

ENGAGE[®]

BOSTON

Sponsor information kit

Dear Sponsor,

Welcome to your comprehensive sponsorship kit for Engage Boston 2025! This packet contains everything you need to ensure your company's success at the event.

Inside, you will find essential information for exhibiting, including details from our exclusive service contractor, Insight Exhibits, along with key sponsorship details, deliverables and important deadlines. We've curated all the necessary tools to help you navigate the process and make the most of your sponsorship experience.

We look forward to collaborating with you and seeing you all on May 28, 2025!

The Engage Sponsors team
engagesponsors@bullhorn.com

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Important dates & deadlines

□ 2/26/25	Sponsor kick off webinar
□ 3/12/25	Exhibit floor desired selections due (<i>email instructions to follow</i>)
□ 3/19/25	Exhibit floor assignments released
□ 3/21/25	<ol style="list-style-type: none"> 1. A company description - 75 words maximum 2. Logo files - 1 full-color and 1 white company logo file 3. A main color(s) selection - 1 - 2 main colors for your booth design <p><i>At your earliest convenience! (Details on pgs. 9 - 13)</i></p>
□ 4/23/25	Sponsor staff registration deadline
□ 4/28/25	Advanced warehouse opens to receive early shipments
□ 5/05/25	Hotel group booking rate expires at the Omni (<i>details on pg. 4</i>)
□ 5/16/25	Advanced warehouse receiving ends
□ 5/27/25	Exhibiting sponsor move-in 3:00 - 5:00 PM
□ 5/27/25	3:00 PM Registration for sponsors 5:00 - 8:00 PM Partner Networking Reception (<i>details on pg. 24</i>)
□ 5/28/25	Expo hall hours (tentative): 10:00 AM - 6:30 PM 10:00 AM Registration opens 1:30 PM Opening Keynote with Art Papas 2:30 - 3:15 PM Networking break 5:00 - 6:30 PM Opening reception
□ 5/29/25	Expo hall hours (tentative): 8:00 AM - 5:30 PM 8:00 - 9:00 AM Breakfast 10:45 - 11:15 AM Morning networking break 12:00 - 1:15 PM Lunch 3:00 - 3:45 PM Afternoon networking break
□ 5/29/25	Sponsor move-out 5:00 - 7:00 PM
□ 5/29/25	Engage closing party 7:00 - 10:00 PM (<i>timing tentative</i>)

Conference venue & accommodations

Engage Boston will take place on **Wednesday, May 28th** and **Thursday, May 29th, 2025** at the **Omni Boston Hotel at the Seaport**. This new venue presents incredible opportunities to ignite fresh ideas and create new experiences, and we couldn't be more ready for it! Here are a few highlights you can look forward to:

- ★ **Exquisite exhibit space:** The Expo will be located in a bright and open foyer with natural light and stunning Seaport views, providing the perfect backdrop for your brand.
- ★ **Larger hotel room block:** We've secured a larger room block, ensuring sponsors, staff, and attendees can conveniently stay on-site.
- ★ **Ample onsite dining options:** With several restaurants and lounge options to choose from, we'll have priority access for reservations and private events.



ACCOMODATIONS:

Once you have registered your staff (*instructions on pg. 5*), they will receive a confirmation email with details on how to secure rooms within our room block at the Omni via this [link](#). The room block includes a special discounted rate of \$329/night, ***please note that this rate will expire on May 5, 2025.***

Staff registrations

Each sponsor will receive a unique discount code, which will be valid *only* for the number of staff registrations specified in your contract.

Please note that the number of staff registrations available to you is determined by:

1. Your tier inclusions outlined on page 8 of this kit, and
2. Any additional passes that have been approved by our team and purchased by your company.

The sponsor registration link, total number of passes included in your package, and your associated comp code, have been sent to your designated company contact via engagesponsors@bullhorn.com.

We kindly ask that you complete the registration of all your staff by **April 23, 2025**.

If you determine you need to purchase more passes for your team, and you have not yet met the pass limit for your sponsorship tier, you can purchase additional passes [here](#).

Please note, any passes purchased that are beyond the pass limit for your sponsorship tier are subject to cancellation.

Attendee lists

As a valued sponsor of **Engage Boston 2025**, you will receive **three attendee lists**. These lists contain the contact information of individuals who have opted in to event promotions and communications, in compliance with GDPR regulations. The information provided will include first and last name, email address, company, job title, and work address.

Every email address noted in the contacts section of your interest form submission, and those you have provided to us, will receive these lists.

The release dates for these lists are outlined below. Should you have any questions regarding the types of communication that are permissible, please do not hesitate to email engagesponsors@bullhorn.com.

First attendee list	April 2, 2025
Second attendee list	May 22, 2025
Final attendee list	June 4, 2025

Key exhibiting information

SERVICE INFORMATION: If your sponsorship includes a turnkey kiosk within the Sponsor Pavilion (*details on pg. 8*), please refer to pages 9-13 of this sponsor info kit for details regarding your booth and its inclusions.

MOVE-OUT INFORMATION: All materials must be removed from the venue on May 29th. All remaining materials will be rerouted via Insight Exhibits and billed directly to the sponsoring company. For questions regarding inbound or outbound shipments, please contact aaron@insightexhibits.com, who will be happy to assist you.

ASSISTANCE: Please send all logo files and company descriptions to engagesponsors@bullhorn.com and all other kiosk inquiries to aaron@insightexhibits.com.

