

# 2009 CTAM Summit

October 25-27, 2009  
Colorado Convention Center  
Denver, CO

## Sponsorship Application and Contract

1) Company Name \_\_\_\_\_ Contact \_\_\_\_\_  
Street Address \_\_\_\_\_  
City, State, Zip Code \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_ Website URL \_\_\_\_\_

### Digital Media Labs – Demonstration Spaces

2) Please reserve \_\_\_\_\_ - 10' x 10' space/s at the cost of: \$12,000, per space.  
Each 10' x 10' space includes two (2) Summit conference registrations.

3) Choice of space location: 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_ 4) \_\_\_\_\_

4) If possible, please do not locate our space next to these companies:

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

**CTAM Meeting Suites** Refer to floor plan at <http://www.plantour.com/custom/ctam>

*Check one*

5) Meeting Suite: \_\_\_\_\_

Meeting Suite + Digital Media Lab \_\_\_\_\_

***Significant cost savings for Digital Media Labs + Meeting Suite***

### Sponsorship

6) Sponsorship Applied For \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Payment Recap

7) Space/ Suite / Sponsorship Fee total \$ \_\_\_\_\_

This agreement is subject to all of the terms and conditions stated on the reverse side of this form to which applicant hereby agrees.

Name \_\_\_\_\_

Sponsor Signature \_\_\_\_\_ Date \_\_\_\_\_

### MAKE CHECK PAYABLE TO CTAM

Fax this application to CTAM at 770.518.1292

Payment Due within 30 days of submission of application

Applications submitted after July 1, 2009 must be accompanied with payment in full.

CTAM Use Only	
Application received _____	Space/Sponsorship Cost _____
Space Assigned _____	Balance Due _____

# SPONSORSHIP APPLICATION AND CONTRACT

## Terms and Conditions

The Cable & Telecommunications Association for Marketing (CTAM) is a nonprofit tax exempt professional society of the cable and telecommunications industry. Company desires to support CTAM's mission and purposes by participating in support of the activities ("Activities") described on page 1 of this Application and Attachment A. The purpose of this Contract is to ensure that both CTAM and the Corporation agree on the planned nature of the Activities and the recognition to be provided for Corporation's support. Based on mutual consideration, the parties agree as follows:

**Scope.** CTAM and the Company agree that the Activities will have a specific and limited scope, consistent with CTAM's nonprofit status and tax exemption. CTAM and the Company agree that the Activities will be conducted in accordance with all CTAM policies and procedures, including the CTAM Non-Commercial Policy which is attached. In addition, CTAM's participation in the Activities does not convey its approval, endorsement, certification, or guarantee of any product or service of Company. CTAM will provide appropriate acknowledgement and recognition of Company as a sponsor in accordance with applicable law and Internal Revenue Service regulations governing corporate sponsorships, and as specified on Attachment A.

**License of Intellectual Property.** CTAM is authorized to use Company's name and specified logo in connection with recognition of Company as a sponsor. CTAM authorizes Company to use the specified CTAM logo in connection with Company's sponsorship of the conference. All such uses are subject to prior review and approval.

**Logo Placement** – CTAM will provide logo recognition of each sponsor in the final on-site program. One logo per sponsorship, multiple-branding on a single logo is not acceptable. CTAM will communicate to sponsor appropriate deadlines and method for submitting logo.

**Subletting of Space.** Sponsors may not assign, exhibit, distribute literature, represent, sublease or otherwise share all or a portion of their sponsorship (space) with any party except a wholly owned subsidiary, or a sister corporation without the written consent of CTAM.

**Confidential Information.** CTAM and the Company, on behalf of themselves and their respective agents and employees, agree not to use or disclose at any time any confidential information of the other, except as may be authorized in writing by the other.

**Indemnification.** CTAM and Company each agree to indemnify and hold harmless the other, its officers, directors, employees, and agents, from any and all claims, losses, damages, liabilities, judgments, or settlements, including reasonable attorneys' fees, costs, and other expenses, incurred on account of willful or negligent acts or omissions by it in connection with the Activities.

**Payment.** Due to heavy demand for CTAM sponsorships, CTAM can only hold this opportunity for ten (10) business days without receipt of a signed contract. If the signed contract is not received within ten business days the sponsorship may be resold. **Payment in full is due within thirty (30) days of submitted application. Applications received after July 1, 2009 must be accompanied with payment in full.** Company may cancel its participation up to ninety (90) days before the event, in which case Company will be responsible for payment of ten (10) percent of sponsorship fee to CTAM within thirty (30) days of receipt of invoice. No cancellation is permitted within ninety (90) days of the event and the entire payment will be due, unless CTAM is able to resell the sponsorship, in which case only the ten (10) percent penalty will apply.

