

ICMG Annual Conference
Sponsor Agreement

1. By registering as a Sponsor, the Sponsor acknowledges receipt of this agreement.
2. All charges for guest rooms and other expenses incurred by Sponsor will be payable by Sponsor direct to the Hotel or to the Exhibitor Services Company, as appropriate.
3. The fee for each sponsorship is shown on the Inter-Company Marketing Group (ICMG) website, along with the number of attendees included. Additional attendees may be added for an additional fee. Sponsorships not fully paid for by November 1 will be released for resale.
4. **SPONSOR CANCELLATION DEADLINES**
Full Refund: By November 15, 2023
75% Refund: By December 1, 2023
50% Refund: By December 31, 2023
No refunds for cancellations received by ICMG after December 31, 2023.
Cancellation notices should be emailed to administration@icmg.org, faxed to (316) 252-3368, or mailed to ICMG, PO Box 865, McPherson, KS 67460-0865
5. Sponsors or their agents and employees shall not cause damage to the walls or floors of the building, the booths, or any equipment supplied to the booths. If damage occurs, the Sponsor will be held liable by ICMG, the Hotel or the Exhibitor Services Company, as appropriate.
6. All attendees, sponsors and exhibitors are required to wear official ICMG name badges in meeting areas and in the exhibit hall.
7. **DISTRIBUTION OF LITERATURE**
In order to protect our valuable exhibitors and their investment in exhibiting at the ICMG Annual Conference, attendees are not permitted to distribute literature on the exhibit floor or other areas of the conference area. Only Exhibitors may distribute literature, and then from their respective booth or lounge area only.
8. Sponsors are not to imply ICMG endorsement of their products or services, nor use the ICMG corporate or meeting logo without permission.
9. Throughout the conference ICMG will be taking photographs of various events, activities, and people. Some of these photos may include pictures of exhibit booths and personnel. Photos taken by ICMG may be used in future ICMG promotional pieces, brochures, publications and/or on the ICMG website, app, or other social media. To opt-out of having photos used by ICMG, notify ICMG via email to administration@icmg.org, faxed to (316) 252-3368, or mailed to ICMG, PO Box 865, McPherson, KS 67460-0865, and identify which photos should not be used.
10. ICMG, the hotel, and/or the sponsor service company may impose additional health and safety regulations to help protect the health and safety of sponsors and attendees. These regulations, if any, will be communicated to the sponsors and attendees prior to or during the conference. Sponsor agrees to abide by these regulations.
11. Sponsors agrees they will not hold ICMG liable in the event any of their attendees become ill during or following the conference.

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If the Sponsorship includes an exhibit booth or lounge area, the following provisions also apply.

1. By registering as an Exhibitor, Exhibitor acknowledges receipt of this agreement, and agrees to abide by its provisions.
2. Exhibit Hall hours will be scheduled to allow enough time for conference attendees to visit exhibits of their choice. These hours will not conflict with any part of the conference program or scheduled Inter-Company Marketing Group (ICMG) functions (other than the functions that are held in the Exhibit / Networking Hall). While the Exhibit Hall / Networking Hall will be open during the entire conference, Exhibitors are only expected to have their booth staffed during mealtimes and receptions. Exhibitors are welcome to staff their booth at other times, as well.
3. ICMG has contracted with Alliance Exposition Services to handle booth installation for the exhibit. This firm will handle all drayage. An Exhibitor Service Kit with shipping information, pricing and other details on the services provided by the Exhibitor Services Company will be sent to the exhibiting company's contact person or available from ICMG. Additional services must be arranged and paid for by the Exhibitor.

Small boxes/cartons shipped directly to the hotel for pickup by attendees may incur a handling fee by the hotel. The exhibitor is responsible for paying any fee charged by the hotel.

Large boxes/crates that are shipped to the hotel and require use of the hotel's loading dock will incur fees charged by Alliance Exposition, as the hotel does not / will not accept delivery of this type of shipment. It must be paid for and handled through Alliance Exposition.