Sponsorship tiers

<i>Inclusions</i>	Diamond Limited to 2	Platinum Limited to 6	Gold Limited to 15	Silver Limited to 25	Bronze Limited to services partners
2025 pricing	\$50,000	\$36,000	\$26,000	\$16,000	\$6,000
Staff registration	8	6	4	2	2
Exhibit booth	8' x 8' Premier expo floor location	8' x 8'	6' x 6'	4' x 4'	N/A
Private meeting room	✓	Option to purchase	Option to purchase		
Registration list <i>(for attendees who opt-in)</i>	✓	✓	✓	✓	✓
Networking opportunities	✓	✓	✓	✓	✓
Admission to program sessions	✓	✓	✓	✓	✓
Branding on Engage website	✓	✓	✓	✓	✓
Branding on Engage app	✓	✓	✓	✓	✓
Ability to purchase tech stack speed pitch	✓	✓	✓		
Ability to purchase segment round tables	✓	✓	✓		
Add-on item or event	Option to purchase	Option to purchase	Option to purchase	Option to purchase	Option to purchase <i>(limit to 2)</i>

Diamond sponsor

Your sponsorship includes an 8' x 8' turnkey booth in a premier location with the following:

1. 55" monitor on the front wall
2. Demo desk & lockable storage
3. (2) chairs & (1) high top table
4. Power & Wi-Fi
5. 60" long x 8" deep (2) shelves (12" between top and bottom shelf) for sponsor sourced swag

SPONSOR REQUIREMENTS: (DUE NO LATER THAN 3/21)

PLEASE SEND ALL ASSETS TO
ENGAGESPONSORS@BULLHORN.COM

A 75 word company description to be included on the event website and the conference app. *(Please note, if this description is longer than 75 words, our content team will trim it down to ensure it is compliant)*

Vector logo files. Please provide 1 full-color and 1 white company logo file with your submission. *(Acceptable vector files are .ai, .eps, or .svg with all fonts outlined)*

Main color(s) selection. Please provide 1 - 2 main colors, that will help determine the design of your booth. *(Please provide HEX code and CMYK color codes)*



The sponsor will provide a fully customized backdrop for the booth. We will place the sponsor's full color logo at the top center of the artwork submitted, above the monitor, and also print the full color logo on the demo desk.

Note: Sponsor kiosks will come equip with HDMI connectivity. Please consider any needed adaptor or accessories to connect your laptop/computer to the provided screens.

DISCLAIMER: All artwork received after March 21, 2025 will incur a daily rush charge that will be billed to the sponsoring company directly. Sponsors submitting artwork past this deadline forgo their opportunity to receive and approve proofs.

Platinum sponsor

Your sponsorship includes an 8' x 8' turnkey booth with the following:

1. 55" monitor on the front wall
2. Demo desk & lockable storage
3. (2) chairs & (1) high top table
4. Power & Wi-Fi
5. 60" long x 8" deep (2) shelves (12" between top and bottom shelf) for sponsor sourced swag

SPONSOR REQUIREMENTS: (DUE NO LATER THAN 3/21)

PLEASE SEND ALL ASSETS TO
ENGAGESPONSORS@BULLHORN.COM

A 75 word company description to be included on the event website and the conference app. *(Please note, if this description is longer than 75 words, our content team will trim it down to ensure it is compliant)*

Vector logo files. Please provide 1 full-color and 1 white company logo file with your submission. *(Acceptable vector files are .ai, .eps, or .svg with all fonts outlined)*

Main color(s) selection. Please provide 1 - 2 main colors, that will help determine the design of your booth. *(Please provide HEX code and CMYK color codes)*



The sponsor will provide a fully customized backdrop for the booth. We will place the sponsor's full color logo at the top center of the artwork submitted, above the monitor, and also print the full color logo on the demo desk.

Note: Sponsor kiosks will come equip with HDMI connectivity. Please consider any needed adaptor or accessories to connect your laptop/computer to the provided screens.

DISCLAIMER: All artwork received after March 21, 2025 will incur a daily rush charge that will be billed to the sponsoring company directly. Sponsors submitting artwork past this deadline forgo their opportunity to receive and approve proofs.

Gold sponsor

Your sponsorship includes a 6' x 6' turnkey booth with the following:

1. 55" monitor on the front wall
2. Lockable storage
3. (2) chairs & (1) high top table
4. Power & Wi-Fi
5. 20" wide x 8" deep (2) shelves (12" between top and bottom shelf) for sponsor sourced swag

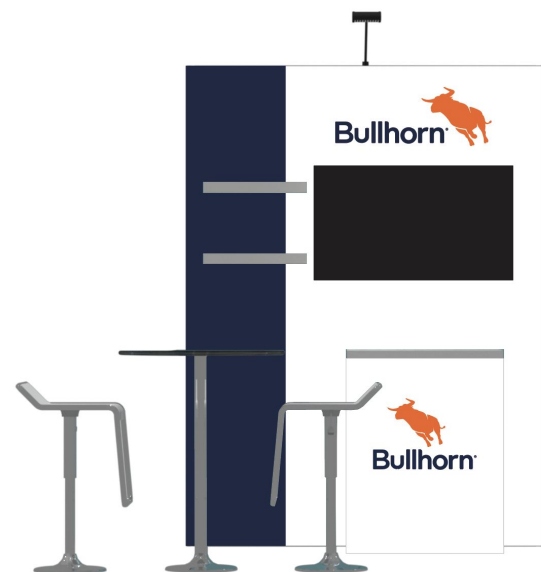
SPONSOR REQUIREMENTS: (DUE NO LATER THAN 3/21)

PLEASE SEND ALL ASSETS TO
ENGAGESPONSORS@BULLHORN.COM

A 75 word company description to be included on the event website and the conference app. *(Please note, if this description is longer than 75 words, our content team will trim it down to ensure it is compliant)*

Vector logo files. Please provide 1 full-color and 1 white company logo file with your submission. *(Acceptable vector files are .ai, .eps, or .svg with all fonts outlined)*

Main color(s) selection. Please provide 1 - 2 main colors, that will help determine the design of your booth. *(Please provide HEX code and CMYK color codes)*



The sponsor's main color will be featured on the far-left strip of the booth, with their full color logo printed at the top center above the monitor, and on the storage desk.

Note: Sponsor kiosks will come equip with HDMI connectivity. Please consider any needed adaptor or accessories to connect your laptop/computer to the provided screens.

DISCLAIMER: All artwork received after March 21, 2025 will incur a daily rush charge that will be billed to the sponsoring company directly. Sponsors submitting artwork past this deadline forgo their opportunity to receive and approve proofs.

