

2020 ANNUAL INTERNATIONAL CONFERENCE AND EXPO



Raleigh, North Carolina, USA, Raleigh Convention Center

Exhibit Dates: February 5 - 8, 2020



MELISSA A. WEBB

In 2019 the Annual
International ACCT
Conference &
Expo boasted:

OVER
1150
ATTENDEES

MORE THAN
120
SESSIONS

OVER
120
EXHIBITORS

A DIVERSE SET OF
THOUGHT LEADING
PRESENTATIONS

Dear Valued Partner,

The Challenge Course / Aerial Adventure Park industry is changing fast with new advances in programming and technology and it's tough to keep up! It is a significant part of our focus for our Annual International ACCT Conference & Expo to ensure our industry is educated on the newest philosophies as well as technical advances. We are excited to announce that we will be hosting our 30th Conference at the Raleigh Convention Center in Raleigh, NC which will take place February 6th - 9th, 2020 and has ample space for both our Expo and workshop sessions.

We expect next year's event will be even larger and more thought prolific, and we hope you'll join us as we continue to take the Challenge Course / Aerial Adventure Park nation to the next level. This next year we expect even higher attendance numbers, more continuing education opportunities, and plenty of occasions for you to build awareness among leaders and practitioners from within our industry.

We offer a wide range of sponsorship opportunities to suit all your needs. Each allows you to showcase your products and services where the top marketing decision-makers and influencers network. I encourage you to review the enclosed details and respond quickly, as we expect some to sell out quickly, so don't delay! Please note important dates for advertising / exhibitor / sponsorships outlined in the prospectus and take note of our exhibitor policies on page 6.

On behalf of the entire ACCT team, I hope you'll choose to partner with us for our 30th Annual ACCT Conference & Expo!

Sincerely,

Melissa A. Webb
Events Director
ACCT

**Exhibitors will
access 1200+
Professionals /
Key Purchasing
Decision-makers
including:**

- ▲ Course Owners and Operators
 - ▲ Canopy-Zip Line Tour Professionals
 - ▲ Trainers-Testers
 - ▲ Facilitators
 - ▲ Builders
 - ▲ Installers
 - ▲ Manufacturers
 - ▲ Insurance-Risk Management Representatives
 - ▲ Attorneys
 - ▲ Higher Education Faculty
 - ▲ K-12 School Teachers
 - ▲ Park District Personnel
 - ▲ Camp Personnel
 - ▲ Programmers
 - ▲ Social Services Agency Officials
 - ▲ YMC A
 - ▲ Boy Scouts of America
 - ▲ Girl Scouts of America
 - ▲ Hospitals
 - ▲ Law Enforcement
 - ▲ Military
 - ▲ Consultants
 - ▲ Entrepreneurs
 - ▲ Ski Resort Owners
- and many others
interested in challenge
courses!

CONFERENCE FEATURES

The Annual International ACCT Conference and Expo will feature a multitude of workshops, pre- conference, keynote speaker, discussion forums, post-conference and the “famed” ACCT Olympics. This conference also features an awards ceremony, hosted receptions, plus a perennial highlight – The Exposition!

Businesses searching for creative and interactive ways to reach new, loyal and active customers are invited to take part in the upcoming Expo.

By taking part in the Expo you can increase your business exposure within the Zip Line, Ropes Course and Aerial Adventure Park community as well as enhance your customer base.

The cross-marketing opportunities will benefit your business and strengthen your roots in the industry both in the U.S. and abroad. Get exposure with more than one thousand new customers!

FOCUS ON THE MARKET

ACCT’s 3000+ members are the largest representative group in the challenge course, canopy tour / zip line, and aerial adventure / trekking park industry. ACCT’s 41 accredited Professional Vendor Members (PVM’s) are the largest number of accredited challenge course builders in the world.



