



THE Winning GAME PLAN

MANAGING A WORLD SERIES-WORTHY FIRM

Winning is Everything 2017 - January 18, 19 and 20, 2017
Mandalay Bay Resort & Casino - Las Vegas NV

The Advisory Board welcomes you as a sponsor of the 2017 Winning is Everything Conference. We look forward to working with you to produce another successful conference and networking event!

The Advisory Board is proud to again be partnering with AAM to bring you marketing and business development-directed content. In addition, we've opened the invitations to include leaders at all partner levels. So, whether you're looking for the partner in charge of marketing, business development, HR or the managing partner, you will find them here!

Please complete the following information and return to: Jeannette@TheAdvisoryBoard.net

Company Information

Company Name (as should be published)	Enter Here
Street Address (as should be published)	Enter Here
City, State Zip	Enter Here
Phone	Enter Here
Website (as should be published/linked)	Enter Here
Company Contact (as should be published)	Enter Here
Contact E-mail (as should be published)	Enter Here
Contact Phone Number (as should be published)	Enter Here
Marketing/Trade Show Contact (not published)	Enter Here
Marketing/Trade Show E-mail (not published)	Enter Here
Marketing/Trade Show Phone (not published)	Enter Here
Title	Enter Here
Date	Enter Here

Company Description (max 35 words): *Enter Here*

Sponsorship Options

Please select your sponsorship option.

	Stand-Alone Price	Co-Sponsor or Contributor Price
Exhibiting Sponsorships		
Co-Sponsorship		\$13,000.00
Contributing Sponsorship		\$5,500.00
Additional Options		
Binder Sponsorship	\$3,500	\$2,000
Cocktail Reception Sponsor (2)	\$4,000	\$3,000
Breakfast Sponsor (2)	\$2,500	\$1,500
Break Sponsor (3)	\$2,500	\$1,500
Lanyard Sponsor (1)	-\$2,500	\$1,500
Event App Sponsor (1)	\$3,500	\$3,000
Grand Prize Sponsor	\$3,500	

A FEW ADMINISTRATIVE DETAILS...

Depending on your level of participation, you are entitled to several benefits. If you have any questions as to the full benefits of your sponsorship selection, please feel free to contact Joel Schwartz at JSchwartz@TheAdvisoryBoard.net or by calling (516) 220-2342.

Promotion

Extend your marketing in 2017!

We will include your company name on all materials promoting the Winning is Everything Conference. While we will make every attempt to use corporate logos wherever possible, space, time and technical requirements may dictate otherwise and force us to use the text version of your name. The Winning is Everything website (www.Winning-is-Everything.com) allows for links to all contributor and co-sponsor sites. We will also be incorporating recognition on the event agenda for program segment sponsors.

Please send us a high-resolution version of your logo (eps, jpg or tif) and your company URL as soon as possible.

Exhibits

Co-Sponsors and Contributing Sponsors both receive exhibit packages. Selection of booth space will be on a first-come, first-served basis, with preference given to double booth spaces. We will contact you in the order in which you have committed to the sponsorship. The exhibits will be located in the same room as all food and beverage. We will do our best to ensure that attendees spend as much time as possible in the exhibit area. Please direct all questions about the hotel space and technical requirements through conference administration (contact information listed below).

Hotel Room Reservations

Please make hotel reservations for your attendees as soon as possible. To make reservations call Mandalay Bay Resort and Casino at 877.632.7800. **Be sure to mention you are with The Advisory Board's Winning is Everything Conference.** All sponsor attendees must be registered for the conference individually before December 15, 2016. Go to www.Winning-is-Everything.com and use the registration function for all attendees included in your sponsorship. **Register those included in your package as a "Sponsor Attendee" registration type. Any additional attendees should be registered as "Sponsor Additional Attendee" registration type.**

Further Sponsorship Details

Further details on your participation in the conference (including exhibit hall layout for booth selection, shipping information, cost of booth amenities, etc.) will be sent to you in a separate document in the fall of 2016. If you have specific questions in the meantime, please contact conference administration.

Payment and Cancellation Policy

To guarantee space reservation, full payment (or a minimum of 50% down payment) must be submitted in the form of a check payable to The Advisory Board, or a credit card. For purposes of booth selection, your official date of registration will be considered the date on which the initial payment is received. Final payment in full must be received no later than 12/31/2016. The Advisory Board reserves the right to suspend promotion to any organization that does not pay in full by this date. Cancellations received 90 days or more prior to the conference will entitle the exhibitor to a refund minus 20% of the exhibit fee. No refunds will be given on cancellations received fewer than 90 days before the conference.

Shipping/Drayage/Storage

Exhibitors are responsible for shipping materials to and from the conference. Any and all costs associated with the shipping, drayage and storage of exhibit materials are the responsibility of the exhibitor.

Termination of Exhibit

In the event that the premises where the exhibit is to be held, in the sole determination of The Advisory Board, become unfit for occupancy or are substantially interfered with by reason of picketing, strike, embargo, injunction, act of war, act of God, fire, emergency declared by any government agency or any other act beyond the control of The Advisory Board, this agreement may be terminated by The Advisory Board. In the event of such termination, the exhibitor waives any and all damages and agrees that The Advisory Board may, after deducting all costs and expenses (including fair payment for products/benefits already received, and/or a reserve for claims), refund to the exhibitor his pro rata amount of all funds paid for complete settlement and discharge of all said exhibitor's claims and demands.

Security

Although The Advisory Board provides security at its own expense for this event, exhibitors are ultimately responsible for the safety and security of their exhibits, equipment and personal property. We urge you to consider removing from the exhibition hall or otherwise securing all equipment, supplies and other materials when not present.

Liability

The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save The Advisory Board, the owner of the host facilities and their respective employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorneys' fees arising out of or caused by the exhibitor's installation, removal, maintenance, occupancy or use of exhibition premises or any part thereof, excluding any such liability caused solely by the gross negligence of the owner of the host facilities, its employees or agents. In addition, it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor. Neither party shall be liable to the other for any special, indirect, incidental, consequential, punitive or exemplary damages or loss, not any lost profits, savings, or business opportunity. With respect to this agreement in general, the liability of The Advisory Board and its personnel shall not exceed the total amount of fees actually paid under this agreement. A claim for the return of fees shall be the exclusive remedy for any damages. The limitation of liability set forth in this paragraph is intended to apply to the full extent allowed by law, regardless of the grounds or nature of any claim asserted and shall survive termination of this agreement.

Transfer of Sponsorship or Exhibit Space

Sponsors are not permitted to share or sublet exhibit space or any promotional benefit without the prior consent of The Advisory Board.

My organization agrees to be a part of the 2017 Winning is Everything conference based upon the sponsorship selections made on the previous page of this document. We understand and agree to pay the related sponsorship fees. We acknowledge that this sponsorship application will not be considered complete until a minimum of 50% of the exhibit fees are received by The Advisory Board and agree to the terms set forth in this agreement.

Printed Name

Signature

Date

We look forward to working with you! For additional information, questions and comments, or to submit any of your exhibit plans, please feel free to contact the conference administrator:

Jeannette Schwartz-Ruttan
Executive Director
The Advisory Board
Direct - 440.394.6315
Jeannette@TheAdvisoryBoard.net