

# WHODI

## *Thursday Reception*

Biennial Conference 2016

*Behold, I Will Do  
Something New!*

November 9–11, 2016  
New Orleans Marriott



National Association  
of Episcopal Schools  
*Excellence Through Association*

# Whodi — Thursday Reception — \$8,000

Coming from the word “ward,” which is the neighborhood unit in NOLA, the word “whodi” is used to address a friend. Convive with our attendees as friends with your sponsorship of the wine & cheese reception—an engaging Biennial Conference tradition.

## Networking and Visibility Opportunities Included in This Package

- **TWO full conference registrations**, offering rich networking opportunities. Participate fully, alongside our attendees, by joining general sessions and workshops, breaking bread at meal functions, and even sharing fellowship at worship services.
- Have your logo “on hand” with **branded conference napkins**.
- Thank you **signage will be prominently displayed at bars and food stations**.
- You’ll move about the room to **mingle with your target audience** as they share fellowship and network.
- A **conference app alert** will convene attendees to the event.
- **As well as:**
  - » Invitation to NAES’ Thursday evening “Friends” reception, attended by key leadership of the Episcopal schools community.
  - » “Thank You”
    - ~ signage in conference common space,
    - ~ listing in the conference program,
    - ~ listing on our website’s conference sponsorship page,
    - ~ inclusion in a special “Marketplace” e-blast to all attendees one week before the conference, and
    - ~ inclusion in our December 2016 Network newsletter to all members, providing extended visibility.
  - » Social media push at time of commitment.
  - » Preconference USPS mailing list of attendees upon request.

## Additional Options

- Full registration for additional representatives at \$249 per person.
- Sign up for ticketed events at the applicable fee.
- One tote bag insert (one 8½” x 11” page, printed front and back, to be provided by you) - \$250

## Customization

This package includes the option for customization to meet your specific marketing needs. (Customizations, when possible, may be subject to additional cost. All customization is at the discretion of NAES.)

## Who Attends?

**Administrator**  
**Chaplain/Religion Teacher**  
**Faculty**  
**Head of School**  
Rector  
Church Official  
Trustee

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## Make the Most of It!

You and your organization's representatives are a valued presence at our Biennial Conference. So, here are a few tips to help you get the most out of your exhibit hall experience.

- **Make a plan.** Set goals for your time in NOLA and strategize. Full conference details and schedule are posted to the NAES website ([www.episcopalschools.org](http://www.episcopalschools.org)) and app in advance. Attendee mailing lists are available upon request. Identify where you can make the most impact (which may not necessarily be at your table!) and who you want to connect with in advance.
- **Make a date.** Reach out to attendees in advance to arrange face time, whether at the conference or after hours sharing some of NOLA's incredible local flare! Don't think it is too late to make a date once you're there—follow up quickly on leads. NAES can provide you, upon request, with a list of appropriate local venues.
- **Make an appearance.** By joining sessions, meals, and perhaps even worship, you'll gain valuable face time with attendees, unique insights to take back to your organization, and—most significantly—a deeper appreciation of the distinct culture and character of our community.
- **Make it better.** NAES strives to make the Biennial Conference exhibit hall a mutually fruitful experience for your organization as well as our attendees. Your thoughts—at any point before, during, or after—are valued!

## Questions and Inquiries

Questions about sponsorships should be directed to:

Sarah E. Badgerow  
Advancement Manager  
(212) 716-6135  
[seb@episcopalschools.org](mailto:seb@episcopalschools.org)

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of Episcopal Schools  
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National Association  
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Web [www.episcopalschools.org](http://www.episcopalschools.org)

## Whodi — Thursday Reception \$8,000

Organization:

Street, City, State, Zip:

Telephone:

Fax:

Organization's Email:

Organization's Website Address:

Organization's Facebook Address:

Organization's Twitter Handle:

Sponsorship Contact Person's Name:

Sponsorship Contact Person's Email:

50-word Organization Description (*for inclusion in the conference program, etc.*)



# National Association of Episcopal Schools

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I acknowledge that payment of \$8,000 must accompany this completed and signed agreement and that NAES must accept both for this sponsorship agreement to be considered definite and binding. Once definite, this sponsorship cannot be canceled and payment is non-refundable. Payment must be made in the form of a check, in U.S. funds and drawn on a U.S. bank, made out to the National Association of Episcopal Schools.

