

# Remodeling Leadership Conference

REMODELING is the industry's leading publication, reaching more than 80,000 influential, full-service general contractor firms. REMODELING readers are the top specifiers and buyers in the industry; more than 75 percent are company presidents, owners, partners, or CEOs, and 100 percent specify, purchase or influence the selection of products.

## OVERVIEW

The Remodeling Leadership Conference is a high-level management conference where the top remodeling pros gather with manufacturers and suppliers to learn how to grow their businesses.

During this three-day event, industry leaders focus on developing stronger leadership skills and better business strategies. Conference attendees include past Big50 winners, current Big50 winners, remodeling industry association representatives, and the pros from the top remodeling firms. The Remodeling Leadership Conference is the remodeling industry's premiere event.

The Remodeling Leadership Conference attracts over 300 influential business leaders, providing an invaluable opportunity for suppliers and manufacturers to network with some of the best prospects and most forward-thinking pros in the industry.

One of the conference highlights is the annual Big50 Awards gala dinner honoring the newly inducted Big50 companies. This event draws representatives from the industry's biggest and most successful firms from around the country, and is prominently featured in the magazine.

## MARKETING PLAN

The Remodeling Leadership Conference offers a coordinated schedule of advertising, both in the magazine and online, as well as direct mail, to increase your exposure to top remodeling pros. Along with your sponsorship at the conference, this marketing effort reinforces your support of and value to this essential customer base.



**Print Advertising**

<b>ADVERTISING</b>		
	<b>REMODELING</b>	<b>THE JOURNAL OF LIGHT CONSTRUCTION</b>
<b>December</b>	Full-Page Ad	Full-Page Ad
<b>January</b>	Full-Page Ad	Full-Page Ad
<b>February</b>	Spread Ad	Spread Ad
<b>March</b>	Spread Ad	Spread Ad
<b>April</b>	Full Conference Agenda	Full Conference Agenda
<b>May</b>	Sponsor Thank You—Full-Page Ad	

**Direct Mail**

<b>DIRECT MAIL</b>		
	<b>Format</b>	<b>Quantity</b>
<b>Effort 1</b>	Letter from editor to past attendees	1,200 (approx.)
<b>Effort 2</b>	Full conference brochure mailing; sponsor ID included on full brochure	31,000 (approx.)
<b>Effort 3</b>	Full conference brochure mailing	31,000 (approx.)
<b>Effort 4</b>	Email blasts	26,000 (approx.)

**Online Advertising**

<b>ONLINE</b>	
<b>REMODELING Online</b>	Conference information posted, December–May
<b>JLC Online</b>	Conference information posted, December–May
<b>Remodeling Leadership Conference Website</b>	Conference information posted, December–May



## SPONSORSHIP OPPORTUNITIES

The Remodeling Leadership Conference is the premier conference event in the \$280+ billion home improvement industry. The top pros gather with manufacturers and suppliers in this high-level management conference designed to help remodelers grow their businesses. The Big50 Awards are presented at a gala dinner during the conference.

ALL SPONSORS	
<b>PRINT ADVERTISING/DIRECT MAIL</b>	
The following benefits are offered to all sponsors of the Remodeling Leadership Conference	
<b>Invitations</b>	Your company's logo will be placed on invitations sent to past Remodeling Leadership Conference attendees.
<b>Direct-Mail Piece Logo</b>	Sponsor logos will be displayed on all marketing and promotional materials. Includes direct marketing campaigns (two direct mailings to approximately 50,000 remodeling pros.)
<b>Conference Thank You Ad</b>	Sponsor logos will be placed in a post-event thank you advertisement in REMODELING magazine. Circulation: 80,000.
<b>Post-Event Mailings</b>	Sponsors may use Remodeling Leadership Conference attendee database to conduct marketing efforts after the conference that references the Remodeling Leadership Conference. This campaign must be conducted through a third-party mailhouse.
<b>ON-SITE EXPOSURE</b>	
<b>Prominent On-Site Signage</b>	Your company's logo will be front and center—featured on all Remodeling Leadership Conference signage.
<b>Exhibition Space</b>	Event sponsors will have a 10' by 10' space for exhibiting materials. Patron sponsors will have a 6' by 3' table to showcase their marketing materials. The exhibit space for both Event and Patron sponsors will be located in the Remodeling Leadership Conference Sponsor Pavilion. Exhibit setup must follow guidelines outlined in the sponsor packet.
<b>General Session Presence</b>	Your company's logo will be featured on the Main Stage before and after each session.
<b>General Session Mentions</b>	Your company's sponsorship of the Remodeling Leadership Conference will be acknowledged and thanked from the Main Stage to kick off the conference.
<b>Schedule of Events Page</b>	Your company's logo will be featured in the Remodeling Leadership Conference Schedule of Events page distributed to all registered attendees.
<b>Company Profile</b>	Your company will be featured in the Sponsor Section of the Conference Workbook.



