



Summit 2017+Expo

EXHIBITOR REGISTRATION FORM

August 29–31, 2017 • Gaylord National Resort & Convention Center, National Harbor, MD

Company Name: _____

Main Contact: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ E-mail: _____

BOOTH SELECTION

Rates: 1/1/17–3/3/17

Standard Booth (10'x10'): \$2,000

Double Booth (20'x10'): \$3,500

Rates: 3/4/17–7/3/17

Standard Booth (10'x10'): \$2,350

Double Booth (20'x10'): \$4,000

Non-Profit Organization (10'x10')* \$1,100

Non-Profit Organization (10'x20')* \$1,900

PROGRAM ADVERTISEMENT

\$1,500 Full-Page Color Ad

\$1,000 Half-Page Color Ad

\$500 Quarter-Page Color Ad

See ad specs for details (page 3).

MOBILE APP ADVERTISEMENT

\$500 Banner Ad

See ad specs for details (page 3).

PAYMENT INFORMATION

Exhibit Cost: _____ + Advertisement Cost: _____ = Total Due: _____

Charge Credit Card: AMEX VISA MasterCard Discover

Cardholder Name: _____

Card Number: _____

Expiration Date: _____ Signature: _____ Date: _____

Check Enclosed (*make payable to Paralyzed Veterans of America*)

IMPORTANT DATES

Return completed commitment form no later than **June 28, 2017**.

Ads must be posted to the Summit FTP site no later than **June 28, 2017**.

** Please indicate a copy of your tax-exempt status.*

PLEASE RETURN FORM TO:

CHRISTINE KIRKLEY

801 18th Street, NW, Washington, DC 20006

ChristineK@pva.org • 202.416.7743



Paralyzed Veterans
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SPONSORSHIP INFORMATION

AD SPECIFICATIONS

CORPORATE LOGO

Acceptable formats: Adobe Illustrator 10.0+, EPS, all fonts changed to art (preferred format); EPS or TIF, 300 dpi, all fonts changed to art. Logos for the mobile app must be in PNG format. **Logos embedded in Microsoft Word or PowerPoint documents will not be accepted.**

PARALYZED VETERANS OF AMERICA'S FTP SITE

All ad submissions are required to be sent to our FTP site. Instructions to access the site are listed below:

1. Verify the following are included: Company logo (EPS format preferred for print; PNG for mobile app).
2. Create a folder with your company/organization name with no spaces in name (use underscores for spaces).
3. Place files from Step 1 inside the folder. If only a logo is being transmitted, a folder is not needed.
4. Compress the folder (using Winzip, Stuffit, or similar software). **Note:** If you do not have such software, a trial version can be downloaded at:
<http://atl.img.digitalriver.com/v2.0-img/operations/smicro/427076/condensed4.html>
5. Resulting file will have the folder name plus .zip or .sit extension.
6. Open a browser window and in the address bar, type: <https://wx2.brickftp.com/sessions/new>.
7. Log in as either "summit-sponsor" or "summit-exhibitor" with the password "pvasponsor2017" or with "pvaexhibitor2017" respectively (omitting quotation marks).
8. Click the folder "Summit Sponsor-Exhibitors."
9. Click "Upload Files" in the top left corner.
10. Browse to find and select your zipped file.
11. Click "Begin Upload."



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SPONSORSHIP INFORMATION

PROGRAM AD

All ads should be created as four-color process and should include color proof sent via our FTP site.

- Full-page vertical ad, page trim size is 8.5”w x 11”h; allow additional .25” for ad that bleeds, without bleed ad is 7”w x 10”h.
- Half-page horizontal ad, ad size 7”w x 5”h, no bleeds.
- Quarter page vertical ad, ad size 3.5”w x 4.75”h, no bleeds.

MOBILE APP GRAPHICS

All images should be created as a PNG file in each size required and should be sent via our FTP site. Keeping to these dimensions will enhance the image quality across different devices, ensuring no graphic looks pixelated, squashed, or stretched out.

EVENT BANNER AD

Mobile Banner: 640 x 150 pixels

Tablet/Online Banner: 552 x 150 pixels

AD SUBMISSION

- **Acceptable Electronic Files:** PDF (300 dpi). No other file applications will be accepted. **Ads created in Microsoft Word, Publisher, or PowerPoint will not be accepted.**
- **Fonts:** Supply all screen and printer fonts. Do not use Truetype or Multiple Master fonts.
- **Graphics:** All supporting graphics must be supplied. These must be EPS or TIFF files at 300 dpi resolution. All embedded graphics should be supplied separately in case the printer needs to edit files for output. Files placed in Illustrator must be EPS or TIFF files (no placed JPEG files). **All fonts in graphics should be converted to outlines to ensure no font problems.**

ALL ADS ARE DUE NO LATER THAN JUNE 28, 2017.