Silver sponsor

Your sponsorship includes a 4' x 4' turnkey booth with the following:

1. 55" monitor on the front wall
2. Lockable storage
3. (2) chairs
4. Power & Wi-Fi

SPONSOR REQUIREMENTS: (DUE NO LATER THAN 3/21)

PLEASE SEND ALL ASSETS TO
ENGAGESPONSORS@BULLHORN.COM

A 75 word company description to be included on the event website and the conference app. *(Please note, if this description is longer than 75 words, our content team will trim it down to ensure it is compliant)*

Vector logo files. Please provide 1 full-color and 1 white company logo file with your submission. *(Acceptable vector files are .ai, .eps, or .svg with all fonts outlined)*

Main color(s) selection. Please provide 1 - 2 main colors, that will help determine the design of your booth. *(Please provide HEX code and CMYK color codes)*



The sponsor's main color will be featured on the far-left strip of the booth, with their full color logo printed at the top center above the monitor, and on the storage desk.

Note: Sponsor kiosks will come equip with HDMI connectivity. Please consider any needed adaptor or accessories to connect your laptop/computer to the provided screens.

DISCLAIMER: All artwork received after March 21, 2025 will incur a daily rush charge that will be billed to the sponsoring company directly. Sponsors submitting artwork past this deadline forgo their opportunity to receive and approve proofs.

Bronze sponsor

SPONSOR REQUIREMENTS:

(DUE NO LATER THAN 3/21)

PLEASE SEND ALL ASSETS TO
ENGAGESPONSORS@BULLHORN.COM

A 75 word company description to be included on the event website and the conference app. (Please note, if this description is longer than 75 words, our content team will trim it down to ensure it is compliant)

Vector logo files. Please provide 1 full-color and 1 white company logo file with your submission. *(Acceptable vector files are .ai, .eps, or .svg (sometimes .pdf) with all fonts outlined)*

Shipping information

ADVANCED WAREHOUSE: Insight Exhibits will accept advanced shipments beginning April 28th through May 16th. Warehouse hours are Monday - Friday between 8:00AM - 4:00PM MST. Advance shipments will not be accepted after May 16th. All shipments will be subject to material handling charges outlined on page 15 of this sponsor info kit.

ADVANCED WAREHOUSE ADDRESS:

INSIGHT EXHIBITS ADVANCED RECEIVING
Bullhorn Engage Boston / SPONSOR NAME
1367 S 700 W
SALT LAKE CITY, UT 84104
BOX # ____ OF ____
WELCOME BAG ____ OR BOOTH ____

NOTICE: Insight Exhibits is not responsible for any package that is mislabeled or unmarked. All packages require sponsor name and booth numbers.

DIRECT TO SHOW SITE SHIPMENTS: Sponsors are allowed to hand-carry packages that do not require the use of wheels or carts to the expo floor in one trip. All shipments should be sent to the advanced warehouse to ensure they make it to the event. If you are unable to meet the advanced warehouse receiving deadlines, please reach out to aaron@insightexhibits.com and we'll work together on a solution. *The majority of packages sent and received through the hotels FedEx office will not make it to the show on time, and may be withheld from pick up prior to event start.*

DELIVERIES: Sponsors transporting and delivering materials directly to the event must check in with Insight Exhibits prior to the event. There will be restricted access to sponsors and associated vendors through the venue loading docks. If you plan to deliver direct to the convention center, please coordinate with Insight Exhibits for approval.

Material handling

Material handling will be charged based on number of packages, or total weight of crated or skidded shipments. Material handling charges apply to all items shipped to the advances warehouse or direct to show site through Insight Exhibits.

SMALL PACKAGE SHIPMENTS				
DESCRIPTION	PRICE PER CWT		MINIMUM	
Small package - <i>maximum weight is 30 lbs per package*</i>				
<i>Each box received is \$75.00</i>				
BOX #1:	\$75.00			
BOX #2:	\$75.00			
BOX #3:	\$75.00			
BOX 4:	\$75.00			
	TAX:			
	TOTAL:		\$ _____	

CRATE / PALLET SHIPMENTS				
DESCRIPTION [CRATE / SKID / FIBER CASE / OTHER]	WEIGHT (lbs)	CWT	PRICE PER CWT	ESTIMATED TOTAL (200 lb MIN)
		/100 = _____	X 115.00	\$ _____
		/100 = _____	X 115.00	\$ _____
		/100 = _____	X 115.00	\$ _____
		/100 = _____	X 115.00	\$ _____
			TAX:	
			TOTAL:	\$ _____

Outbound shipping

**Please include method of payment form with all orders*

OUTBOUND MATERIAL HANDLING: Insight Exhibits is happy to assist with outbound shipments following the event. Please ensure all outbound packages are properly packed, sealed, and labeled. You are welcome to provide prepaid shipping labels with your carrier of choice, or Insight Exhibits can arrange these services for you and bill accordingly.

Please fill out your outbound shipment information in its entirety and submit along with the Method of Payment form found on page 15 of this sponsor info kit. All packages are subject to material handling charges, based on rates outlined on page 15 of this kit. Click [here](#) to download the form.

FOR OUTBOUND PACKAGES AFTER THE EVENT:

WHEN DO YOU NEED YOUR PACKAGES TO BE DELIVERED?

NEXT DAY: _____ 2ND DAY: _____ GROUND: _____ OTHER: _____

FEDEX / UPS ACCOUNT NUMBER FOR SHIPPING CHARGES:

If you do not provide pre-paid labels or a FedEx/UPS account number, by submitting this form, you are agreeing to pay for all freight charges associated with the shipment of your packages.

DELIVERY ADDRESS:

Name: _____ ATTN: _____

City: _____ STATE: _____ ZIP: _____

Phone: _____

NUMBER OF PACKAGES: _____ ESTIMATED WEIGHT: _____

NUMBER OF CRATES: _____ ESTIMATED WEIGHT: _____

NUMBER OF SKIDS: _____ ESTIMATED WEIGHT: _____

Contact information for confirmation / final payment:

NAME: _____

EMAIL: _____

Method of payment

NAME OF SHOW: Bullhorn Engage 2025	
COMPANY NAME:	BOOTH NUMBER:
ADDRESS:	
CITY/STATE/ZIP:	
PHONE:	FAX:
PRINT NAME:	SIGNATURE:
CONTACT'S EMAIL:	
INVOICE & RECEIPT EMAIL:	

METHOD OF PAYMENT

By submitting this form or ordering mastering materials or services from Insight Exhibits, you agree to be bound by all Terms & Conditions included in this kit.

