

EXHIBITOR AND SPONSORSHIP PROSPECTUS



**2025 BIENNIAL
MEETING**

**Minneapolis, MN, USA
May 1–3
#SRCD25**

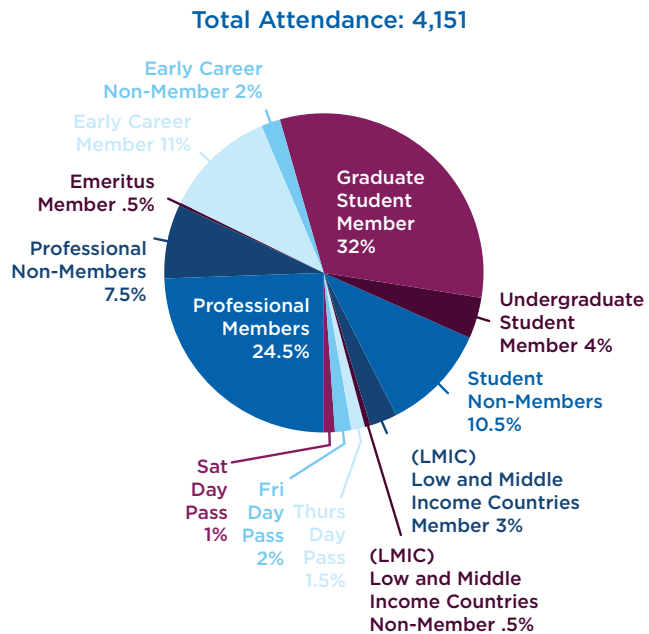
About...

ABOUT THE SOCIETY

The Society for Research in Child Development (SRCD) is an international, multidisciplinary, nonprofit professional association whose goal is to promote understanding child development through research and dissemination. Members conduct theoretical studies, basic and applied research, and policy analyses to understand and enhance child development. Through its biennial meetings—which draw attendees from around the world—and [publishing efforts](#), SRCD strives to meet the goal of understanding child development through research while serving as a network and forum for its members and attendees. Members and attendees include professionals, predominantly university faculty, and graduate students in psychology, human development, family studies, education, public policy, sociology, social work, psychiatry, pediatrics, and public health.

WHO ATTENDS SRCD?

2023 Biennial Meeting (Salt Lake City, Utah)



WHY IS THE SRCD BIENNIAL PERFECT FOR YOU?

Expect maximum exposure to a high concentration of child development experts in Minneapolis, Minnesota, USA. During this three-day event, you will see over 5,000 nationally and internationally leading child development professionals including research faculty, policymakers, and practitioners representing all fields related to child development. This is a unique opportunity to interface with them directly!

WHO MAKES A GREAT EXHIBITOR?

Community groups

- E.g., children's museum associations, advocacy groups

Educational

- Items/toys for engaging children in natural play

Financial

- Organizations that offer scholarships/grants to support researchers
- Private foundations and funders

International

- Companies with products for researchers
- International organizations relevant to researchers outside the US, (e.g., UNICEF, WHO) and NGOs with a large majority world footprint

Job Search Tools/Organizations

- Child Trends, Rand, Mathematica, MDRC, Abt, AIR
- Organizations that offer internships, non-profit jobs, APA recruiters; NIH; other govt. agencies

Local

- Organizations, universities, nonprofits, and Indigenous vendors

Organizations that support neurodiverse students

Online methods

- E.g., cloud research, prolific

Psi Chi (National Psychology Honor Society)

Publishing

- E.g., Sage, Oxford Press, Academic Press, Cambridge University Press, Elsevier, Plus, Palgrave Macmillan, Routledge
- Children's book publishers

Technology

- Focus on research software/hardware
- Research vendors—e.g., survey panels, data collection software, transcription, statistical analysis, wearables, cameras, lab equipment
- Virtual reality
- Educational technology and learning-based companies
- Data archive organizations that offer opportunities to analyze secondary data
- Survey platform creators/distributors e.g., Qualtrics, MTurk, Noldus, SAS, Stata, DataVyu

University Graduate programs in developmental psychology/developmental sciences

Wellness

- Focus on mental health for scholars, students, educators
- Organizations that focus on physical activity, health, and well-being for academic researchers

Not sure if your organization fits our meeting? Please contact the SRCD Meetings and Events Team at events@srcd.org.

Exhibit Booths

The SRCD 2025 Biennial is structured to maximize exposure to attendees and deliver a valuable experience for all exhibitors. Located along with the conference posters and networking areas, the exhibition offers ease of access and is fully integrated with the meeting. Please refer to this prospectus exhibit hall floor plan to select your preferred booth or table location. The booth assignments will be confirmed only after receipt of a completed contract form and full payment. SRCD reserves the right to make changes to the floor plan without notice at our discretion. An exhibitor service kit will be sent via email in early 2025.