\_\_\_\_\_  
PRINT NAME

\_\_\_\_\_  
DATE

\_\_\_\_\_  
SIGNATURE

**CTAM Summit 09**  
**Attachment A to Sponsorship Contract for Hotel Car Port – Hyatt Regency Denver**

Company Name: \_\_\_\_\_

***Acknowledgement and Recognition:***

Company has exclusive sponsorship of the Hyatt Regency Denver car port.

Company has sponsorship of the Hyatt Regency Denver car port. Sponsorship includes the ability to customize the look of the car port to include column wraps, spot lights and branded attire for car port staff. Premiums, food and beverage may not be distributed.

1. Company will be listed on the CTAM Summit Web site, in the self publishing program and on the screen in the opening General Session as a Summit sponsor once signed contract and a logo are received by CTAM.
2. Location within the hotel, limited to the Hyatt Regency Denver exterior car port. All décor and properties must be arranged through the Hyatt Regency Denver Catering Department and CTAM.
3. Company must submit details of any enhancements to this event in writing to CTAM at least fourteen (14) days prior to the event.
4. Sponsorship does not include attendee registration fees.
5. As a Summit sponsor, company will have first right of refusal on this sponsorship at the 2010 Summit, and is also entitled to use the Summit registration list for its own promotion. CTAM requires a 72 hour notice to produce this list which includes name, title, company, address, and phone and fax numbers.

Sponsorships are available on a first right of renewal basis for returning sponsors. At the conclusion of the renewal period sponsorship are sold on a first-come, first-served basis. Sponsorship is not final until Company receives a signed confirmation from CTAM.

Investment: \$ 5,500 + applicable hotel fees.

\_\_\_\_\_  
PRINT NAME

\_\_\_\_\_  
DATE

\_\_\_\_\_  
SIGNATURE

## CTAM CONFERENCE NON-COMMERCIAL POLICY

Revised November 9, 2007

Since 1976, CTAM has been unique in the industry as a conference producer focused on educational programs without the direct selling and circus-like atmosphere commonly found at trade shows. While CTAM conferences feature networking and social events, the organization manages the level of sponsorship to maintain the focus on education and networking. CTAM requests that all sponsors contact CTAM before contracting for promotions.

The educational programs at all CTAM conferences will be non-commercial. CTAM produced panels and educational programs may not be used for sales efforts. No premiums or commercial materials can be distributed during educational activities.

CTAM may offer sponsorship opportunities for specific CTAM functions, including the product demonstration areas open during non-educational time slots. Refreshment break, demonstration area or social event sponsors may distribute premiums or literature during the functions that they sponsor. CTAM sponsors are accorded special benefits, including time-slot exclusivity, based on their level of sponsorship. However, CTAM does not endorse sponsors or their products.

CTAM may rent small meeting rooms or suites at the conference venue, which may **not** be used during general sessions. Non-CTAM functions (educational, social or meetings), which are intended to attract conference attendees may not be held at the conference venue or off-premise while a conference General Session or major social function is being held. CTAM does not allow promotion of non-CTAM functions at CTAM's venue(s). CTAM will designate the "Non-Commercial Zone" around venues to delineate the area covered by this policy.

CTAM may offer sponsored presentation opportunities during designated non-educational hours. These presentations will be promoted in conference materials as part of the sponsorship. Premiums and literature may be distributed during the presentations.

CTAM may offer limited promotional opportunities in conference hotels, convention centers and in the non-commercial zone to sponsors, such as banners and lighted signs in the conference venue and hotels, branded lanyards, refreshment kiosks, door hangers and room keys. All promotional marketing in public areas of the hotels must be pre-approved in writing as part of an official sponsorship.

Press conferences must be approved by CTAM and may be held only during time periods scheduled by CTAM.

News and information publications may be distributed to CTAM conference attendees' hotel rooms, if required bin fees have been paid. Premiums and promotional literature may be placed inside attendees' rooms. CTAM controls the hotels' dark television channels and will sell their use as a sponsorship during a conference, giving preference to legitimate video publications.

As a general policy, CTAM will not participate in industry functions intended to promote specific companies and their products or services.

Signature\_\_\_\_\_

Date\_\_\_\_\_