☐ CREDIT/DEBIT CARD

For your convenience, we will use this authorization to charge your credit/debit card account for your advance orders, and any additional amounts incurred as a result of show site orders placed by your representative. These charges may include all Insight Exhibits' companies, or any charges which Insight Exhibits may be obligated to pay on behalf of your Exhibitor, including without limitation, any shipping charges. Please complete the information requested below:

☐ AMERICAN EXPRESS ☐ MASTERCARD ☐ VISA

ACCOUNT NO:	EXP DATE:	CVV:
CARDHOLDER NAME:	SIGNATURE:	
CARDHOLDER BILLING ADDRESS:		
CITY/STATE/ZIP:		

Lead tracking

Provided by Validar

The physical lead tracking devices will be available for purchase through the beginning of the event, on a first come, first-served basis. Licenses will be available for purchase through the start of the event.

- Early Bird rates (20% discount) will be auto-applied at checkout until **April 1st**
- Custom Qualifying Questions are available for purchase until **May 13th**
- Licenses can be purchased via this [link](#)
- Vendor prices start at \$359
- If you have any questions related to lead tracking please click [here](#)

Add-on details

Professional headshot booth

Limited to 1 sponsor

As the exclusive headshot booth sponsor, you'll provide attendees with a memorable three-minute interactive experience through a professional headshot booth, leaving a lasting impression. With unlimited retakes, posing tips, and editing tools, attendees will receive valuable high-quality headshots instantly delivered to their devices in a customized email, including your logo, that they'll remember long after the event.

What we will need from you:

- Provide a brief "thank you" blurb (1 - 2 sentences) that promotes you as the sponsor, includes a link to your company site, etc. by **March 18th**
- Please provide us with your logo (if you haven't already) by **March 21st**
- Approval on Bullhorn provided artwork for the booth, digital assets, and "thank you" email by **March 25th**

Please note that:

- The headshot booth will be located on the main conference level and it will be open for use during the show hours (*May 28th from 11:00 am - 6:30 pm and May 29th from 8:00 am - 5:30 pm*)
- Bullhorn staff will be there to assist guests with the line management and the use of the booth
- We recommend that a member(s) of your team is present at the headshot booth to help greet guests and enhance the experience, for both the sponsor and the guest



Sponsored session

(exclusive to Diamond, Platinum, Gold sponsors)

Limited to 2 sponsors

Take the spotlight and share your expertise with attendees through a sponsored speaking session! This exciting new opportunity lets you co-present with a client, in a 40–45 minute session during day two of the conference. (*Session details, including date, time, topic, speakers, and format will be coordinated and approved by the Bullhorn team.*)

What we will need from you:

- Submit topic for approval no later than **March 5th**
- Please provide us with your logo (if you haven't already) by **March 21st**
- Submit speaker biography and headshot no later than **March 23rd**
- Session deck (via Google Slides, to undergo creative review) due by **May 7th**

Please note that:

- With your approval, Bullhorn will share your deck in the content hub post-event
- You will be provided with a screen, comfort monitor, timer, clicker, and a mic
- You may provide printed materials during your session, please ensure to have someone to distribute them and clear them from the room after your session
- We will scan attendees into the session and provide you the list on **June 4th**

Add-on details



Sponsor hosted private luncheon

(exclusive to Diamond, Platinum, Gold sponsors)

Limited to 5 sponsors

We're thrilled to reintroduce our popular private luncheon sponsorship for this year's event! As a sponsor, you'll facilitate engaging discussions on the industry's most pressing topics with a small, curated group of attendees. This format fosters meaningful conversations and knowledge-sharing in an intimate, collaborative setting, perfect for building connections without the pressure of a sales presentation.

Sponsor benefits:

- Prominent on-site signage to showcase your brand and boost visibility
- A dedicated registration page provided by Bullhorn, along with an RSVP list updated weekly

What we will need from you:

- Provide a copy of the email invitations by **March 19th** this will be reviewed by the Bullhorn team and we may require edits prior to approval
- A list of your target attendees, based on the following categories (to be sent by Bullhorn): title, industry, product, segment by **March 19th**
- Please provide us with your logo (if you haven't already) by **March 21st**
- Please confirm final numbers by **May 12th**

Please note that:

- Lunch will be served buffet-style
- There is a maximum of 45 guests allowed, and the room will be set up u-shape
- As the sponsor of this luncheon, you may promote your event, and Bullhorn will help by sending email invitations to your selected target attendee list
- Additional signage is allowed inside the room
- Bullhorn will provide signage for the luncheon (by the entrance)
- Bullhorn will confirm timings and room with the sponsor by **April 2nd**
- You will have access to a screen and an HDMI cable
- Email invitations will go out by **April 9th**

Attendee lanyards

Limited to 1 sponsor

As the exclusive sponsor of the conference lanyards, your logo will be prominently featured on every attendee's lanyard, providing unmatched visibility and continuous brand exposure throughout the event.

Please note that:

- To meet the production deadline we ask that you approve these by **March 12th**
- Please provide us with your logo (if you haven't already) by **March 21st**
- Bullhorn will email a mock-up of the conference lanyards for your approval, with the logo you submit to our team

Add-on details



Tech stack speed pitch

(exclusive to Diamond, Platinum, Gold sponsors)

Limited availability

In this highly anticipated session, a select number of partners will take the stage to give a brief pitch showcasing their unique solution in front of a broad general audience of attendees.