EXHIBIT BOOTH

Booth Amenities:

- (2) Complimentary Conference Registrations
- Hyperlink on the SRCD website
- Listing on SRCD's Mobile App
- (1) ID sign
- (1) 6' x 30" draped table (3 sides)
- (2) Side Chairs
- (1) Wastebasket

What to Bring:

- Flyers, pamphlets, packets, etc.
- Table drape or tabletop sign with name/logo (Signs must be located on the table and cannot be free-standing)
- Optional: Candy, pens, or other items to give away

Example Uses:

- Display program information and applications.
- Post current position openings.
- Schedule times for students to meet with department heads or professors.

Booth Rates:

Corporate	\$2,000
Nonprofit	\$1,800
University	\$600

Booth Dimensions

10' deep x 10' wide with 3' high side drape

Additional furniture, accessories, and carpeting may be rented from the exposition service company using the appropriate order forms in the Exhibitor Service Kit, which will be forwarded to all exhibitors in early 2025.

EXHIBIT SCHEDULE

Exhibit Dates:

May 1-3, 2025

Exhibit Location:

Minneapolis Convention Center, Exhibit Hall, 1301 Second Avenue, Minneapolis, MN, 55404

Load-In Hours:

Wednesday April 30, 2025;
12:00 pm-6:00 pm

Exhibition Hours:

Thursday May 1
9:30 am-5:00 pm

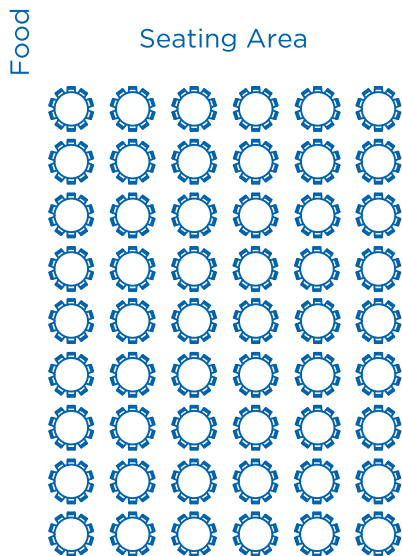
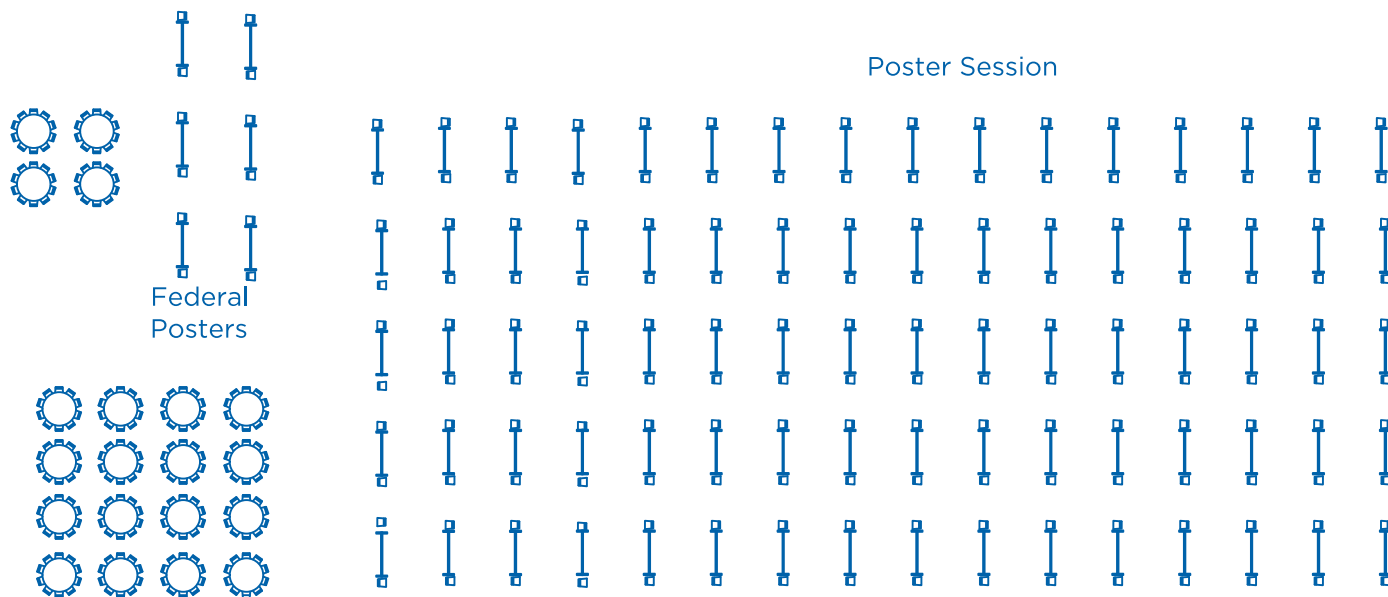
Friday May 2
8:30am-5:00 pm