ALL SPONSORS	
WEB	
<b>Online Promotions</b>	Sponsor logos will be included in promotion emails. These emails will direct remodeling pros to a unique URL promoting the event that is featured in a special section on <a href="http://www.hanleywood.com">www.hanleywood.com</a> and includes links to additional conference information.
<b>Company Logo &amp; Link</b>	Your company's logo and link will be prominently displayed on the Remodeling Leadership Conference Web site from the date the contract is signed through the conference.

**ADDITIONAL BENEFITS FOR EVENT SPONSORS**

**CUSTOM SPONSOR OPPORTUNITIES**

In addition to the sponsorship benefits listed on prior pages, the following benefits also apply to the specific sponsorships.

	# Available	Cost	Benefits
<b>Big50 Awards Dinner</b>	1	\$50,000	Podium time at Awards Dinner; personalized attendee gift with your company logo included with an invitation to the conference at discounted rate, complements of the sponsoring company and REMODELING; ability to distribute one piece of company literature at the Awards Dinner; company logo on Awards Dinner signage; company logo on Awards Dinner slide presentation; four complimentary registrations for company personnel; exclusive event sponsor
<b>Welcome Reception Event Sponsor</b>	1	\$30,500	Podium time at Welcome Reception, company logo on Welcome Reception signage, four complimentary registrations for company personnel, exclusive event sponsor
<b>Luncheon Event Sponsor</b>	1	\$25,500	Podium time at sponsored luncheon, company logo on luncheon signage, four complimentary registrations for company personnel, exclusive event sponsor
<b>Breakfast Event Sponsor</b>	2	\$23,000	Podium time at sponsored breakfast, company logo on breakfast signage, four complimentary registrations for company personnel, exclusive event sponsor.
<b>Photo Booth</b>	1	\$20,000	Company logo on all photographs taken of the remodelers at the Remodeling Leadership Conference, company logo on photo booth signage, four complimentary registrations for company personnel, exclusive event sponsor
<b>Coffee Break Event Sponsor</b>	4	\$16,000	Company logo on coffee break signage, three complimentary registrations for company personnel, exclusive event sponsor
<b>Patron: Tabletop Display</b>	10	\$15,000	Company logo on signage on-site, two complimentary registrations for company personnel
<b>Ice Cream Break Sponsor</b>	1	\$20,000	Company logo on ice cream break signage, four complimentary registrations for company personnel, exclusive event sponsor

## **SPONSOR CONTRACT**

### **Summary of Sponsor Benefits:**

#### **BIG50 AWARDS DINNER**

- Podium time at Awards Dinner
- Personalized attendee gift with your company logo included with an invitation to the conference at discounted rate—mailed to all Big50 remodelers complements of the sponsoring company and Remodeling
- Ability to distribute one piece of company literature at the Awards Dinner
- Company logo on Awards Dinner signage
- Company logo on Awards Dinner powerpoint
- Company logo on Awards Dinner menu card
- Four complimentary conference registrations for company personnel
- Exclusive event sponsor

#### **WELCOME RECEPTION**

- Podium time at Welcome Reception
- Company logo on Welcome Reception signage
- Four complimentary conference registrations for company personnel
- Exclusive event sponsor

#### **LUNCHEON**

- Podium time at sponsored luncheon
- Company logo on Luncheon signage
- Four complimentary conference registrations for company personnel
- Exclusive event sponsor

Company Signature \_\_\_\_\_

**BREAKFASTS**

- Podium time at sponsored breakfast
- Company logo on Breakfast signage
- Four complimentary conference registrations for company personnel
- Exclusive event sponsor

**COFFEE BREAKS**

- Company logo on Coffee Break signage
- Three complimentary conference registrations for company personnel
- Exclusive event sponsor

**ICE CREAM BREAK**

- Company logo on Ice Cream Break signage
- Four complimentary conference registrations for company personnel
- Exclusive event sponsor

**PHOTO BOOTH**

- Company logo on all photographs taken of the remodelers at the Remodeling Leadership Conference
- Company logo on Photo Booth signage
- Four complimentary conference registrations for company personnel
- Exclusive event sponsor

**PATRON**

- Company logo on all general conference on-site signage
- Two complimentary conference registrations for company personnel

Company Signature \_\_\_\_\_



**2010 Remodeling Leadership Conference**

**Date: May 13 – 15, 2010**

**Place: Westin Alexandria - Alexandria, VA**

Please check the appropriate sponsorship opportunities (all costs are net).

