

<b>IMPORTANT DATES TO REMEMBER</b>	
<b>WORKSHOP APPLICATION DEADLINE</b>	<b>June 14, 2017</b>
<b>BADGE REGISTRATION OPENS</b>	<b>June 13,2017</b>
<b>ONLINE MARKETING BEGINS</b>	<b>August 22, 2017</b>
<b>PREVIEW GUIDE DELIVERED</b>	<b>August 29, 2017</b>
<b>CONFERENCE REGISTRATION</b>	<b>September 12, 2017</b>

### **RULES & REGULATIONS**

#### **WORKSHOPS**

A Workshop is a hands-on product technique class (up to three hours in length) where attendees make one or more finished projects. Workshops are for serious buyers who want to gain knowledge on a new product, are looking to expand their customer base through new product types or for those who want to enhance their skills on the use of a product.

#### **DEMOS**

A demo provides an opportunity to demonstrate a particular product or technique in a 45 minute session. Attendees will not be able to work on individual projects or follow along with the instructor. Instructors may invite an attendee onstage to assist in demonstration of a project.

#### **SUBMISSIONS**

Exhibiting sponsors are eligible to conduct up to 3 workshops and/or demos. Non-exhibiting members are eligible to conduct 1 workshop or demo. Read the promotions and deadlines below.

#### **SPONSORSHIP FEES**

Workshops and demos can be sponsored by any AFCI exhibiting member, non-member\* exhibitor and AFCI member. Exhibiting members may submit their application even if membership fees and exhibiting contracts have not been finalized.\*

#### **WORKSHOP PRICE:**

Exhibiting Member fee: \$0

Exhibiting Non-member fee: \$350 for Single Workshop Sponsor

Non-exhibiting member: \$300

#### **DEMO PRICE:**

Exhibiting Member: \$175

Exhibiting Non-member: \$350

Non-exhibiting member: \$300

\* All contracts and fees associated to exhibiting must be completed and submitted to AFCI by the applicable deadline date.

#### **ATTENDEE PRICING**

AFCI has a per class charge for workshops. Classes that do not require electric will have a AFCI base price of \$35 and classes that require electric will have a AFCI base price of \$45 per attendee. Workshop sponsors have the option to add an additional charge to this base price. The

additional money charged will go back to the sponsor after the show. Attendees are limited to 2 attendees per company, and may not register for more than one Workshop per time slot.

Manufacturers are allowed to buy out their class if they would like to offer the class free to members. The final price would be determined by multiplying \$35/\$45 times the final attendance. As always the class can be capped at a certain amount of attendees.

## **APPLICATION DEADLINES**

**Workshop/Demo Applications:** received by **June 14, 2017** will be listed on the show website on August 22, 2017 and included in conference registration opening on September 12, 2017. Notifications will be sent via email no later than August 1, 2016.

**LATE Workshop/Demo Applications:** received after **June 14, 2017** will only be considered if space allows. If accepted, the workshop/demo will be listed on the website and added to registration **after** September 12<sup>th</sup> opening.

**There are no exceptions to these deadlines.**

## **MARKETING**

AFCI will send a preview guide to potential attendees the last week in August. The preview guide will be an **overview** of the show and activities happening at the show. The guide will drive attendees to the show website where they can review classes and plan their schedule.

To fully take advantage of AFCI's marketing efforts, it is important to submit your workshop/demo by the June 14<sup>th</sup> deadline. Historically, attendees choose the bulk of their classes within the first week of registration opening.

***It is equally important to market your workshop/demos to your clients and followers to increase the exposure of your sessions and of the show.***

## **FEE DISBURSEMENTS**

For sponsors that add an additional charge to the base fee, disbursements will be made to the sponsor approximately 30 days after the show ends. AFCI will need to reconcile cancellations prior to sending out the final accounting and payment to the workshop sponsor.