Saturday May 3
8:00 am-2:30 pm

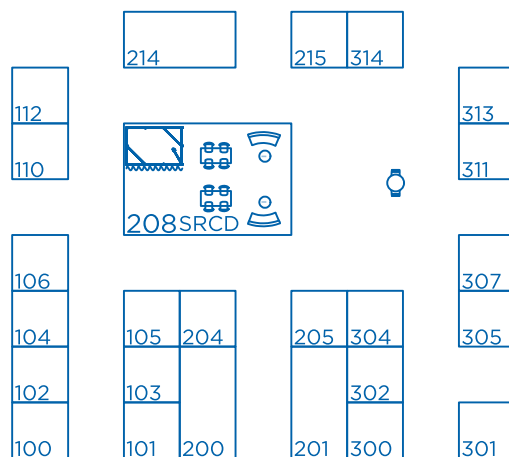
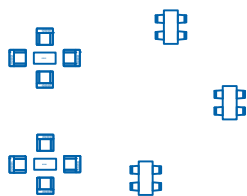
Dismantling Hours:

Saturday May 3
2:30 pm-6:00 pm

Exhibit Hall Floorplan



SRCD Networking Lounge



Ribbon Wall



Sponsorship Opportunities

Sponsorships showcase your commitment to the developing child and adolescent as a primary focus of scientific inquiry and bring valued programming and services to attendees. Choose a la carte or contact SRCD's Meeting and Events Team at events@srcd.org to propose alternatives.

REFRESHMENT BREAKS

(\$15,000/EACH)

Weary conference attendees will be grateful to you for providing refreshment breaks throughout a busy conference. This opportunity includes:

- Signage with the organization name, logo, and booth number (if applicable) in the registration or exhibit area
- Promotional materials (supplied by your organization), such as napkins or table tents at the break (all materials require prior SRCD approval)

CHILD CARE

(\$10,000/EACH)

Highlight your organization by sponsoring the childcare services SRCD provides for attendees.

This opportunity includes:

- Sponsor recognition in the SRCD Mobile App, onsite signage, and SRCD website
- Hyperlink on the SRCD website
- Rotating Banner Ad with Landing Page within the Mobile App
- (3) SRCD Mobile App message alerts
- (2) Complimentary registrations for the Biennial Meeting

TOWARDS 2044:

Horowitz Early Career Scholars Program

(\$10,000)

The Towards 2044: Horowitz Early Career Scholars Program provides educational and professional development for scholars, giving them a launching point for a career in the field of child development. The program offers selected scholars mentorship from more advanced scholars in the field who provide them with guidance and support in their pursuit of educational and professional goals. Individuals from diverse racial, ethnic, and disciplinary groups are recruited to serve as mentors. Through participation in the Towards 2044: Horowitz Early Career Scholar Program, scholars from under-represented groups have the opportunity to attend the SRCD Biennial meeting, one pre-conference, and a year-long program of monthly seminars and one-on-one meetings with their mentors. These experiences enable scholars to gain valuable exposure to the field and allow them to interact not only with their mentors but also with other scholars and professionals. This event is a networking reception for current scholars and mentors as well as alums of the program.

Sponsorship includes:

- Sponsor recognition in the SRCD Mobile App, onsite signage, and SRCD website
- Hyperlink on SRCD website
- Rotating Banner Ad with Landing Page within the Mobile App
- (3) SRCD Mobile App message alerts
- (3) Complimentary registrations for the Biennial Meeting



Photos courtesy of MeetMinneapolis. Credit—Left: Vertical Endeavors, Right: Lane Pelovsky.

Sponsorship Opportunities, cont'd

CHAT WITH LEADERS

(\$5,500/EACH)

This event provides a special and unique opportunity for students to have small, informal discussions with leaders in child development research. These meals will take place on Thursday, Friday, and Saturday. These popular events sell out very quickly.

Package includes:

- Sponsor recognition in the SRCD Mobile App and onsite signage
- Hyperlink on the SRCD website
- Signage with the organization name, logo, and booth number (if applicable) at the sponsored lunch and in the registration area
- Promotional materials (supplied by your organization), such as napkins or table tents at the meals (all materials require prior SRCD approval)

MOBILE APP

(\$7,000)

Sponsor the Mobile App dedicated entirely to the SRCD Biennial Meeting in Minneapolis, Minnesota.

Package Includes:

- Schedule Banner Ad (shown more often than the rotating banner ad)
- Exhibitor Directory Row Highlighting (if applicable)
- Hyperlink on the SRCD website
- Signage with the organization name, logo, and booth number (if applicable) in the registration area

LOUNGE AREA/BRANDED CHARGING KIOSK STATION

(\$3,000/EACH)

The lounge area charging kiosk sponsorship gives your organization the chance to provide a branded location that will be a hub for attendees to recharge their devices and the perfect networking opportunity.