- Big50 Awards Dinner: \$50,000
- Welcome Reception: \$30,500
- Luncheon: \$25,500
- Breakfast: \$23,000
- Coffee Break: \$16,000
- Photo Booth: \$20,000
- Ice Cream Break: \$20,000
- Patron: \$15,000

I hereby reserve our company's sponsorship of the 2010 Remodeling Leadership Conference. I understand that no private functions with attendees outside conference programming is allowed. Sponsorship of the 2010 Remodeling Leadership Conference cannot be canceled.

\_\_\_\_\_  
Sponsoring Company Name

\_\_\_\_\_  
Key Contact Name

\_\_\_\_\_  
Key Contact Address

\_\_\_\_\_  
Key Contact Telephone & Email Address

\_\_\_\_\_  
Authorized by (please sign your name)

\_\_\_\_\_  
Date

Return to: Ron Spink, Publisher  
Remodeling Group  
Hanley Wood, LLC  
One Thomas Circle, NW  
Suite 600  
Washington, DC 20005  
T : 202.736.3431  
F : 202.785.1974  
rspink@hanleywood.com

Company Signature \_\_\_\_\_

### Agreement

This Agreement (“Agreement”), along with the Sponsor Contract and Exhibit Space Form if applicable, form the Contract for Sponsorship and Exhibit Space (“Contract”) between Hanley Wood, LLC (“Hanley Wood ” or “HW”) and the company identified on the Contract (“Company”). In the event of a conflict between the Agreement, the Sponsor Contract and the Exhibit Space Form, the Agreement shall prevail.

#### I. PAYMENT

Sponsorship/exhibit space is not reserved until receipt of signed contract. Company will be invoiced within 30 days of receipt of signed contract. Payment due on receipt of invoice and all payment must be received 90 days prior to event. Contracts are non-cancelable. ***All payments made to HW are deemed fully earned and nonrefundable and made in consideration for the expenses incurred by HW, HW lost or deferred opportunity to provide sponsorship opportunities or exhibit space to others and the potential effect of the cancellation on the Event. Company acknowledges that the precise amount of damage suffered by HW in the event of Company’s cancellation would be difficult if not impossible to calculate, and that the amounts retained by HW under this Section are a reasonable estimate of such damages and are not, and should not be construed as, a forfeiture or penalty of any kind.***

#### II. EXHIBIT SPACE ASSIGNMENT AND RELOCATION (if applicable)

Classification of exhibits and assignment of space will be determined by HW based on the character of the proposed exhibits and individual requirements and preferences as to the location for each Company. The assignment requests will be considered based on the date HW receives Company’s Contract, but HW may assign exhibit space based on other factors and alter the location of exhibits as shown on the official floor plan, if deemed advisable and deemed by HW in its best interests. HW reserves the option in the event of an emergency or other circumstances beyond its control to relocate the Event and substitute comparable exhibit space.

#### III. EXHIBIT SPACE AND FACILITY (if applicable)

Standard booth equipment consisting of one 6-ft draped table, two side chairs and one wastebasket will be included on exhibit floors in the exhibit fee.

Company agrees that the sole control of the exhibit hall rests with HW. Company must, at its expense, maintain and keep in good order its exhibit space. Company shall take all steps reasonably necessary to ensure the sound engineering and structural integrity of its exhibit design, exhibit space and the proper construction of the exhibit itself. Company shall be responsible for all fees associated with its exhibit, including shipping, drayage, decorating, furniture and rental display. Nothing shall be posted on, tacked, nailed, painted, lacquered, screwed, or otherwise attached to columns, walls, floors, or other parts of the exhibit area or hotel facilities without written permission of HW or its designee. Packing, unpacking, and assembly of exhibits shall be done only in designated areas and in conformity with the directions of HW, the hotel manager or their assistants. Company shall be liable for any damage caused to the exhibit building, floors, walls, columns, standard booth equipment or other exhibitors’ property.