AFCI requires a signed Workshop Sponsorship Agreement on file and a signed W-9 (US companies only) prior to the disbursement being made. The agreement is meant to protect both AFCI and the Workshop Sponsors, to ensure that all rules and regulations are followed and payment arrangements are understood.

## **CANCELLATIONS**

Cancellations by the Sponsor must be made in writing to the Education Department at [education@afci.global](mailto:education@afci.global). Cancellations penalties are as follows:

- Within seven (7) business days of receiving the email confirmation: No penalty
- Eight (8) business days through January 17, 2018: \$500
- Failure to perform the workshop at the Creativation Show, January 18-22, 2018: 100% of revenue loss based on registered attendees.

## **WORKSHOP/DEMO COORDINATOR RESPONSIBILITIES**

ALL communication and payment must be coordinated through one coordinator, even if there are co-sponsors. Please designate one person who will be the PRIMARY contact person on behalf of the Workshop Sponsor (to include all phone and email contact from AFCI). All material regarding this workshop will be sent to the workshop coordinator, who will be solely responsible for

informing the workshop instructor(s) and any co-sponsors. We request that all workshop related correspondence with AFCI staff be made through the Workshop Coordinator.

## **CHANGES**

Changes to submitted Sponsorship Applications (i.e., title/description edits, set-up needs, number of attendees) must be made in writing to the Education Department at AFCI. Requests for changes will be subject to approval by AFCI.

## **CLASSROOM SET-UP**

AFCI provides sponsors with a classroom, set schoolroom-style and equipped for 2/3 people per worktable, a 6-foot head table, one wireless microphone and one electrical outlet ONLY. Classes have seating for 24 at Maker Space area on show floor and 50, 75 or 100 (in meeting rooms) attendees based on room availability and time slot requested.

Custom classroom setup must be made in writing to AFCI at the time of submission, so AFCI can properly assign rooms at the Convention Center. Custom classroom setup requests made after the Workshop is confirmed may not be possible, or may incur additional fees.

## **CLASSROOM ELECTRICAL**

One electrical outlet will be available in each classroom without charge. Sponsors who require additional electrical outlets MUST specify at the time of their application the wattage for the tool and indicate if giving one tool per person or one per table. **NOTE: Electrical hook-up requests above one outlet per every 2 person table, or added after confirmations are sent may incur a fee and/or may alter the scheduled workshop time and/or room. Any workshops submitted after June 14<sup>th</sup> which require electrical may incur the full electrical pricing as dictated by the convention center unless AFCI can place your workshop in a designated electrical room. Electrical rooms are limited, so submit early for placement of your Workshop.**

## **CLASSROOM AUDIO VISUAL**

If you require additional AV for your Workshop that AFCI does not supply (LCD projectors, screens, etc.) you can order these directly from AFCI's Audio Visual supply company, the sponsoring company is responsible for all fees associated with ordering additional AV equipment. The AV order form will be available by October 21<sup>st</sup>.

## **WORKSHOP STAFFING**

There must be a minimum of two representatives (instructor & assistant) per Workshop. Also, additional assistance is suggested for large classes (one assistant for every 25 people). A representative from each sponsoring company is encouraged to be present during the class; however, trade show booths may not be left un-staffed. As the workshop coordinator, please ensure that all instructors, co-sponsors, and additional workshop staff receive and understand all instructions.

## **PHOTO / IMAGE OF WORKSHOP PROJECT**

An electronic high resolution 2" wide x 3" high (300dpi) image of your project, company logo or headshot must be attached to the application, for inclusion in print and/or online marketing. Photos of the finished project or the supplies used in the class are preferred. If the project sample photo is not available upon application submission, email it to [education@afci.global](mailto:education@afci.global) no later than **June 14, 2017**. Please note AFCI's Workshops with project photos, on average, receive the highest ticket sales – especially for new Workshop sponsors and less-known Instructors. See the Workshop Best Practices on [www.afci.global](http://www.afci.global) for more information on how to most effectively promote and market your Workshop. A replacement photo can be sent to [education@afci.global](mailto:education@afci.global).