Package includes:

- Station display of company name and logo
- Sponsor recognition in the SRCD Mobile App and onsite signage
- Hyperlink on the SRCD website
- Sponsor recognition in the SRCD Mobile App and onsite signage
- Signage with the organization name, logo, and booth number (if applicable) in the registration area

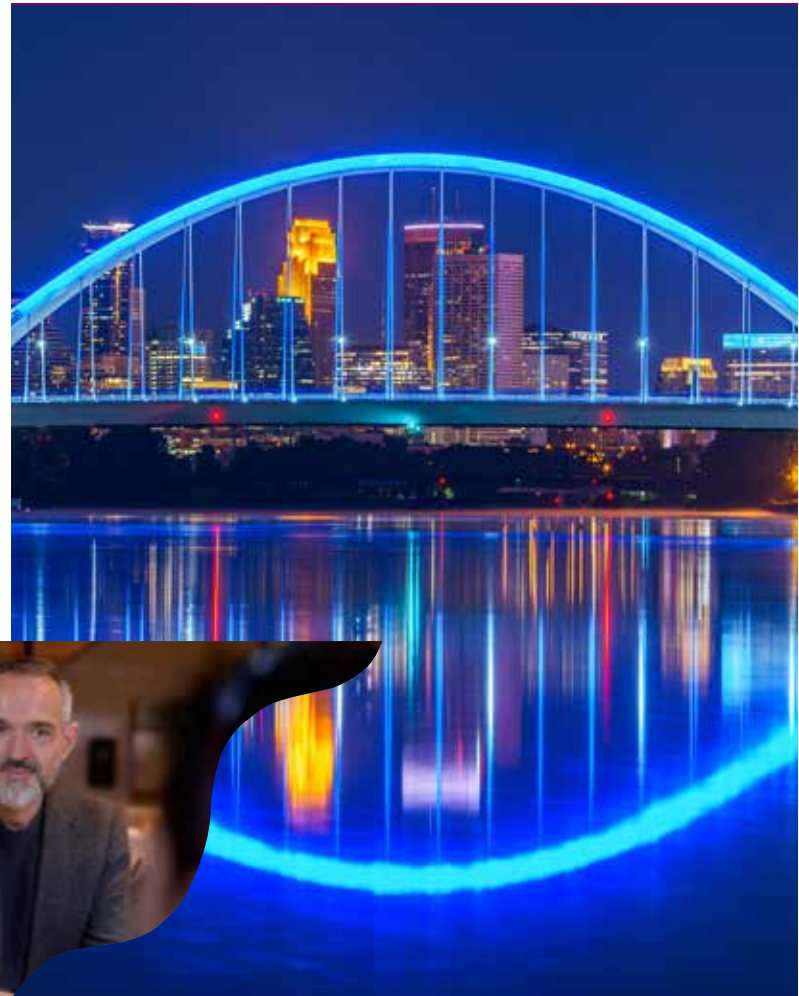


Photo credit—Left: MeetMinneapolis. Middle: courtesy of Explore MN, Paul Vincent. Right: Lane Pelovsky.

General Sponsorship

Opportunities



Platinum

\$20,000

- Exhibit Booth
- Sponsor recognition in the SRCD Mobile App, onsite signage, and SRCD website
- Hyperlink on the SRCD website
- Rotating Banner Ad with Landing Page within the Mobile App
- (3) SRCD Mobile App message alerts
- (2) Complimentary registrations for the Biennial Meeting



Gold

\$15,000

- Sponsor recognition in the SRCD Mobile App, onsite signage, and SRCD website
- Hyperlink on the SRCD website
- Rotating Banner Ad with Landing Page within the Mobile App
- (3) SRCD Mobile App message alerts
- (2) Complimentary registrations for the Biennial Meeting



Silver

\$10,000

- Sponsor recognition in the SRCD Mobile App, onsite signage, and SRCD website
- Hyperlink on the SRCD website
- Rotating Banner Ad within the Mobile App
- (2) SRCD Mobile App message alerts
- (2) Complimentary registrations for the Biennial Meeting



Bronze

\$5,000

- Sponsor recognition in the SRCD Mobile App, onsite signage, and SRCD website
- Hyperlink on the SRCD website
- (1) SRCD Mobile App message alert
- (1) Complimentary registration for the Biennial Meeting

Are there additional sponsorship ideas you would like to explore?

Please contact the Meeting and Events Team at events@srcd.org.

Advertising Opportunities

DIGITAL DISPLAY OPTIONS

Help us welcome conference attendees to the Biennial! All marketing language and logos require prior SRCD approval.

Display Options, Rotation (10 seconds):

Exhibit Hall Video Walls	\$1,000
(1) Video Wall	
Visitor Information Center	\$250
(1) Video Wall	
Overhead Monitor	\$100
(1) Side (3 monitors per side)	
Overhead Monitor—Logo branded	\$500
(7) Wayfinding Locations	
Reader Board	\$500
All 24 Boards	
Concession Monitor	\$100
(1) Monitor	
Kiosk Monitor	\$500
Mezzanine and Lower Level	
All 2 Monitors	

OTHER OPPORTUNITIES

Please contact Meetings & Events Team at events@srcd.org if you are interested in the following opportunities: Banners, Column Wraps, Entrance Door Window, Escalator, Floor, Wall and Window Clings.