I agree to abide by all of the terms and conditions attached hereto.

Signature of Authorized Signer:

Print Name of Authorized Signer:

Title of Authorized Signer:

Date:

## Terms and Conditions

- In exchange for the benefits to be provided by the National Association of Episcopal Schools (“NAES” or the “Association”) to the undersigned Biennial Conference 2016 Sponsor (the “Sponsor”), including the sponsorship, access to its attendee list for use in marketing Sponsor’s services and a tabletop display space, the undersigned Sponsor hereby agrees as follows:
- The term “Event” refers to the National Association of Episcopal Schools’ Biennial Conference 2016. The Event is owned, produced, and managed by the National Association of Episcopal Schools, Inc (“NAES”).
- The term “Event facility” refers to the New Orleans Marriott, 555 Canal Street, New Orleans, LA 70130. NAES reserves the right at all times to modify the attached floor plan at its sole discretion.
- The receipt by NAES of this completed and signed Biennial Conference 2016 Sponsorship Agreement Form and full payment will constitute a binding contract (the “Agreement”) and the sponsorship will be “considered definite.” NAES reserves the right to reject any agreement for any reason. If any Sponsor changes management or is purchased by another company/organization, this Agreement becomes binding on such company/organization.
- Payment of the sponsorship or tabletop display fee must accompany this signed Agreement in the form of a check, in U.S. funds and drawn on a U.S. bank, made payable to National Association of Episcopal Schools.
- Once this sponsorship is “considered definite,” it cannot be canceled and the Sponsor is not entitled to any refund of any kind.
- Sponsor will not suggest or imply, in any written or oral communication, that NAES has endorsed any of its products or services, or use NAES’s name or logo in any form.
- Sponsor will furnish to NAES, 30 days prior to the Event and for approval, the final copy of the marketing piece to be inserted in the conference tote bag. The cost of production and delivery to NAES of the marketing piece is solely the responsibility of Sponsor.
- When communicating with Biennial Conference 2016 attendees, Sponsor will speak accurately and comprehensively about the strengths of its own products and services and not allege weaknesses in other competitor products.
- All NAES mailing labels or attendee lists are for one-time use only. Sponsor will furnish to NAES, in advance, the final copy of any item being sent using NAES labels or attendee list. NAES reserves the right to deny use of labels or attendee list.
- Each tabletop display will include one skirted 6 foot table and chairs for registered representatives. Electricity and Internet access will be at the cost of the Sponsor.
- A services kit will be sent to Sponsor and will include pertinent information regarding the Event including, but not limited to, additional rules and regulations, display rules, installation/dismantle schedules, registration information, official contractor order forms and pricing, shipping, utilities, building services, Internet access, and audio/visual.
- All Sponsors must remain within the confines of their own tabletop display space, and no Sponsor will be permitted to erect signs or display products in such a manner as to obstruct



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the view or disadvantageously affect the display of other Sponsors. NAES shall have the right to demand modification of the appearance of dress of persons or mannequins used in conjunction with displays or demonstrations. Tabletop exhibits not conforming to these specifications, or which in design, operation, or otherwise, are deemed objectionable by NAES in its sole discretion, will be prohibited.