## **PRODUCT SHIPPING, STORAGE & DELIVERY TO CLASSROOM**

A Workshop/Demo Shipping Kit will be emailed to you no later than October 13, 2017. Coordinators will receive an email when the shipping kit is available for download. This Shipping Kit will include instructions for labeling and shipping materials for your Workshop to the Phoenix Convention Center. Please adhere to these instructions to ensure a smooth workshop experience.

**A.** AFCI will provide, free of charge, all Workshop/Demo drayage if the exhibiting sponsor(s) use the provided labels within the Shipping Kit. Sponsors who do not use these labels will be responsible for all costs associated with moving products from their booths to the classroom and will be billed separately for any labor used. **NOTE:** Shipping workshop materials separately from the booth materials will lessen confusion and save money during set-up.

**B.** AFCI will provide free storage of Workshop materials before and after classes. It is the sponsor's responsibility to ensure that all materials have arrived before the class. Sponsors are also responsible for picking up their materials on January 22<sup>nd</sup> before 12:00 pm. AFCI is not responsible for any materials or product samples left in the storage room after 12:00 pm on January 22, 2018.

**C.** Cartons will be delivered directly to the workshop storage room in the Phoenix Convention Center. All boxes of materials will be delivered to the appropriate classroom 60 minutes prior to start time for that class. Since time is at a premium, we strongly recommend that all project supplies and instructions be pre-collated into sealed, plastic bags, as much as possible, for quick distribution when the workshop begins. Also, numbering workshop boxes and keeping a separate list to correspond to what is packed in each one will help the instructor and assistants locate items more quickly.

**D.** AFCI staff, including temp staff, is not responsible for damaged, lost or stolen items before, during, or after the workshop.

## **REGISTRATION**

Workshop registration will be limited to 2 people per company. This is to maximize your workshop exposure to multiple companies and avoid a single company reserving multiple seats.

Demos will be open to the public and does not require ticketing for entry. However, seats are limited and it will be honored to those that pre-register.

## **DAMAGE TO THE PHOENIX CONVENTION CENTER CONVENTION CENTER**

Sponsors will be liable for any damage caused to the convention center's building, floors, walls and columns, or to the property of any other company.

## **PROMOTION**

AFCI promotes classes to thousands of potential buyer attendees and sells class tickets directly to show attendees. The conference schedule section of AFCI's show website [www.creativationshow.org](http://www.creativationshow.org) will feature project photographs and class descriptions. Sponsors are encouraged to contact their customers to encourage attendance. See the "Workshop Sponsorship Tools" on [www.creativationshow.org](http://www.creativationshow.org) for more information on how to best market and help promote your Workshop.

## **SALES/ORDER SOLICITATION**

Sales or order solicitation is not permitted during the session. All project materials and related literature must be supplied at NO CHARGE to the attendees.

## **INDEMNIFICATION**

The Exhibitor agrees to indemnify and hold AFCI and its directors, officers, employees, agents and members, harmless with respect to any and all claims, losses, damages, liabilities, judgments, or settlements, including reasonable attorney's fees, costs, and other expenses incurred by AFCI arising or related to: (i) the violation or breach of any term or condition of the agreement between the parties or any of the Trade Show Rules & Regulations by the Exhibitor its employees and agents; (ii) any activities, including copyright infringement, defamation, or slanderous content, conducted by the Exhibitor during the Trade Show; or (iii) negligent acts or gross misconduct of the Exhibitor while in attendance at the Trade Show. The rights and responsibilities established in this paragraph shall survive indefinitely the termination of the Agreement.

## **ATTENDEE LISTS**

We encourage workshop sponsors to collect contact information in the event that the instructors/workshop sponsor's wish to send class participants materials after the workshop. Upon request, AFCI can provide contact name, company name, city, state, email address, and buyer type. However, we do not support the use of attendee lists to be used for purposes not directly associated to the workshop.