Company may display exhibits only in the official exhibit area as established by HW. Exhibits must be confined to exact space allowed. Any circulars, publications, advertising matter and all kinds of promotional giveaways must be distributed only within the exhibit spaces. Canvassing, exhibiting or distributing any material outside the designated exhibit area is prohibited. Soliciting or demonstrating must be confined to Company’s own exhibit. Company shall not display articles, equipment or information concerning services, or information about such articles, equipment or services in private suites or rooms during the Conference. Company shall take every reasonable precaution to minimize noise emanating from the exhibit. Except with the written permission of HW, Company shall not share, sublet or assign its exhibit space or permit any other company to display or promote goods or services from its exhibit. Company may only display and promote goods and services offered in its regular course of business. Upon request, Company shall provide HW with a full description of the services, samples of the products, and copies of the materials or hand-outs that will be promoted from the exhibit. Company may not promote any products or services or give away any materials or handouts that are disapproved by HW. Failure to comply with any of the requirements of this Section can result in removal of the exhibit or dismissal from the exhibit hall.

Company Signature \_\_\_\_\_

HW reserves the right to (a) render interpretations and to establish further rules and regulations as it deems necessary for the success of the Event; (b) to decline, prohibit or remove any exhibit which, in HW's sole judgment, is in poor taste or out of character with, or reflects poorly upon, the Event or (c) decline, prohibit or remove any exhibit if the Company violates any of the conditions of the Contract. HW may exercise these rights without prior notice to Company and without hearing. No sponsorship fees will be refunded to Company in the event HW exercises its rights under this Section.

**IV. INSTALLATION AND DISMANTLING (if applicable)**

The specific requirements as to the time for installation and dismantling of exhibits shall be supplied to each Company before the Event. Such requirements shall be binding upon the Company. All exhibits must be in place and set up a half hour prior to the official opening of the Event. Space not occupied or set up by that time may be re-assigned or set up by HW or its designee at Company's expense. HW shall retain all sponsorship fees for any such space. All displays must be removed no sooner than the official end of the exhibit hall event, but no later than three (3) hours after the official closing of the exhibit hall event. Displays still remaining at that time may be removed by HW or its designee at the Company's expense.

**V. SECURITY & INSURANCE (if applicable)**

Company shall safeguard any property placed in the exhibit. HW will not be responsible for loss or damage due to any cause, whether during or outside of exhibit hours. Company agrees to be responsible for its own property through insurance or self-insurance and shall hold harmless HW and its agents for any and all damages. Company shall at its sole cost and expense procure and maintain whatever insurance is required by the hotel, which coverage will be set forth in the Exhibitor Service Manual. Any protection exercised by HW or its designees shall in no way be constructed to make them liable for any loss or inconvenience suffered by the Company.

**VI. PROMOTION**

Company hereby gives permission to HW to use Company's name and logo in a listing of sponsors on promotional pieces for the Event. By execution of this Contract, Company consents on behalf of itself and its participating employees, agents and representatives to the inclusion of the name, voice, likeness, trademarks, trade name, trade dress and other proprietary characteristics of such person in any photographs, motion picture or video or audio recording made with the permission of HW; provided that no such proprietary characteristics shall be used in a manner that implies endorsement by any party. Company's use of HW's name, trademarks, logos or copyrighted materials (including the name of the Event) is not permitted without the prior written consent of HW.

**VII. CONFLICTING MEETING & SOCIAL EVENTS**

In the interest of the success of the entire Event, Company agrees not to extend invitations, call meetings, or otherwise encourage absence of Event delegates, visitors and other exhibitors from the Event or exhibit hall during the official hours of the Event.

**VIII. INDEMNIFICATION**

Company shall indemnify, defend and hold Hanley Wood (and its officers, directors, shareholders, agents, representatives, affiliates, partners, employees and agents harmless from and against all claims, liabilities, damages, demands, costs, fees, other expenses, suits, proceedings, actions and causes of action of any and every kind and nature (including reasonable attorneys' fees) payable or paid by the indemnified party to a third party (collectively, "Claims") arising out of, in connection with or as a result of the Event and the use of the Company's logo or trademarks by Hanley Wood as authorized herein, other than Claims arising out of or in connection with the Hanley Wood Materials, or Hanley Wood's gross negligence or willful misconduct.