RECEPTION SPONSORSHIP OPPORTUNITIES

SRCD Student and Early Career Council (SECC) First timer reception

This event is designed to welcome students and early career scholars who are attending the Biennial Meeting for the first time and will include refreshments and networking opportunities. The event provides an orientation to the Meeting in a friendly, welcoming environment.

International Reception hosted by the SRCD International Affairs Committee

Have the opportunity to meet other global attendees and navigate your Biennial experience together.

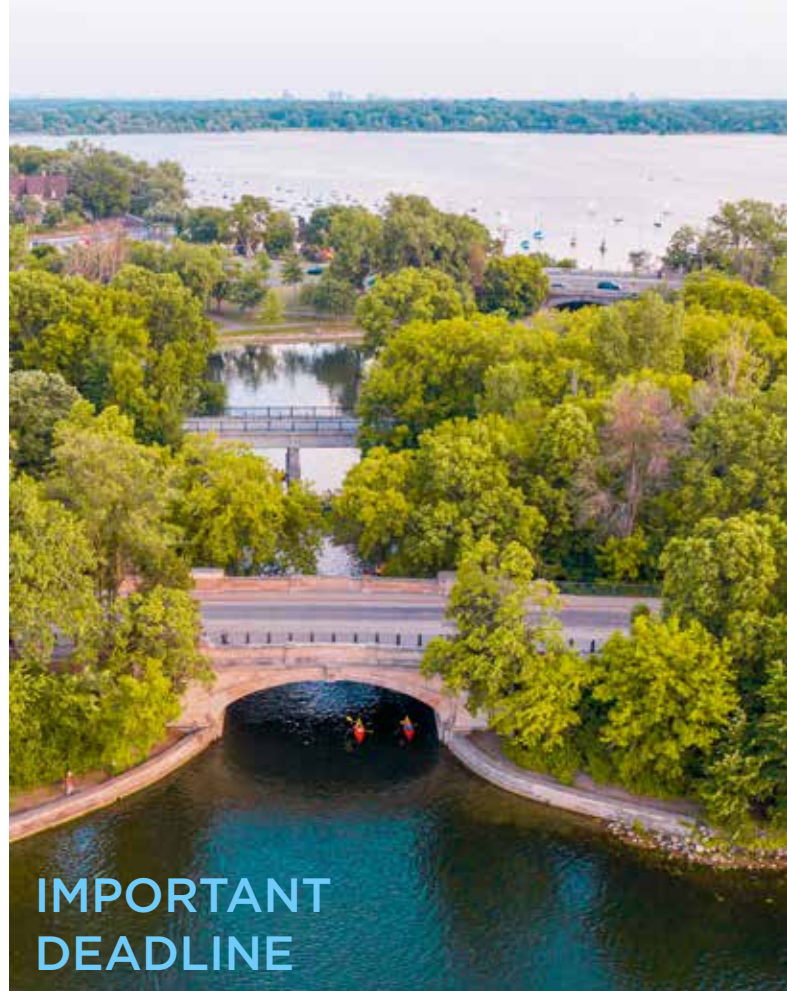


Photo credit—Left: PaulVincent, courtesy of ExploreMN, Middle: BakkenMuseum, courtesy of MeetMinneapolis. Right: Courtesy of Paisley Park—NPG Records and MeetMinneapolis. Back: Coopersmith Photography.

Recent Exhibitors, Sponsors and Universities

EXHIBIT BOOTHS

- Ant Neuro North America
- Brain Electrophysiology Laboratory Company (BEL)
- Brain Vision LLC
- Child and Family Data Archive (CFData)
- Children and Screens Institute for Digital Media and Child Development
- Cortech Solutions, Inc.
- Guilford Press
- Innov8
- LDbase
- Macmillan Learning
- Mangold International
- Max Planck School of Cognition
- Mindware Technologies
- National Research Center on Hispanic Children & Family
- National Science Foundation
- NuRelm
- Oxford University Press
- Robert Wood Johnson Foundation
- Society for the Teaching of Psychology
- Springer
- SR Research LTD
- Syracuse University Falk College
- The Child Development Supplement and Transition to Adulthood Supplement
- Tobii
- Turing Medical
- University of Utah College of Social Work
- Wallace
- Wiley



**IMPORTANT
DEADLINE**

March 13, 2025

SRCD POLICY ON EXHIBITS, ADVERTISEMENTS, AND SALES

All items exhibited, advertised, and sold under the auspices of SRCD must be of a nature that reasonably can be considered as "tools of the trade" by our membership acting in their professional capacities as faculty researchers, students, teachers, and practitioners. The character of the exhibits, advertisements, or sales is subject to the approval of SRCD staff. SRCD reserves the right to refuse any application to exhibit and advertise or to curtail or cancel any such exhibit or advertisement which, in the sole judgment of the Executive Director, does not conform to these guidelines. This policy applies to unacceptable displays, advertisements, or sales of novelties and souvenirs and the personal conduct of exhibitors and their representatives. SRCD shall not accept sponsorships from the tobacco or firearms industry. Although SRCD, the exhibit service contractors, and the hotel are not responsible for any loss, we will make every effort to ensure that no such event occurs. SRCD will provide security service in the exhibit hall during all hours the exhibit booths are scheduled to be closed. Exhibitors are urged to ensure their booths are staffed during all exhibition hours.

