	\$2,250 Discounted price if paid via wire transfer: \$2,000



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Breakfast or Lunch Sponsorship	Start the day with brand awareness and co-sponsor a continental breakfast at T3: Tools, Technology and Training.	\$3,150/Breakfast Discounted price if paid in cash, check, or wire transfer: \$3,000
Dessert Break Sponsorship	Sponsor a daily dessert break and serve desserts right from your booth! Build company awareness as people stop by for a sweet.	\$3,150 per Break Discount if paid via wire transfer: \$3,000
Specialty Cocktail Sponsorship	Serve specialty cocktails from your booth during an evening cocktail reception. Attendees will be sure to stop by for a chat and a cocktail!	\$5,250/Reception Discount if paid via wire transfer: \$5,000
General Session Give Away Sponsorship	Sponsor a special General Session give away with your branding! (Sponsor to provide give away items.)	\$2,625 + Give Away Discount if paid via wire transfer: \$2,500

PROGRAM ADVERTISING	DESCRIPTION	PRICE
Full Page BW	Full page, black and white ad in Conference Program	\$3,150 Discount if paid via wire transfer: \$3,000
Half Page BW	Half-page, black and white ad in Conference Program	\$1,785 Discount if paid via wire transfer: \$1,700
Quarter Page BW	Quarter page, black and white ad in Conference Program	\$840 Discount if paid via wire transfer: \$800

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1. CONTRACT

This agreement is made between TTT Tools Technology and Training LLC hereafter referred to as "T3: Tools, Technology and Training" and Exhibitor hereafter referred to as "Exhibitor".

T3: Tools, Technology and Training will manage and operate the Expo Hall and Technology Showcase at the T3: Service Management and Automation Conference. Payment Terms: 100% is due upon completion of the application or 30 days after completion of the application if a Purchase Order is provided, as long as the 30 days does not fall within 30 days prior to the start of the T3: Service Management and Automation Conference (Monday, November 6th, 2017). All payments must be completed 30 days prior to the start of the T3: Service Management and Automation Conference.

2. DEFINITIONS

Exhibition Location means:

The Palms Casino and Resort - 4321 West Flamingo Road, Las Vegas, NV 89103
Phone: (866) 725-6768 Website: <http://www.palms.com>

Exhibition Hours are defined as:

Tuesday, November 7th, 1:00 pm – 3:00 pm and 6:00 pm – 8:00 pm

- Lunch and Opening of Technology Showcase
- Reception and Technology Showcase

Wednesday, November 8th, 12:30 pm – 3:00 pm

- Lunch and Technology Showcase

Thursday, November 9th, 12:30 pm – 3:00 pm

- Lunch and Technology Showcase

T3: Tools, Technology and Training reserves the right to change or modify the Exhibition Hours; however, notification of changes will be announced to all booth participants within 24 hours of the change. All booths must be fully staffed at all hours indicated above.

This agreement, properly accepted by the Exhibitor, shall constitute a valid and binding contract. T3: Tools, Technology and Training reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exhibition. It is further agreed that the conditions, rules and regulations as herein stated and as outlined in the Exhibitor Service Manual are made a part hereof as though fully incorporated herein, and that the said Exhibitor agrees to be bound by each and every one hereof.



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3. USE OF SPACE

T3: Tools, Technology and Training must approve of the intent and character of Exhibitor's exhibit, to including, but not limited to, materials, products, sound level, and character. In the event Exhibitor's intent and character should change without the express acknowledgement of the T3: Tools, Technology and Training Advisory Board, T3: Tools, Technology and Training may terminate Exhibitor's contract. Exhibitors will not conduct solicitation or allow its exhibit or product to extend outside of the Exhibitor's booth. Exhibitor shall not arrange its exhibit so as to obscure or prejudice adjacent exhibitors. EXHIBITORS SHALL NOT SHARE OR SUBLET ANY PART OF ITS ASSIGNED SPACE WITHOUT PERMISSION OF THE ONE OF THE T3: TOOLS, TECHNOLOGY AND TRAINING BOARD OF DIRECTORS. Please contact us for permission to share.