What we will need from you:

- Please provide us with your logo (if you haven't already) by **March 21st**
- Please let us know who will be representing your company in the speed pitch by **March 21st**
- Your speaker will be required to attend at least one live rehearsal meeting no later than **April 18th**
- Bullhorn will provide a template for you to build out your slide by **April 9th**, please provide your completed slide by **May 7th**

Please note that:

- Mandatory run-throughs will be scheduled to guarantee a seamless experience
- You will have 3 minutes maximum to present
- If you are planning on sharing any materials, please provide a QR code to be shown on the screen instead of printed materials
- Please note that you will need to register your speaker as a sponsor, using one of your allotted badges
- You will be provided with a screen, comfort monitor, timer, clicker, and a mic
- The location of your speed pitch will be released by **April 9th**
- You will receive an email with the attendee list after the event on **June 4th**
- Please arrive in the room 45 minutes before your talk and check in with the production team

Add-on details

Allyship networking function sponsor at Coquette (at the Omni)

(exclusive to Diamond, Platinum, Gold sponsors)

Limited to 2 sponsors

Join Bullhorn as we continue the conversation around empowering, mentoring, and sponsoring diversity in staffing. This exclusive meal function will take place at Coquette, an upscale restaurant located onsite at the Omni.

Sponsor benefits:

- Invite up to four team members and help identify target invitees
- A designated representative can welcome guests and/or distribute welcome gifts
- Opportunity to submit a blog post

What we will need from you:

- Please provide us with your logo (if you haven't already) by **March 21st**
- The names of the four attendees you plan to bring
- Let us know if you will be providing representation at the door to welcome guests and/or distribute sponsor sourced welcome gifts (to be submitted for Bullhorn approval) by **April 9th**

Please note that:

- We will be scanning attendees into the session and will provide you the list on **June 4th**

Wi-Fi sponsor

Limited to 1 sponsor

Your exclusive sponsorship will offer attendees with seamless wireless internet access throughout the conference, enhancing their experience while prominently showcasing your brand.

Sponsor benefits:

Attendees will enter a custom password of your choosing

Your logo and internet password will be featured in the conference app, event badges, and onsite signage

What we will need from you:

- Approval of the name and password provided by Bullhorn by **March 17th**
- Please provide us with your logo (if you haven't already) by **March 21st**

Add-on details



Sponsored session introduction

Limited to 4 sponsors

Maximize your brand's visibility by sponsoring two of our highly rated content sessions. An executive from your organization will have the opportunity to introduce the theme and speaker(s) of your selected session (subject to Bullhorn approval).

Sponsor benefits:

- Two minute introduction of two breakout sessions
- Brand recognition on the event website, mobile app, and onsite signage

What we will need from you:

- Please provide us with your logo (if you haven't already) by **March 21st**
- Bullhorn will provide session options to the sponsor by **April 2nd**, and we will need your selection by **April 9th**
- Please submit your script for approval by **May 7th**

Pre-conference email blast

Limited to 5 sponsors

Maximize your exposure before the event by sending a targeted email to attendees who have opted in to receive sponsor communications. You'll provide a subject line, message copy, logo, and preferred send date. Pending approval, Bullhorn will handle the email deployment on your behalf.

What we will need from you:

- Please choose one send date (available on a first come, first serve basis): May 6th, April 29th, April 22nd, April 15th or April 8th (by **March 14th**)
- Please provide us with your logo (if you haven't already) by **March 21st**
- Provide a subject line and message copy for Bullhorn's approval by **March 25th**

Partner Networking Reception

As a sponsor, we're excited to invite you to the **Partner Networking Reception**, which will take place on Tuesday, May 27th, the evening before Engage officially begins.

This networking session will be from 5pm - 8pm at The Sporting Club at the Omni. All individuals with a sponsor ticket for Engage Boston are invited and have the opportunity to network with the Bullhorn team and fellow sponsors.

- ★ Tuesday May, 27th
- ★ 5pm - 8pm
- ★ The Sporting Club at the Omni

We look forward to seeing you there!



Sponsor organized events

In order to make the most of your sponsorship, we encourage sponsors to take advantage of the open slots within the agenda to organize your own small events.

If you plan to host a group larger than 10 guests, we ask you to inform your Partner Manager, so that they can help you coordinate with our sales team (to help you reach the right audience, and/or collaborate with you).

Recommended time slots (*hard cut off times*):

- **Wednesday, May 28th** - Between 7:00 - 10:00 am (before registration opens for all)
- **Wednesday, May 28th** - Between 11:30 am - 1:30 pm (before Keynote session begins)
- **Wednesday, May 28th** - After 6:30 pm (after Welcome Reception concludes)
- **Thursday, May 29th** - Between 5:30 - 7:00 pm (before Closing Party begins)

Key contacts

Inquiry type	Resource name	Email
Exhibiting	Aaron Pridgen	aaron@insightexhibits.com
Shipping	Aaron Pridgen	aaron@insightexhibits.com
Advanced warehouse	Aaron Pridgen	aaron@insightexhibits.com
Sponsorship tiers	Loli Wood	engagesponsors@bullhorn.com
Location & accommodations	Loli Wood	engagesponsors@bullhorn.com
Add-on details	Loli Wood	engagesponsors@bullhorn.com
Sponsor welcome reception	Loli Wood	engagesponsors@bullhorn.com
Sponsor deliverables	Loli Wood	engagesponsors@bullhorn.com
Lead tracking	Validar support	support@validar.com

Terms & conditions

YOU ARE ENTERING A CONTRACT WHICH LIMITS YOUR POSSIBLE RECOVERY IN CASE OF LOSS OR DAMAGE. The terms and conditions set forth below become a part of the Contract between Insight Exhibits (IE) and you, the EXHIBITOR. Acceptance of said terms and conditions will be applied when any of the following conditions are met:

THE METHOD OF PAYMENT FORM IS SIGNED; OR AN ORDER FOR LABOR, SERVICES AND/OR RENTAL EQUIPMENT IS PLACED BY EXHIBITOR WITH IE; OR WORK IS PERFORMED ON BEHALF OF EXHIBITOR BY LABOR SECURED THROUGH IE.

DEFINITIONS

For purposes of this Contract, "IE", refers to Insight Exhibits, its respective employees, directors, officers, agents, assigns, affiliated companies, and related entities including, but not limited to, any subcontractors IE may appoint. The term "EXHIBITOR" means the Exhibitor, its employees, agents, representatives, and any Exhibitor Appointed Contractors ("EAC").