Exhibitor supplies sent to the Alliance Advance Warehouse and for which arrangements have been made with Alliance Exposition, will be delivered to your booth. Boxes will be stored during the conference and will be returned to your booth following the show. Outbound shipments should be arranged through Alliance Exposition, regardless of the carrier you will be using.

4. ICMG will provide 10' x 10' booths in a ballroom that is already carpeted. Booths will include 8' tall draped back rails, 3' tall draped side rails, one sign with company name, one 6' draped table, two folding chairs, and a waste basket. Additional furniture may be rented from the Exhibitor Services Company.
5. The Exhibit Hall will be in the same facility as the conference and will be easily accessible to attendees. The Exhibit Hall is also known as The Networking Hall.
6. All charges for guest rooms and other expenses incurred by the Exhibitor will be payable by Exhibitor directly to the Hotel or to the Exhibitor Services Company, as appropriate.
7. ICMG will distribute to attendees an Exhibit Hall Guide including the company name and address, contact information for exhibiting personnel, description, and booth location for each Exhibitor. This may be in the form of an electronic conference app. Updates to this information can be made on the company page of the ICMG website, or by emailing the information to administration @ icmg.org.
8. Both traditional booth spaces and lounge areas are available. For the lounge area, ICMG will provide the lounge furniture and the signage. Exhibitor only needs to provide the marketing material.

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9. The fee for either a booth or lounge area is shown on the ICMG website. The fee includes two full access registrations and two individual ICMG memberships. Additional booth personnel may be added at the fee shown on the website. Booths not fully paid for by November 1 will be released for resale.
10. ICMG will send exhibit-related correspondence, including significant program changes, exhibitor services company materials, and related information to the contact person identified on the application form. The contact person is responsible for relaying information to their company attendees.
11. Exhibitors must submit all necessary fees and forms to ICMG by December 1 to guarantee full inclusion in the Exhibit Hall Guide. Exhibit space is limited and may sell out before that date. Booth assignments are made in the order in which full payment is received.
12. **BOOTH SETUP – REMOVAL**
Booth set-up hours are 2:00 – 8:00 pm on Monday, February 5. Booth setup must be complete before 7:30 am on Tuesday. Booths shall not be removed prior to 1:30 pm on Wednesday, February 7. In no instance shall booths be removed while the exhibit hall is open.
13. **BOOTH OVERNIGHT SECURITY**
While it is the intent of ICMG and the Hotel to provide overnight security in the exhibit hall either by locking the exhibit hall or by use of a security guard, exhibitors are encouraged to remove valuables from their booth overnight. ICMG is not responsible for lost or damaged property.
14. **DISTRIBUTION OF LITERATURE**
In order to protect our valuable exhibitors and their investment in exhibiting at the ICMG Annual Conference, attendees are not permitted to distribute literature on the exhibit floor or other areas of the conference area. Exhibitors may distribute literature from their respective booth or lounge area only.
15. **EXHIBIT CANCELLATION DEADLINES**
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16. Exhibitors must have ICMG's prior approval to operate any noise-making equipment (musical instruments, videos, recordings, etc.).
17. Exhibitors who wish to offer prizes or sample materials or sponsor any type of contest must obtain ICMG's prior approval. Exhibitors are responsible for following all applicable laws governing giveaways.
18. Exhibitors must obtain Hotel and ICMG permission before giving away food or beverage items. The sale of food or beverage items by exhibitors is prohibited by the Hotel.
19. Neither ICMG, the Hotel, nor the Exhibitor Services Company will be responsible for the safety of the exhibitors, their agents or employees, or their property, from theft or damage by fire, accident, or other causes. Exhibitors wishing to insure must do so at their own expense.