Exhibitor agrees not to install a display, which shall obstruct the view of adjacent booths. Any displays must be made of sidewall construction, and taper diagonally from 8' at the back wall to floor level at the aisle, or extend as a high panel 4' from the back wall—the remaining side rail may not exceed 4' in height. Raw wood, cardboard, or similar materials for wings to booths must be covered or painted if they are visible to adjacent booths. The placement of high equipment must conform to these rules. If Exhibitor reserves cross-aisle space, carpeting may be installed across the aisle, but Exhibitor shall not place any equipment in the aisle. T3: Tools, Technology and Training approval is required for any canopy-type arrangement running across the aisle. The parties shall comply with all relevant laws, codes and regulations of municipal or other authorities having jurisdiction over the exhibit facility or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the facility in which the exhibition is held, as applicable, provided that such party has been given notice of any such law, code or regulation.

4. CANCELLATION OF CONFERENCE

T3: Tools, Technology and Training reserves the right to change and/or cancel any portion of the exhibit schedule, as it deems necessary and appropriate. All such changes and/or cancellations will be submitted to Exhibitors in writing and within 24 hours of the termination decision. Cancellation of the Exhibitor Agreement by the Exhibitor will be accepted only in writing and at the discretion of T3: Tools, Technology and Training. In the event of such cancellation, T3: Tools, Technology and Training will retain all monies paid by the Exhibitor as liquidated damages, and, if such sums have not yet been paid, the Exhibitor shall be obligated for 100% of the contracted fees. If T3: Tools, Technology and Training cancels the conference, all funds paid by Exhibitor to T3: Tools, Technology and Training, shall be refunded in full, and any payments pending will no longer be due.



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5. **VENDOR REQUIREMENTS**

All showcase vendors are encouraged to have all their staff attend the Thursday morning T3: Tools, Technology and Training Technology Showcase awards session.

6. **FORCE MAJEURE**

T3: Tools, Technology and Training will not be liable for the fulfillment of this Agreement if non-delivery is due to any of the following causes: by reason of the facility being damaged or destroyed by fire, acts of God, public enemy, war or insurrections, strikes, the authority of the law, postponement or cancellation of the exposition, or for any cause beyond its control. In the event T3: Tools, Technology and Training is not being able to hold an exhibit for any of the above-named reasons, T3: Tools, Technology and Training shall reimburse Exhibitor on a pro-rata basis of the sums paid, less any and all legitimate expenses incurred, such as but not limited to rent, advertising, salaries, operation costs, etc.

7. **INSURANCE**

Exhibitor shall carry worker's compensation, commercial general liability including products and completed operations, independent contractors, personal injury and blanket contractual liability insurance at limits of at least \$500,000 per occurrence, \$500,000 aggregate. These coverage's must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder and supplied to and naming T3: Tools, Technology and Training as additional insured and provided to T3: Tools, Technology and Training upon request. Failure to provide T3: Tools, Technology and Training with the appropriate Certificate of Insurance, as identified above, shall constitute breach of contract (BREACH) and permit T3: Tools, Technology and Training to cancel this agreement and retain all of the monies both collected and or due at the time of its notice of BREACH. It is strongly recommended that Exhibitors also carry insurance to cover loss of or damage to their exhibits or other personal property while such property is located at or is in transit to or from the exhibit site. Insurance coverage documentation must be sent to info@tooltechtrain.com no later than Monday, October 2, 2017.

T3: Tools, Technology and Training will not be liable for any loss, damage or injury to any tangible personal property of the Exhibitor or to any of its officers, agents, employees or contractors, unless due to the gross negligence of T3: Tools, Technology and Training. The Exhibitor expressly agrees to save and hold harmless T3: Tools, Technology and Training and employees from any and all claims, liabilities and losses for injury to persons (including death) or damage to tangible personal property arising out of the negligence of Exhibitor. T3: Tools, Technology and Training agrees to save and hold harmless Exhibitor from any and all claims, liabilities and losses for injury to persons (including death) or damage to tangible personal property arising out of their gross negligence. T3: Tools, Technology and Training will provide security personnel to monitor the Vendor Showcase from the time of setup begin to the time of breakdown is completed.



