



**ANNUAL MEETING  
& EXHIBITION**  
PHILADELPHIA, PA  
AUGUST 7-10, 2013

## AADE Application & Agreement for Special Event

Thank you for your interest in sponsoring an event for the attendees of our annual meeting; your support enriches the attendee experience. All events must follow AADE's "Meeting/Special Event Guidelines." The required application and fee is described below. If applicable, and by your request, fee includes:

<b>A. Small Special Events</b> (\$3,500 for 101-200 ppl)
<ul style="list-style-type: none"> <li>Assistance from Meetings Service with securing space held by AADE13.</li> <li>Access to attendees for invitation purposes (additional fee involved).</li> </ul>
<b>B. Large Special Events</b> (\$5,000 for 201+)
Includes items listed in section A and the following: <ul style="list-style-type: none"> <li>One 22" x 28" easel sign outside door with the event name and the organization's name and logo.</li> </ul>
<b>C. Sponsorship Events</b> (\$10,000 for all registered attendees)
Includes items listed in A & B and the following: <ul style="list-style-type: none"> <li>Listing on the AADE13 web site's Schedule at a Glance.</li> <li>Mention in the conference marketing pieces.</li> <li>Listing and brief description in On-Site Meeting Guide.</li> <li>Mentions in the general sessions.</li> <li>Listings in the Show Daily newspaper.</li> <li>Inclusion in registered attendee email blasts.</li> </ul>

***Sponsorship opportunities will be confirmed on a first-come, first-assigned basis.***

**Please complete this application and return to:**

American Association of Diabetes Educators  
200 West Madison, Suite 800; Chicago, IL 60606 USA  
ATTN: Jackie Bellan, Meeting Planner  
Telephone: (800)338-3633 ext. 4876

Applications may also be faxed to: (312) 601-4891, or emailed to [jbellan@aadnet.org](mailto:jbellan@aadnet.org)

I. The undersigned \_\_\_\_\_ hereby submits this application for commercial support of  
(*"Sponsor"*)

the American Association of Diabetes Educators Annual Meeting to be held August 7-10, 2013 ("AADE13"),

dated this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_ ("Application".)  
(*Day*) (*Month*) (*Year*)

Upon the acceptance of this Application by the American Association of Diabetes Educators (AADE), the terms of this Application, together with the attached Sponsorship Terms and Conditions, shall become a binding agreement between Sponsor and AADE, effective as of the date of this Application ("Agreement".)

The following fee will be charged for each special event.

**Small Special Events**      \$3,500  
(101ppl – 200ppl)

**Large Special Events**      \$5,000  
(201ppl +)

**Sponsorship Event**      \$10,000  
(all registered attendees)

**Attendee Pre-Registration List**      \$600  
(mailing addresses only for one-time use)

**II. Please list the AADE13 events/programs/items you are interested in supporting.**

Special Event/Sponsorship Event  
Amount

1.	_____	\$	_____
2.	_____	\$	_____
3.	_____	\$	_____
<b>Total Amount of Sponsorships ("Sponsorship Fee")</b>		\$	_____

**III. Please list the company, name and address, as it should be listed in all printed and/or online materials.**

Company \_\_\_\_\_

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

Address \_\_\_\_\_

City/State/Province/ \_\_\_\_\_

Postal Code \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Company Web Site \_\_\_\_\_

**V. Please list the person authorized to sign this Application. THIS PERSON WILL RECEIVE ALL FUTURE CORRESPONDENCE REGARDING THE AADE ANNUAL MEETING.**

Company \_\_\_\_\_

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

Address \_\_\_\_\_

City/State/Province/ \_\_\_\_\_

Postal Code \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Company Web Site \_\_\_\_\_

**V.** Please include here, or attach a brief description (30 words or less) of your company for inclusion in sponsorship support recognition and promotional pieces.

**VI.** Please email your company's logo to be included in appropriate print material. Please send a color logo in EPS format with a 300-dpi resolution via email to [jbellan@aadenet.org](mailto:jbellan@aadenet.org) or via disk to:

AADE  
ATTN: Jackie Bellan, Meeting Planner  
200 West Madison, Suite 800  
Chicago, IL 60606 USA  
Telephone: (800)338-3633 ext. 4876  
Fax: (312)601-4891

**VII. Special Event/Sponsorship Fee Payment Information**

All payments must be submitted via check made payable to AADE:

Department 4414  
Carol Stream, IL 60122  
Phone: 312-424-2426  
Fax: 312-242-2427

**VIII.** Sponsor understands that upon acceptance of this Application by AADE, the terms of this Application, including the attached Sponsorship Terms and Conditions, shall be a binding agreement between Sponsor and AADE.