- Sponsor hereby agrees to be bound by all rules and regulations outlined here and any additional rules, regulations, and information as may be adopted by NAES or the Event facility. Sponsor further agrees to adhere to and be bound by (i) all applicable fire, utility, and building codes and regulations of the facility where the exposition is held; (ii) any rules or regulations of said facility; (iii) the terms of all leases and agreements between NAES and the managers or owners of said facility; (iv) the terms of any and all leases and agreements between NAES and any other party relating to the Event; and (v) all Federal, State, and local laws, codes, ordinances and rules; without limiting the foregoing, Sponsor shall construct its displays to comply with the Americans with Disabilities Act. Sponsor shall not, nor shall Sponsor permit others to, do anything to its display space or do anything in the Event facility which would cause a difference in conditions from those previously approved by the insurance carriers of NAES, or the owners or managers of said facility, which will in any way increase premiums payable by any of said parties, and Sponsor shall be responsible for any such increase resulting from violation of this section.
- Sponsor is permitted to make sales at its tabletop display. Obtaining the appropriate licenses or permits as required by law, collecting and remitting sales taxes, and any other legal business requirements are solely the responsibility of Sponsor.
- By sponsoring and/or displaying at the Event, Sponsor grants NAES a fully paid, perpetual, non-exclusive license to use, display, and reproduce the name of Sponsor in any directory or listing of the Event Sponsors and to use such names in promotional materials. NAES shall not be liable for any errors in any listing or for omitting any Sponsor from any directory or listing pertaining to the Event.
- This Agreement shall not constitute or be considered a partnership, employer-employee relationship, joint venture or agency between NAES and Sponsor. Sponsor hereby agrees to and does indemnify, hold harmless, and defend NAES, its officers, directors, employees, agents, affiliates, and subsidiaries (collectively, "Indemnified Party"), from and against any and all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever (including but not limited to cost, interest, and attorney's fees) which any Indemnified Party may incur, suffer, be put to, pay, or be required to pay, incident to or arising directly or indirectly from any act or omission by Sponsor or any of its employees, servants, or agents. Sponsor further agrees that the Indemnified Party, shall not be responsible in any way for damage, loss, or destruction of any property of Sponsor or injury to Sponsor or its representatives, agents, employees, licensees, or invitees.
- Sponsors must obtain insurance policies covering display materials at the Event. Sponsors must also have public liability, bodily injury, and property damage insurance. Such insurance shall name the Event facility and NAES as additional insureds. Upon request, Sponsor shall provide a certificate of insurance to NAES.
- In no event will an Indemnified Party be liable to Sponsor, whether in contract or tort, for any amount in excess of the display space rental fee in relation to any damages, including lost profits, arising out of or relating to the Event, the rental of display space, the conduct of NAES, any breach of this Agreement, or any other act, omission, or occurrence.
- Sponsor, or its agents, must not injure or deface the wall or floors of the Event facility, the tables or the chairs. Nothing will be posted on, tacked, nailed screwed, or otherwise attached to columns, walls, floors, windows, or any other parts of the Event facility or furniture. Sponsor is expressly bound, at its expense, to promptly pay for or repair any and all damage to the exhibit facility, booth equipment, or the property of others caused by Sponsor or any of its employees, agents, contractors, or representatives.
- It is mutually agreed that, in the event that the Event is cancelled for any reason, then and thereupon this Agreement will be automatically terminated and NAES management will determine an equitable basis for the refund of a portion or all of the exhibit fees, after due consideration of expenditures and commitments already made.
- NAES reserves the right to revoke Sponsor's sponsorship or tabletop display if it violates any part of this agreement, or if NAES deems Sponsor's business to be discriminatory or inappropriate to the interests of its membership.
- If Sponsor's sponsorship or tabletop display is revoked, for any reason, Sponsor will not receive a refund and will not be permitted to secure a sponsorship opportunity or tabletop exhibit at the Association's Biennial Conference 2018.
- NAES has full power to interpret and enforce all regulations for the Event and the power to make amendments and/or further regulations that are considered necessary for the proper conduct of the Event. Such decisions shall be binding on all Sponsors. Failure to comply with any rule or regulation may be sufficient cause for NAES to require the immediate removal of the offending Sponsor, and may result in forfeiture of all further rights to sponsor or exhibit at future events sponsored by NAES, together with all fees paid. NAES may lease any space so forfeited to another Sponsor.