PAYMENT TERMS

Full payment, including any applicable tax, is due in advance or at show site. All payments must be in U.S. funds and all checks must be drawn on a U.S. bank. Orders received without advance payment or after the deadline date will incur additional After Deadline charges as indicated on each order form. All materials and equipment are on a rental basis for the duration of the show or event and remain the property of IE except where specifically identified as a sale. All rentals include delivery, installation, and removal from EXHIBITOR'S booth. In case of cancellation of any orders or services by EXHIBITOR, a one-hour "per person, per hour" charge will be applied for all labor orders that are not canceled in writing at least 24 hours prior to the scheduled start time. If carpet, modular rental exhibits and any other custom-order items or services have already been provided at the time of cancellation, fees will remain at 100% of the original charge. If the Show or Event is canceled because of reasons beyond IE'S control, EXHIBITOR remains responsible for all charges for services and equipment provided up to and including the date of cancellation. IE will not issue refunds to EXHIBITOR of any payments made before the date of cancellation. It is EXHIBITOR'S responsibility to advise the IE Service Center Representative of problems with any orders, and to check the EXHIBITOR'S invoice for accuracy prior to the close of the Show or Event. If EXHIBITOR is exempt from payment of sales tax, IE requires an exemption certificate for the State in which the services are to be used. Resale certificates are not valid unless EXHIBITOR is re-billing these charges to its customers. For International EXHIBITORS, IE requires 100% prepayment of advance orders, and any order or services placed at show site must be paid at the show. For all others, should there be any pre-approved unpaid balance after the close of the show; terms will be net, due and payable in SALT LAKE CITY, UTAH upon receipt of invoice. Effective 30 days after invoice date, any unpaid balance will bear a FINANCE CHARGE at the lesser of the maximum rate allowed by applicable law, or 1.5% per month, which is an ANNUAL PERCENTAGE RATE of 18%, and future orders will be on a prepaid basis only. If any finance charge hereunder exceeds the maximum rate allowed by applicable law, the finance charge shall automatically be reduced to the maximum rate allowed, and any excess finance charge received by IE shall be either applied to reduce the principal unpaid balance or refunded to the payer. If past due invoices or invoice balances are placed with a collection agency or attorney for collection or suit, EXHIBITOR agrees to pay all legal and collection costs. THESE PAYMENT TERMS AND CONDITIONS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF UTAH. In the event of any dispute between the EXHIBITOR and IE relative to any loss, damage, or claim, such EXHIBITOR shall not be entitled to and shall not withhold payment, or any partial payment, due to IE for its services, as an offset against the amount of any alleged loss or damage. Any claims against IE shall be considered a separate transaction, and shall be resolved on its own merits. IE reserves the right to charge EXHIBITOR for the difference between the EXHIBITOR'S estimate of charges and the actual charges incurred by EXHIBITOR, or for any charges that IE may be obligated to pay on behalf of EXHIBITOR, including without limitation, any shipping charges. If EXHIBITOR provides a credit card for payment and charges are rejected by the EXHIBITOR'S credit card company for any reason, IE hereby provides notice that it reserves the right, and EXHIBITOR authorizes IE, to continue to attempt to secure payment through that credit card for as long as unpaid balances remain on the EXHIBITOR'S account. In the event that a THIRD PARTY orders on behalf of the EXHIBITOR and the named THIRD PARTY does not discharge payment of the invoice prior to the last day of the Claims will not be considered, or adjustments made unless filed in writing, by Exhibitor, prior to the close of the event. IE is not responsible for any damage or loss caused by the loss of power beyond its control and Exhibitor agrees to hold IE, its officers, directors, employees and agents harmless from such power loss. IN NO EVENT SHALL IE BE LIABLE FOR ANY INDIRECT OR CONSEQUENTIAL DAMAGES (INCLUDING WITHOUT LIMITATION LOST PROFITS) EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, WHETHER UNDER THEORY OF CONTRACT, TORT (INCLUDING NEGLIGENCE), PRODUCTS LIABILITY OR OTHERWISE. Exhibitor shall indemnify and hold harmless IE, its officers, directors, employees, and agents from and against any and all claims, liabilities, damages, fines, penalties or costs of whatsoever nature (including reasonable attorneys' fees) arising out of or in any way connected with Exhibitor's actions or omissions under this Agreement.

LABOR UNDER THE SUPERVISION OF EXHIBITOR RESPONSIBILITIES

EXHIBITOR shall be responsible for the performance of labor provided under this option. It is the responsibility of EXHIBITOR to supervise labor secured through IE in a reasonable manner as to prevent bodily injury and/or property damage and also to direct them to work in a manner that is in compliance with IE'S Safe Work Rules and/or Federal, State, County and Local ordinances, rules and/or regulations, including but not limited to Show or Facility Management rules and/or regulations. It is the responsibility of EXHIBITOR to check in with the Service Desk to pick up labor, and to return to the Service Desk to release labor when the work is completed.

Terms & conditions (cont'd)

INDEMNIFICATION

EXHIBITOR agrees to indemnify, hold harmless, and defend IE from and against any and all demands, claims, causes of action, fines, penalties, damages, liabilities, judgments, and expenses (including but not limited to reasonable attorneys' fees and investigation costs) for bodily injury, including any injury to IE employees, and/or property damage arising out of work performed by labor provided by IE but supervised by EXHIBITOR. Further, the EXHIBITOR'S indemnification of IE includes any and all violations of Federal, State, County or Local ordinances, "Show Regulations and/or Rules" as published and/or set forth by Facility or Show Management, and/or directing labor provided by IE to work in a manner that violates any of the above rules, regulations, and/or ordinances.