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20. Booth decorations must be flameproof and otherwise in compliance with all Hotel requirements.
21. Exhibitors or their agents and employees shall not cause damage to the walls or floors of the building, the booths, or any equipment supplied to the booths. If damage occurs, the Exhibitor will be held liable by ICMG, the Hotel and/or the Exhibitor Services Company, as appropriate.
22. Wi-Fi internet service will be available in the exhibit hall. Other electrical or telephone requirements must be arranged through the Exhibitor Services Company or the Hotel. Forms necessary for making these arrangements will be provided in the Exhibitor Service Kit provided prior to the conference.
23. All exhibitors and attendees are required to wear official ICMG name badges in the meeting areas and in the exhibit hall.
24. Exhibitors are not to imply ICMG endorsement of their products or services, nor use the ICMG corporate or meeting logo without permission.
25. ICMG shall not be liable for any failure to deliver space to an exhibitor who has contracted for exhibit space under the terms of this agreement if non-delivery is due to one of the following causes: destruction of or damage to the building or exhibit area by fire or act of God; acts of a public enemy; strikes; the authority of the law; or any cause beyond its control. ICMG will, however, in the event it is not able to hold an exhibit for any of the above-named causes, reimburse exhibitors pro-rated on any rental fee paid, less all legitimate expenses incurred by ICMG for advertising, administration, and similar related costs
26. The Exhibitor assumes responsibility and agrees to indemnify and defend ICMG, the Exhibitor Service Company, and the Hotel and their respective employees (public or other) against any claims or expenses arising out of the use of the exhibition premises. Exhibitor understands that neither ICMG, the Exhibitor Service Company, nor the Hotel maintain insurance covering the Exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.
27. Exhibitor shall, at its expense, obtain from a reputable insurance provider liability and property damage insurance in an amount no less than \$1 million per occurrence, and name Inter-Company Marketing Group (ICMG) as an additional insured. Upon request by ICMG or the Hotel, Exhibitor shall provide evidence of such insurance to ICMG.
[Note: for the 2024 Conference, ICMG is providing exhibitor liability insurance as a benefit included in the exhibit hall package. See item #35 below.](#)
28. The Exhibitor, upon registering as an exhibitor whether electronically, by phone, via paper, or other means of registration, expressly releases ICMG, its management company and employees, its official contractor, and/or the convention facility from and agrees to indemnify same against all claims for such loss, damages, or injury.
29. Neither ICMG nor the Hotel is responsible for ASCAP/BMI fees that may be due by any exhibitor. Exhibitor agrees to conform to all ASCAP/BMI licensing requirements.
30. ICMG reserves the right to make changes to these rules and regulations, as well as the exhibit hall floor plan, as ICMG deems necessary or beneficial for the good of the conference and the attendees.
31. Exhibit Booth spaces are limited. Reservations are only guaranteed upon receipt of full payment.

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32. Throughout the conference ICMG will be taking photographs of various events, activities, and people. Some of these photos may include pictures of exhibit booths and personnel. Exhibitor agrees that photos taken by ICMG may be used in future ICMG promotional pieces, brochures, publications and/or on the ICMG website, app, or other social media. Exhibitor can opt-out of having photos of their booth used by ICMG by notifying ICMG via email to administration@icmg.org, faxed to (316) 252-3368, or mailed to ICMG, PO Box 865, McPherson, KS 67460-0865.
33. ICMG, the Hotel, and/or the Exhibitor Service Company may impose additional health and safety regulations to help protect the health and safety of exhibitors and attendees. These regulations, if any, will be communicated to the exhibitors and attendees prior to or during the conference. Exhibitor agrees to abide by these regulations.
34. Exhibiting company agrees they will not hold ICMG liable in the event any of their attendees become ill during or following the conference.
35. Due to exhibitor requests, we are now including liability insurance which meets all our insurance requirements. There is no additional cost for this benefit. You will no longer need to go through all the hassles and costs of submitting your own compliant insurance. We hope you appreciate this new benefit.