**Application must be dated and include Sponsor's signature.**

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*Signature of Authorized Sponsor Representative*

*Date*

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Read terms and conditions next page.

## SPONSORSHIP TERMS & CONDITIONS

### 1. Payment.

- A. Price: The Sponsorship Fee is equal to the "Total Amount of Sponsorships" specified in Section II of the Agreement.
- B. Sponsorship Fee Invoice: If a payment note is received with the executed Application, AADE will invoice Sponsor for the Sponsorship Fee. Sponsor shall pay the Sponsorship Fee upon receipt of the invoice.

### 2. Limitation of Liability.

AADE'S LIABILITY ARISING OUT OF THIS AGREEMENT SHALL NOT EXCEED THE AMOUNTS RECEIVED BY AADE FROM SPONSOR HEREUNDER. AADE WILL NOT BE LIABLE FOR LOST PROFITS OR ANY CONSEQUENTIAL, SPECIAL, INCIDENTAL, OR INDIRECT DAMAGES, HOWEVER CAUSED AND ON ANY THEORY OF LIABILITY, ARISING OUT OF THIS AGREEMENT, INCLUDING, BUT NOT LIMITED TO, LOST INCOME OR PROFITS. AADE shall not be subject to any liability whatsoever for any failure to hold the Annual Meeting because of an act of God, outbreak of hostilities, insurrection, riot, civil disturbance, terrorism, government act or regulation, fire, flood, explosion, accident, theft, or any other cause beyond the reasonable control of AADE. Unintentional or inadvertent failure of either party to print, publish, or circulate the other party's name and/or materials shall not be considered a breach of this Agreement.

### 3. No Cancellation After Acceptance.

Sponsor may not cancel this sponsorship after acceptance of the Application by AADE except for a material breach of this Agreement by AADE that remains uncured 30 days after notice to AADE specifying the breach.

### 4. Use of AADE Annual Meeting Logo.

Sponsor may use the AADE Annual Meeting logo ("Logo") only on materials prepared for the Annual Meeting and may not display the Logo elsewhere or for other purposes. No other AADE logo may be used by Sponsor and no endorsement by AADE is implied in displaying the Logo.

The Logo will be provided to Sponsor by AADE. All use of the Logo must be in compliance with the following requirements:

- No alteration in the Logo's color is permitted.
- The size of the Logo may be altered only if the proportions are not altered.
- The Logo may not be used inside or as part of another logo, but must remain distinctly separate.
- If a Sponsor logo or any other logo appears on the same page or cover, the Logo must be larger.
- The Logo may not be used in any way that might be understood to suggest endorsement by AADE.
- All materials using the Logo must be approved in writing in advance by AADE.

### 5. Approval of Materials Distributed and Suppliers Contracted

Sponsor must submit in writing, a complete description and sample of all materials that will be made available to attendees of a sponsored event. This includes gifts, product samples, printed hand-outs, tickets, signage or any other materials that are distributed. If space or a venue held by AADE is utilized for an event, sponsor agrees to adhere to all policies set forth by the venue. If sponsor is conducting an event that requires transportation, AADE must be named additionally insured by the transportation supplier. AADE is in no way responsible for any actions or occurrences that take place during a sponsored event.

### 6. General Terms.

- A. The terms of this Agreement govern the relationship between AADE and Sponsor. Unless expressly agreed to in writing by AADE, no terms or conditions appearing in any Sponsor contract, order, insertion instructions, or otherwise that conflict with the provisions of this Agreement shall be binding on AADE.
- B. The failure of either party to enforce at any time any of the provisions of this Agreement, or the failure to require at any time performance by the other party of any of the provisions of this Agreement, will not be construed to be a waiver of such provisions. The express waiver by either party of any provision of this Agreement will not constitute a waiver of any future obligation to comply with such provision.
- C. Facsimile transmission of a copy of this Agreement bearing a signature shall be deemed to be delivery of a signed original Agreement.
- D. This Agreement will be governed by and interpreted in accordance with the laws of the State of Illinois without reference to its conflict of laws principles. All disputes arising out of this Agreement are subject to the exclusive jurisdiction of the state and federal courts located in Chicago, Illinois and the parties hereby submit to the personal jurisdiction and venue of these courts.
- E. If any section or provision of this Agreement is deemed illegal by a competent court of law, all other provisions of this Agreement shall remain in full force and effect.

### 7. Entire Agreement.

The terms and conditions of this Agreement constitute the entire agreement between the parties and supersede all previous agreements and understandings, whether oral or written, between the parties with respect to the subject matter hereof. No modification or amendment to this Agreement shall be effective unless made in writing and signed or acknowledged in writing by the party to be bound.

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