IMPORTANT

PLEASE REFER TO IE'S "MATERIAL HANDLING TERMS & CONDITIONS" AS IT RELATES TO MATERIAL HANDLING SERVICES AND TO THE "SERVICE REQUEST & SHIPPING INSTRUCTIONS CONTRACT" AS IT RELATES TO TRANSPORTATION SERVICES. CONTRACT TERMS DEPEND ON THE NATURE OF SERVICES SECURED BY EXHIBITOR THROUGH IE. TERMS & CONDITIONS MAY VARY FOR EACH TYPE OF SERVICE ORDERED

MATERIAL HANDLING

YOU ARE ENTERING A BINDING CONTRACT WHICH LIMITS YOUR POSSIBLE RECOVERY IN CASE OF LOSS OR DAMAGE.

Acceptance of said terms and conditions will be construed when any of the following conditions are met: This Material Handling Agreement (MHA) is signed; Exhibitor's materials are delivered to IE's warehouse or to an event site for which IE is the Official Show Contractor; or an order for labor and/or rental equipment is placed by Exhibitor with IE.

1. DEFINITIONS. For purposes of this Contract, IE means Insight Exhibits, and its employees, directors, officers, agents, assigns, affiliated companies, and related entities. In no event shall IE be deemed to be the Ultimate Consignee for shipping and custom purposes. The term "Exhibitor" means the Exhibitor, its employees, agents, and representatives.

2. PACKAGING/CRATES AND STORAGE. IE shall not be responsible for damage to loose or uncrated materials, pad wrapped or shrink-wrapped materials, glass breakage, concealed damage, carpets in bags or poly, or improperly packed or labeled materials. IE shall not be responsible for crates and packaging which are unsuitable for handling, in poor condition, or have prior damage. Crates and packaging should be of a design to adequately protect contents for handling by forklift and similar means. IE does not accept any crates or packaging containing hazardous materials. Goods requiring cold storage and those in accessible storage are stored at Exhibitor's own risk. **IE ASSUMES NO RESPONSIBILITY OR LIABILITY FOR LOSS OR DAMAGE TO GOODS IN COLD STORAGE OR ACCESSIBLE STORAGE.**

3. EMPTY CONTAINERS. Empty container labels will be available at the show site service desk. Affixing labels to the containers is the sole responsibility of Exhibitor or its representative. All previous labels must be removed or obliterated. IE assumes no responsibility for: error in the above procedures; removal of containers with old empty labels and without IE labels; or improper information on empty labels. **IE WILL NOT BE LIABLE FOR LOSS OR DAMAGE TO CRATES AND CONTAINERS OR THEIR CONTENTS WHILE SAME ARE IN EMPTY CONTAINER STORAGE.**

4. INBOUND/OUTBOUND SHIPMENTS. There may be a lapse of time between the delivery of shipment(s) to the booth and the arrival of Exhibitor, or a lapse of time between the completion of packing and the actual pickup of materials from the booths for loading onto a carrier and during such times, Exhibitor materials will be left unattended. **IE IS NOT RESPONSIBLE OR LIABLE FOR ANY LOSS, DAMAGE, THEFT, OR DISAPPEARANCE OF EXHIBITOR'S MATERIALS AFTER THEY HAVE BEEN DELIVERED TO EXHIBITOR'S BOOTH AT SHOW SITE OR BEFORE THEY HAVE BEEN PICKED UP FOR RELOADING AT THE CONCLUSION OF THE EVENT.** IE recommends the securing of security services from Facility or Show Management. All MHA's submitted to IE by Exhibitor will be checked at the time of pickup from the booth and corrections will be made where discrepancies exist between the quantities of items on any form submitted to IE and the actual count of such items in the booth at the time of pickup. IE is not responsible for any wait time or other charges including business center charges arising from delivery or pickup of Exhibitor's materials.

5. DELIVERY TO THE CARRIER FOR RELOADING. IE assumes no responsibility for loss, damage, theft, or disappearance of Exhibitor's materials after same have been delivered to Exhibitor's appointed carrier, shipper, or agent for transportation after the conclusion of the show. IE loads the materials onto the carrier under directions from the carrier or driver of that carrier. Any loading onto the carrier will be understood to be under the exclusive supervision and control of the carrier or driver of that carrier. **IE ASSUMES NO RESPONSIBILITY FOR LOSS, DAMAGE, THEFT OR DISAPPEARANCE OF EXHIBITOR'S MATERIALS THAT ARISES OUT OF IMPROPERLY LOADED OR LABELED MATERIALS.**

6. DESIGNATED CARRIERS. IE shall have the authority to change the Exhibitor designated carrier if that carrier does not pick up the shipment(s) at the appointed time. Where no disposition is made by Exhibitor, materials may be taken to a warehouse to await Exhibitor's shipping instructions and Exhibitor agrees to be responsible for charges relating to such rerouting and handling. **IN NO EVENT SHALL IE BE RESPONSIBLE FOR ANY LOSS RESULTING FROM SUCH REROUTING DESIGNATION.**

7. FORCE MAJEURE. IE's performance hereunder is subject to, and IE shall not be responsible for loss, delay, or damage due to, strike, work stoppages, natural elements, vandalism, Act of God, civil disturbances, power failures, explosions, acts of terrorism or war, or for any other cause beyond IE's reasonable control, nor for ordinary wear and tear in the handling of Exhibitor's materials.

Terms & conditions (cont'd)

8. CLAIM(S) FOR LOSS. Exhibitor agrees that any and all claims for loss or damage must be submitted to IE immediately at the show site and in any case not later than thirty (30) business days after the date when Exhibitor's materials are delivered to the carrier for transportation from show site or from IE's warehouse. All claims reported after thirty (30) days will be rejected. In no event shall a suit or action be brought against IE more than one (1) year after the date of loss or damage occurred.

a. PAYMENT FOR SERVICES MAY NOT BE WITHHELD. In the event of any dispute between the Exhibitor and IE relative to any loss, damage, or claim, Exhibitor shall not be entitled to and shall not withhold payment due IE for its services as an offset against the amount of any alleged loss or damage. Any claims against IE shall be considered a separate transaction and shall be resolved on their own merits. THROUGH IE.

b. MAXIMUM RECOVERY. If found liable for any loss, IE's sole and exclusive maximum liability for loss or damage to Exhibitors materials and Exhibitor's sole and exclusive remedy is limited to \$.50 (USD) per pound per article with a maximum liability of \$100.00 (USD) per item, or \$1,500.00 (USD) per shipment whichever is a less. All shipment weights are subject to correction and final charges determined by the actual or re-weighed weight of the shipment.