FOR ALL ITEMS BELOW:

- Exhibit Booth
- Mobile App
- Reception sponsorship
- Chat with Leaders sponsorship
- Charging Kiosk Station(s)
- Custom Badge Lanyards
- Receipt of a completed contract form and full payment
- Request a booth cancellation refund

Photos courtesy of MeetMinneapolis. Credit—Above: OmarGhrayeb@OGEEVISUALS.

Exhibitor Space Contract

Under the exhibit regulations below governing the rental of exhibit space, the undersigned hereby apply for exhibit space at the SRCDC Biennial Meeting in Minneapolis, Minnesota, May 1-3, 2025. We have read and agree to the exhibit regulations. We understand that these regulations are incorporated into this contract by reference, and this application becomes a contract when accepted and confirmed by SRCDC.

We understand that exhibit fees must be paid in full by March 13, 2025, in order for your company name to appear in the Mobile App.

Exhibiting as (name to be listed on your ID sign): _____

50-word exhibitor description: _____

Section 1: Booth Location. All booths are assigned on a first-come, first-served basis.

Please rank your top five booth choices 1. _____ 2. _____ 3. _____ 4. _____ 5. _____

List any organizations you **do not** wish to be located near (request cannot be guaranteed): _____

Section 2: Official Exhibit Representative. Designate below the name of the person in your organization who is to receive all relevant exhibition materials, including booth confirmation, registration information, exhibitor updates, and the service kit.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Section 3: Booth Fees. Booth assignments will be allocated only **after receipt of full payment** and a **completed contract form**.

Credit Card (online only): We accept Visa, MasterCard, American Express.

Price per booth \$ _____ x Number of booths _____ = TOTAL \$ _____

REGISTRATION

Two complimentary registrations are included with your exhibitor fee. The registration link will open in mid-December for you to register your exhibitors. Additional exhibitors will be charged the regular registration rate.

Email to: events@srcd.org

Exhibit Rules and Regulations

Section 4: Rules and Regulations. These rules and regulations are a bona fide part of the contract for exhibit space with the Society for Research in Child Development (SRCD) Biennial Meeting. SRCD reserves the sole right to render all interpretations, amend and enforce these regulations, and establish any and all further regulations not specifically covered below to assure the general success and well-being of the SRCD Biennial Meeting.

All Exhibitors must read and follow the SRCD Meetings and Events Code of Conduct and Compliance Agreement. <https://www.srcd.org/about-us/ethics-and-integrity/code-conduct-and-compliance-agreement>.

Each exhibitor, for him/herself, his/her employees, and his/her contractors, agrees to abide by these regulations and by any amendments or additions hereafter made by SRCD. SRCD's Biennial Meeting serves as a forum for leaders of the research industry to exchange the latest information available in a professional atmosphere. SRCD reserves the right to decline, prohibit, deny access to, or remove any exhibit which, in its sole judgment, is contrary to the character, objectives, and best interests of the SRCD Biennial Meeting or its attendee audience. This reservation includes, but is not limited to, any violation of any public policy of these rules and regulations and extends to persons, things, printed matter, products, and conduct. SRCD's decision and interpretation shall be accepted as final in all cases.

1. Payment of Space. It is expressly agreed by the exhibitor that if he/she fails to pay space rental at the time specified in this contract, SRCD shall have the unilateral right to reassign the booth location or take possession of said space without refund and lease the same or any part thereof to such parties and upon such terms and conditions as it deems proper. Further, all payments as stated hereunder shall be payable at SRCD's principal place of business as stated in this contract.

2. Cancellation and Refunds. All cancellations of space must be received in writing. Cancellations received in writing through March 13 will receive a refund, less a \$400 cancellation fee. No refunds will be made for cancellations received after March 13. In the event of cancellation, space reverts to SRCD for use at its sole discretion.

3. Exhibit Hours, Installation, and Dismantling. The installation will begin on Wednesday, April 30, 2025, from 12:00 pm -6:30 pm. All installations must be completed for final inspection by 8:30 am Thursday, May 1, 2025. All exhibit labor must comply with established labor jurisdictions. Any space not claimed or occupied by 8:30 am May 1, 2025, may be resold or reassigned by SRCD without notification or any obligation on the part of SRCD for any refund or compensation whatsoever. Exhibitors are not permitted to store packing crates or boxes in the booths during show hours. These items, when properly marked, will be stored and returned to the booth by the service contractor. Crates not properly marked or identified by

exhibitors may be destroyed or lost and are the sole responsibility of the exhibitor. Exhibit materials left unattended at 5 pm on May 3, 2025, and for which no shipping arrangements have been made, will be considered abandoned. SRCD will arrange for the disposal or return of exhibit materials at the exhibitor's expense; SRCD, the service contractor, and the Minneapolis Convention Center shall not assume any liability whatsoever for loss or damage. No exhibit may, to any extent, be dismantled before 4:30 pm on May 3, 2025. Any dismantling or packing before this time shall be considered a breach of this agreement, and a \$400 early dismantle fee will be applied.