For more information on art specifications, please contact:

JONATHAN FRANKLIN

JonathanF@pva.org • 202.416.7665

For any questions or concerns about the event, please contact:

CHRISTINE KIRKLEY

ChristineK@pva.org • 202.416.7743



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EXPO EXHIBITOR INFORMATION

To the fullest extent possible, assignment of booth location will be made in the order signed application/conditions forms are received. Final layout of the exhibition area, depending on the number of exhibitors, will be at the sole discretion of exhibition management, which will act in the best interest of the exhibition.

PAYMENT

Exhibit space will be reserved upon receipt of application/conditions form. Payment for reserved space must be made to the Paralyzed Veterans of America in U.S. dollars. Payment must accompany the application/conditions form and must be received by **June 28, 2017**. Exhibit space for which payment has not been received by that date may be canceled at the discretion of exhibit management.

FAILURE TO OCCUPY SPACE

Any space not set-up two hours prior to the official opening of the exhibition may be forfeited by the exhibitor and this space may be resold, repositioned, or used by exhibition management without refund, unless arrangements for delayed occupancy have been made with prior approval by exhibition management.

STORAGE AND HANDLING

Exhibitors must arrange for their own storage and handling of any material. All shipping expenses are the responsibility of the exhibitor.

DISPLAY

No exhibitor will advertise or display the name, logo or support for any veterans service organization other than Paralyzed Veterans.

LIMITATION OF LIABILITY

Security will be provided during the official period of installation, overnight, and dismantling. Reasonable care for the protection of exhibitors' materials and displays will be exercised. However, the Paralyzed Veterans of America (Paralyzed Veterans) or any officer and staff member thereof will not be liable for the safety of the exhibitors' property, agents, or employees from theft, damage from fire, accident, or any other cause. Exhibitors are advised not to leave unattended valuables in their exhibit space overnight.

DISMANTLING

No display will be dismantled or packing begun before the show officially closes.



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EXPO EXHIBITOR INFORMATION

INSURANCE

Exhibitor agrees to provide Paralyzed Veterans a certificate of insurance by **June 28, 2017**, with Paralyzed Veterans named as the certificate holder, evidencing commercial general liability coverage, to include, where appropriate, products liability coverage, in the amount of at least one million dollars (\$1,000,000) per occurrence. Additionally, Paralyzed Veterans shall be provided advance written notice of the cancellation or expiration of such insurance. Failure to provide the certificate of insurance as described shall render this agreement null and void.

Please provide certificate of insurance to Hannah Buchholz at **HannahB@pva.org**.

CANCELLATION

In the event of cancellation of the exhibition due to fire, strikes, government regulation, or any other cause beyond the control of exhibition management, Paralyzed Veterans shall not be held liable for failure to hold the exhibition as scheduled and shall determine the amount of the exhibit fees to be refunded.

Upon cancellation by exhibitor prior to **June 28 2017**, Paralyzed Veterans reserves the right to determine the amount of exhibit fees, **if any**, to be refunded. Cancellation notice received on or after **June 28, 2017**, will result in forfeit of all exhibit fees.

EXHIBIT SPACE DIMENSIONS/ARRANGEMENTS

Basic exhibit space is 10'x10'. In addition to the basic pipe and drape (10' back, 3' side rails), furnishings include one 6' skirted table, two chairs, and one space identification sign. Additional furnishings or electrical needs are the responsibility of the exhibitor. Display materials or equipment may not exceed length, depth, or height of the exhibit space. Additional space needs beyond the basic booth will be handled upon request. Paralyzed Veterans will provide each exhibitor with a digital exhibitor kit approximately six weeks prior to the event.

PARALYZED VETERANS SUMMIT 2017 & TRADEMARK

The Paralyzed Veterans of America Summit 2017 logo is a trademark of the Paralyzed Veterans and may only be used by authorized corporate sponsors. Exhibitor status does not include rights to the Summit logo or the Paralyzed Veterans of America logo. Unauthorized use of the Summit logo is prohibited, and this prohibition will be enforced.

Signature: _____

Date: _____