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8. INSTALLATIONS AND DISMANTLING

The specific requirements as to time of installation and dismantling of exhibits shall be set forth in the Exhibitor Service Manual supplied to each Exhibitor for this particular exhibition. Such requirements shall be binding upon the Exhibitor as though fully set forth herein. Final space assignment is made by T3: Tools, Technology and Training, and will occur only after full payment has been received.

9. AVAILABLE SERVICES

Exposition contractor to provide the following: drayage, cartage, furniture, booth and on behalf of the Exhibitors, T3: Tools, Technology and Training will appoint an official exposition floor decorations, signs, telephone services, etc. Services of electricians, setup crew, carpenters and other labor will be available and charged for at the prevailing rates. Contractors and rates will be listed in the Exhibitor Service Manual to be issued separately. T3: Tools, Technology and Training assumes no responsibility or liability for any of the services performed or materials delivered by the foregoing persons, parties and organizations.

Arrangement for these services and payments are to be made between Exhibitors and official Exposition's contractors. The local unions make rules and regulations for union labor and regulations may be changed at any time. Where union labor is required because of building or contractor requirements, exhibitor agrees to comply with the regulations.

10. PROTECTION OF FACILITIES

Exhibitors agrees not to post, tack, nail, screw, or otherwise attach anything to the columns, walls, floors, or other parts of the convention hall exhibit area without permission from the T3: Tools, Technology and Training Board of Directors.

Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of T3: Tools, Technology and Training, the decorator, the convention hall manager or their assistants. Payment of shipping and handling of all products through The Palms Casino and Resort, Las Vegas will be the responsibility of the Exhibitors and to be paid in a timely manner per The Palms Casino and Resort requirements.



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AUTHORIZED SIGNATURE

By signing this agreement, Exhibitor acknowledges acceptance of Terms and Conditions of the Agreement will be binding with T3: Tools, Technology and Training, as of the date of the Application. I have read and agree to the Agreement and Exhibitor will pay the Fees specified. I am authorized to execute this Agreement for Exhibitor.

Company Name: _____
(As you want it to appear in marketing literature and signage)

Printed Name: _____

Title: _____

Billing Street Address: _____

City: _____ State/Province: _____ Zip: _____

Telephone: _____ Fax: _____

E-Mail: _____

Approved T3: _____ Date: _____

Signature: _____ Date: _____

11. TERMINATION

If the Exhibitor fails to comply in any aspect with the terms of the Agreement, then T3: Tools, Technology and Training shall have the right to sell or offer for sale the exhibit space covered by this Agreement. The Exhibitor will be notified of such action within 24 hours of the T3: Tools, Technology and Training Board of Directors decision. The Exhibitor shall be liable to T3: Tools, Technology and Training for any deficiency, loss or damage suffered. It is further agreed that actual occupation of the exhibit space by an exhibit is essential and should T3: Tools, Technology and Training be unable to resell the space, T3: Tools, Technology and Training is expressly authorized to occupy or fill such space in such a manner as it may deem in the best interest of the exhibition, without any rebate, allowance, or release of liability of the Exhibitor.



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SPONSORSHIP SELECTION:

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- Early Bird Discount: \$30,000 USD

Gold Sponsor: \$19,425

- Discounted price if paid via wire transfer: \$18,500 USD
- Early Bird Discount: \$16,000 USD

Silver Sponsor: \$10,500

- Discounted price if paid via wire transfer: \$10,000 USD
- Early Bird Discount: \$9,000 USD

Bronze Sponsor: \$4,200

- Discounted price if paid via wire transfer: \$4,000 USD
- Early Bird Discount: \$3,500 USD

Additional Sponsorship Items:

_____ \$ _____
 _____ \$ _____
 _____ \$ _____

PAYMENT METHOD

Select Payment method below:

- Check

Checks must be made payable to TTT: Tools, Technology & Training

Please mail checks to:

TTT: Tools Technology and Training LLC
 5753 S. Kittredge St.
 Centennial, CO 80015

- Credit Card

Credit Card Type:

- American Express VISA MasterCard Other: _____

When paying via Credit Card, please fill out the Sponsorship Payment online form:

<http://www.tooltechtrain.com/sponsorships.html>

Please Scan and email your signed Sponsorship Agreement to:

Phil Schmidt (Accounting)
 Email: Accounting@tooltechtrain.com
 Phone: (303) 646-1741