4. Display Construction and Limitations. All exhibits must be confined to the spatial limits of their respective booths as indicated on the floor plan. All exhibits must be free-standing and self-supporting; linear configurations may not be designed to obstruct the view of nearby booths, block exits or doorways, or obstruct the light, view, or space of others. All display fixtures over four (4) feet in height and placed within eight (8) linear feet of an adjoining exhibit must be confined to that area of the exhibitor's space which is at least five (5) feet from the aisle line. No display fixture or sign shall exceed eight (8) feet in height. No portion of the booth or signage may be suspended from the ceiling of the exhibit hall. No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped, or otherwise affixed to any pillars, doors, walls, or other parts of the building. Electricity and telephone lines are available to all booth locations. SRCD will provide flameproof side drapes (3' high) and back wall drapes (8' high) of a standard color, on supports, for all straight-line exhibits. One 6' x 30" table, two side chairs, a wastebasket, and one 7" x 44" booth identification sign are also provided by SRCD for each space rented. Additional furniture or accessories may be rented from the exposition service company using the appropriate order forms in the Exhibitor Service Kit to be forwarded to all exhibitors in early 2025.

5. Operation of Exhibits.

- a. No exhibitor may sponsor or conduct any raffles, lotteries, or games of chance.
- b. Exhibitors are prohibited from playing copyrighted music at a volume that disrupts neighboring exhibitors or poster presenter sessions. This requirement applies to all live and recorded music, including that accompanying video or other presentations. SRCD shall be the sole judge of what constitutes appropriate sound levels.
- c. Demonstrations, distribution of literature, samples, materials, and sales activities are permitted only within the confines of an exhibitor's rented space. Samples or souvenirs may not be sold and may not be distributed in any manner which, in the judgment of SRCD, blocks the aisles or in any way handicaps other exhibitors or impairs the flow of attendees.
- d. Exhibitors receive (2) complimentary registrations per

10' x 10' booth. Additional exhibit staff must register at nonmember meeting rates. All representatives must be properly registered and wear badges. Exhibits must be staffed during all exhibition hours. Complimentary registrations are good for all meeting sessions as well.

- e. If needed, you will be sent information for ordering food and beverage as it becomes available.

6. Use of Space, Subletting Space. No exhibitor may assign, sublet or apportion his space to or with another business entity or individual without express permission in writing from SRCDC. No exhibitor may show or demonstrate products or services other than those manufactured or handled in the normal course of his/her business. Should any item from a non-exhibiting firm be required for the operation of the display, identification of such item shall be limited to the regular nameplate or trademark under which the same is sold in the general course of business. Sharing space with individuals or companies not officially represented by the contracting exhibitor is strictly prohibited and may result in eviction.

7. General Regulations and Public Policy.

- a. Each exhibitor is charged with knowledge of all State, County, and City laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in the exposition. All booth decorations must be nonflammable to conform to the Fire Regulations of the city of Minneapolis. Materials not conforming to such regulations will be removed at the exhibitor's expense.
- b. Engines, motors, or any other kind of equipment may be operated only with the consent of the Salt Palace Convention Center.
- c. All exits, hallways, aisles, and fire control apparatus must remain clear and unobstructed at all times.
- d. Electrical equipment must be Underwriters Laboratory approved.
- e. Use of propane and helium balloons is prohibited.
- f. Designated "No Smoking" areas must be observed.
- g. An exhibitor who makes any claim or advertises at the SRCDC Biennial Meeting in any way which, in the sole opinion of SRCDC, is false, misleading, or otherwise against public policy may, at the sole discretion of SRCDC, be required to discontinue such claim or advertising.
- h. Exhibitors may not make any public announcements in the general meeting areas regarding their products and/or services.

8. Social Function/Special Events. Any social function or a special event planned by an exhibiting company to take place during SRCDC's Biennial Meeting must be approved by SRCDC.

9. Use of Certain Property. Exhibitors will assume all costs arising from the use of patented, trademarked, franchised, or copyrighted music, materials, devices, processes, or dramatic rights used on or incorporated in the exhibitor's space. Exhibitors shall indemnify, defend, and hold harmless SRCDC, Baltimore Convention Center, their officers, directors, members, agents, and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorney fees, and expenses of whatever kind or nature, which might result from or arise out of the use of any such material(s).