**IX. DISCLAIMER OF REPRESENTATIONS AND WARRANTIES/LIMITATIONS OF LIABILITY**

Except as expressly set forth herein, Hanley Wood hereby disclaims all representations and warranties of any kind or nature, express or implied, including without limitation any warranty of merchantability, fitness for a particular purpose or non-infringement. In no event shall Hanley Wood be liable to Company for any direct, indirect, incidental, consequential, special, punitive, or exemplary damages, costs, expenses, losses or lost profits arising out of or in connection with the Event. The provisions of this section shall apply regardless of the form of action, damage, claim, liability, cost, expense, or loss, whether in contract, statute, tort or otherwise.

Company Signature \_\_\_\_\_

**X. MISCELLANEOUS**

Each party represents and warrants to the other that (i) this Agreement has been duly authorized, executed and delivered by it, (ii) it has the full power and authority and is free to enter into this Agreement and to perform its obligations hereunder, (iii) this Agreement constitutes its valid and binding obligation, enforceable in accordance with its terms, (iv) the making of this Agreement does not violate any agreement, right or obligation existing between it and any other person, firm or corporation, and (v) it has all licenses and permits necessary to perform its obligations under this Agreement.

All notices, statements and payments to be sent to the parties hereunder shall be addressed to the parties at the addresses set forth below or at such other address as the parties shall designate in writing from time to time. All notices shall be in writing and shall either be served by personal delivery (to an officer of each company), mail, or facsimile (if confirmed by mail or personal delivery of the hard copy), all charges prepaid. Except as otherwise provided herein, such notices shall be deemed given when received.

Company may not assign the Agreement or any of its rights or obligations hereunder without the prior written consent of Hanley Wood. Hanley Wood may not assign the Agreement and/or any of its rights or obligations hereunder without the prior written consent of Company. Any assignment, transfer or other conveyance in violation of the foregoing shall be null and void. This Agreement shall be binding upon all successors and permitted assigns of the parties.

The entire understandings between the parties hereto relating to the subject matter hereof are contained in this Agreement and the schedules attached hereto which are hereby made a part of this Agreement, and this Agreement supersedes all prior and contemporaneous communications and agreements with respect to such subject matter. There are no representations, warranties, terms, conditions, undertakings or collateral agreements, express, implied or statutory, between the parties other than as expressly set forth in this Agreement. This Agreement cannot be changed, modified, amended or terminated except by an instrument in writing executed by both parties.

No waiver, modification or cancellation of any term or condition of this Agreement shall be effective unless executed in writing by the party charged therewith. No written waiver shall excuse the performance of any act other than those specifically referred to therein and shall not be deemed or construed to be a waiver of such terms or conditions for the future or any subsequent breach thereof.

There is no relationship of agency, partnership, joint venture, employment, or franchise between the parties. Neither party shall have any right, power or authority to obligate or bind the other in any manner whatsoever, except as provided for in this Agreement, and nothing herein contained shall give or be intended to give any rights of any kind to any third persons.

This Agreement shall be governed by and construed in accordance with the laws of the United States of America and the State of New York excluding the conflict of laws principles thereof. Each party hereby irrevocably and unconditionally accepts, and agrees to submit to, the exclusive jurisdiction of any state or federal court in the State of New York in respect of any dispute arising out of, based upon, or relating to, this Agreement.

If any provision of this Agreement or any part, portion or the scope of any such provision is or becomes or is deemed invalid, illegal or unenforceable under the applicable laws or regulations of any jurisdiction, then either such provision or part, portion or scope shall be deemed amended to conform to such laws or regulations without materially altering the intention of the parties or it shall be stricken and the remainder of this Agreement shall remain in full force and effect.

Company may terminate this Agreement and its sponsorship of the Event only in the event of a material breach of this Agreement by Hanley Wood. Each party shall be relieved of the obligations hereunder to the extent that performance is delayed or prevented by any cause beyond its reasonable control, including without limitation, acts of God, public enemies, war, civil disorder, fire, flood, explosion, labor disputes or strikes or any acts or orders of any governmental authority. If Hanley Wood cancels the Event due to an act of God or other similar Event, Hanley Wood shall refund to Company all payments made by Company with respect to such Event, minus all costs and expenses incurred by Hanley Wood relating to such Event.

This Agreement may be executed in counterparts, each of which shall be deemed an original Agreement for all purposes and which collectively shall constitute one and the same Agreement. A facsimile copy of any such executed counterpart shall be deemed an executed original.

Company Signature \_\_\_\_\_



IN WITNESS WHEREOF, the parties hereto have signed this Agreement as of the date written below.

Hanley Wood, LLC

Company

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date