c. LIMITATION OF LIABILITY. IN NO EVENT SHALL IE BE LIABLE TO THE EXHIBITOR OR TO ANY OTHER PARTY FOR SPECIAL, COLLATERAL, EXEMPLARY, INDIRECT, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, WHETHER SUCH DAMAGES OCCUR EITHER PRIOR OR SUBSEQUENT TO, OR ARE ALLEGED AS A RESULT OF, TORTIOUS CONDUCT, FAILURE OF THE EQUIPMENT OR SERVICES OF IE OR BREACH OF ANY OF THE PROVISIONS OF THIS CONTRACT, REGARDLESS OF THE FORM OF ACTION, WHETHER IN CONTRACT OR IN TORT, INCLUDING STRICT LIABILITY AND NEGLIGENCE, EVEN IF IE HAS BEEN ADVISED OR HAS NOTICE OF THE POSSIBILITY OF SUCH DAMAGES. SUCH EXCLUDED DAMAGES INCLUDE BUT ARE NOT LIMITED TO LOST PROFITS, LOSS OF USE, AND INTERRUPTION OF BUSINESS OR OTHER CONSEQUENTIAL OR INDIRECT ECONOMIC LOSSES.

9. DECLARED VALUE. Declarations of Declared Value are between the Exhibitor and the selected Carrier ONLY, and are in no way an extension of IE's maximum liability stated herein. IE will use commercially reasonable efforts to transmit the Declared Value instructions to the selected Carrier; however, IE WILL NOT BE LIABLE FOR ANY CLAIM ARISING FROM THE TRANSMITTAL OF, OR FAILURE TO TRANSMIT, DECLARED VALUE INSTRUCTIONS TO THE CARRIER NOR FOR FAILURE OF THE CARRIER TO UPHOLD THE DECLARED VALUE OR ANY OTHER TERM OF CARRIAGE.

10. JURISDICTION / VENUE. THIS CONTRACT SHALL BE CONSTRUED UNDER THE LAWS OF THE STATE OF TEXAS WITHOUT GIVING EFFECT TO ITS CONFLICT OF LAWS RULES. EXCLUSIVE VENUE FOR ALL DISPUTES ARISING OUT OF OR RELATING TO THIS CONTRACT SHALL RESIDE IN A COURT OF COMPETENT JURISDICTION IN DALLAS COUNTY, TEXAS.

11. INDEMNIFICATION. Exhibitor agrees to indemnify and forever hold harmless IE from and against any and all demands, claims, causes of action, fines, penalties, damages (including consequential), liabilities, judgments, and expenses (including but not limited to reasonable attorneys' fees and investigation costs) arising out or contributed to by Exhibitor's negligent supervision of any labor secured through IE; Exhibitor's negligence, willful misconduct, or deliberate act, or the negligence, willful misconduct, or deliberate act of Exhibitor's employees, agents, representatives, customers, invitees and/or any Exhibitor Appointed Contractors (EAC) at the show or event to which this Contract relates, including but not limited to Exhibitor's violation of Federal, State, County or Local ordinance and/or Exhibitor's violation of Show Regulations and/or Rules as published and set forth by Facility and/or Show Management.

12. LIEN. Exhibitor grants IE a security interest in and a lien on all of Exhibitor's materials that is from time to time in the possession of IE and all the proceeds thereof, including without limitation insurance proceeds (the "Collateral"), to secure the prompt and full payment and performance of all Exhibitor's indebtedness for monies paid, by IE on its behalf, services performed, materials and/or labor from time to time provided by IE to or for the benefit of Exhibitor ("Obligations"). IE shall have all the rights and remedies of a secured party under the Uniform Commercial Code, as may be amended from time to time ("UCC"), and any notice that IE is required to give under the UCC of a time and place of a public sale or the time after which any private sale or other intended disposition of any Collateral is to be made shall be deemed to constitute reasonable notice if such notice is mailed by registered or certified mail at least five (5) days prior to such action. IE may hold and not deliver any of the Collateral to Exhibitor for so long as there are any Obligations that remain unpaid or unsatisfied.

13. WAIVER & RELEASE. Exhibitor, as a material part of the consideration to IE for material handling services, waives and releases all claims against IE with respect to all matters for which IE has disclaimed liability pursuant to the provisions of this Contract.

14. DRIVER LIABILITY WAIVER. IN CONSIDERATION OF IE PERMITTING ENTRANCE TO THE PREMISES, YOU, YOUR EMPLOYER, THE OWNER OF THE TRUCK AND/OR EQUIPMENT THAT YOU ARE OPERATING (TRUCK-OWNER) AND YOU AS AGENT OF YOUR EMPLOYER AND THE TRUCK-OWNER, HEREBY ASSUME ALL RISK OF INJURY OR HARM TO YOURSELF AND OTHERS AND DAMAGE TO YOUR PROPERTY AND PROPERTY BELONGING TO YOUR EMPLOYER OR OTHERS ARISING FROM YOUR ACTIVITIES WHILE BEING PERMITTED TO ENTER THE PREMISES. YOU AGREE TO ENTER AT YOUR OWN RISK. YOU HAVE FULL KNOWLEDGE OF ANY RISK INVOLVED IN THIS ACTIVITY. YOU RECOGNIZE THE HAZARDS AND ARE AWARE OF ALL THE RULES FOR SAFE OPERATION. YOUR EMPLOYER, THE TRUCK- OWNER, AND YOU AGREE TO INDEMNIFY AND HOLD HARMLESS IE, ITS EMPLOYEES, OFFICERS, DIRECTORS, AGENTS, ASSIGNS, AFFILIATED COMPANIES AND RELATED ENTITIES, AGAINST ANY AND ALL LIABILITY, ACTIONS, CLAIMS, AND DAMAGES OF ANY KIND WHATSOEVER ARISING FROM YOUR ACTIVITIES WHILE BEING PERMITTED TO ENTER THE PREMISE.