10. Nonliability. It is expressed, understood, and agreed by each and every contracting exhibitor, their agents, and guests that neither SRCDC nor its employees or contractors shall be liable for loss or damage to the goods or properties of exhibitors. On signing the Exhibit Space Contract, the exhibitor releases and agrees to defend and to indemnify SRCDC's Biennial

Meeting, its owners, managers, officers, sponsors, employees, and agents, and save them harmless from any suit or claim, including attorney fees for property damage or personal injury by whomsoever sustained, including exhibitor and its agents or employees, or about the exhibitor's display space or arising out of exhibitor's participation in the SRCDC Biennial Meeting. In the event of a meeting cancellation, due to partial or total destruction of the premises by fire, hurricane, Act of God, strikes, authority of law, or any other cause beyond the control of SRCDC, SRCDC assumes no liability for the loss of business or fulfillment of the contract for space. SRCDC will reimburse the exhibitor pro rata on amounts paid in, less any and all legitimate expenses incurred by SRCDC, at SRCDC's discretion due to meeting cancellation.

11. Insurance. The exhibitor agrees to obtain the following insurance coverage and be prepared to furnish a certificate of insurance to SRCDC: Comprehensive general liability insurance coverage, including protective and contractual liability coverage of \$1,000,000 single limit bodily injury and property damage, and Worker's Compensation/Occupational Disease coverage in full compliance with Federal and State Laws.

12. Attorney's Fees. Should SRCDC find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement or to protect in any manner its interest or interests under this agreement, SRCDC, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses, including attorneys' fees.

13. Nonwaiver. SRCDC shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by SRCDC. No delay or omission by SRCDC in exercising any of its rights shall operate as a waiver of such rights and a waiver of rights in writing on one occasion shall not be construed as a consent to or waiver of any right or remedy on any future occasion.

14. Show Site Work Rules

- i. Exhibit Labor—Exhibitors can utilize the Official Service Contractor, who provides quality union labor or personnel from their own companies to install and dismantle displays. Full-time employees of exhibiting companies may set their own exhibits. Any full-time company personnel involved should have visible identification of their company status when engaged in these activities.
- ii. Freight Handling—All work involved in the loading and unloading of all trucks, trailers, and common and contract carriers from the facility docks, including empty crates, and the operation of material handling equipment, is under the jurisdiction of Arata Expositions, Inc. Full-time employees of exhibiting companies may 'hand carry' what one person can carry in one trip, provided they do not use material handling equipment. When exhibitors do choose to 'hand carry' material, they may not be permitted access to the loading dock/freight door areas. Arata Expositions, Inc. will not be responsible for any material we do not handle.

All exhibitors are expected to comply with any union requirements in effect and as outlined in the "SHOW SITE WORK RULES" section of the Exhibitor kit.

- iii. Gratuities—AEI work rules prohibit the SOLICITATION OR ACCEPTANCE of tips in cash, products, or gifts in kind by any employee (union or non-union). AEI employees are paid appropriate wages denoting professional status; therefore, tipping of any kind is not allowed.

Sponsorship Contract

Designate below the name of the person in your organization who is to receive all relevant sponsorship materials and correspondence. **This contract and full payment must be received by SRCD by March 13, 2025.**

Sponsoring as (name to be listed online and in Mobile App): _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Sponsorship Opportunities

Sponsorship packages showcase your presence in Minneapolis and bring valued programming and services to the meeting and its attendees. Choose a la carte, tiered sponsorship package or contact SRCD to propose alternatives.

Tiered Sponsorship Packages:

- Platinum..... **\$20,000**
- Gold..... **\$15,000**
- Silver..... **\$10,000**
- Bronze..... **\$5,000**

A La Carte Sponsorships:

- Refreshment Breaks..... **\$15,000**
- Child Care..... **\$10,000**
- Toward 2044 Program..... **\$10,000**
- Chat with Leaders..... **\$5,500 each**
- Mobile App..... **\$7,000**
- Lounge Area Charging
Kiosk Station **\$3,000 each**

Please contact the SRCD Meetings & Events Team if you would like to suggest another sponsorship opportunity.

TOTAL \$ _____

- Credit Card (online only): We accept Visa, MasterCard, American Express.

Email to: events@srcd.org

Advertising Contract

Please complete this contract for Mobile App advertisements.

This contract and full payment must be received by SRCD by March 13, 2025.

Advertising as (name to be listed online and in Mobile App): _____

Designate below the name of the person in your organization who is to receive all relevant advertising materials and correspondence.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Mobile App Advertising

Rotating Banner Ad w/ Landing Page..... **\$1,500**
Rotating banner ad that links to a landing page followed by a URL. Users don't need an internet connection to reach the landing page. The sponsor can have a full-page ad event if there is no Wi-Fi. The landing page links to the company URL.

Rotating Banner Ad..... **\$1,000**
Rotating banner ad seen on the mobile app's Dashboard. When tapped user is taken to company's website.

Sponsored Message Alerts..... **\$250**
Send a mobile alert to all attendees who have downloaded the app. Option available for show days only, limit of (3) sponsored text message alerts per company.

- Various sizes of the banner ad and landing page designs are needed to accommodate all smartphone platforms. Please contact Meetings and Events at events@srcd.org for a list of specifications.

- Banner Link for Banner Ad: <http://>_____

TOTAL \$ _____

Credit Card (online only): We accept Visa, MasterCard, American Express.

Email to: events@srcd.org