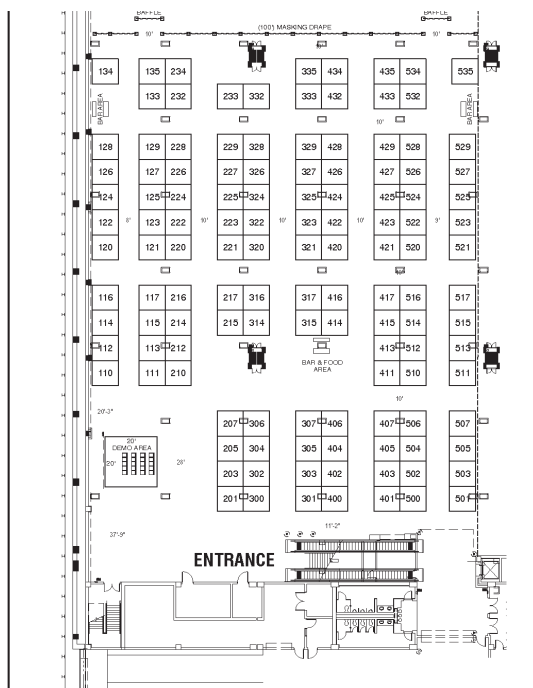
Hotels

ACCT has negotiated room blocks at both the Raleigh Marriott City Center and the Sheraton Raleigh Hotel.

Reservations links:
acctconference.com/venue

Rates Include bonus exhibition benefits

- ▲ Pre & Post Conference Opt-in Attendee Mailing List
- ▲ Discount on Program Advertising
- ▲ Recognition in Conference Materials
- ▲ Product / Service Description in Program
- ▲ Complimentary communal "take-one" literature display for Sponsors / Advertisers
- ▲ Secure Exhibit Hall
- ▲ Discount on Purchasing Demo Workshops



Format /Exposition Hours

MOVE-IN

Wed. 2/5	11am - 5pm
Thur. 2/6	8am – 5pm

EXHIBIT OPEN

Thur. 2/6	6pm – 9pm
	6pm – 8pm Reception
Fri. 2/7	8am – 11am Client Appointments Only
	1pm – 7pm
	6pm – 7pm Reception
Sat. 2/8	9am – 2pm Prize Drawings
	4:30pm – 6pm ACCT Olympics / Cocktail Reception

EXHIBIT DISMANTLE

Sat. 2/8	2pm – 8pm Exhibit Dismantle
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Exhibit Hall Hours subject to change.



Exhibitor Pricing

ON OR BEFORE 10/1/19

Booth Size	10X10 In-Line	10X10 Corner
PVM	1,400	1,500
Non – PVM	1,750	1,850

AFTER 10/1/19

Booth Size	10X10 In-Line	10X10 Corner
PVM	1,550	1,650
Non – PVM	1,900	2,000

Accredited PVM Exhibitors are entitled to two (2) "full conference registrations" as well as one (1) "exhibit hall only" pass.

Non-Accredited Exhibitors are entitled to two (2) "exhibit hall only" passes.

Terms of Payment

There is a 25% of total booth cost cancellation fee if cancellation is received before 10/25/19. Cancellations received after 10/25/19 will result in a full forfeiture of the total cost of exhibit space and / or an obligation to pay the full rental fee. A cancellation must be received in writing by ACCT Exhibit Management to be valid. This policy is in effect regardless of the circumstance surrounding a cancellation.

For more information on advertising, exhibiting, or sponsorship opportunities please contact:

ACCT Exhibit Management
events@acctinfo.org
858-744-4503



ACCT Exhibitor Policy

In accordance with ACCT's commitment to safety, it is expected that all exhibitors make every effort to ensure the safety of their employees and others involved in the setup and takedown of exhibit hall booths.

General outline of policy, rules, and requirements

Exhibitors and employees must:

- All employees, workers, contractors, and volunteers must follow all federal (OSHA), state, county, local laws, ordinances, guidelines, and rules for employee well-being and safety.
- Raleigh Convention Center Policy: For safety reasons, no individual who is under the age of 16 and is not affiliated with the host organization is permitted in the hall or dock areas during Move-In or Move-Out. Individuals under the age of 16 are permitted in other parts of the facility if supervised by an adult.
- Be aware of wheeled vehicles like forklifts and man-lifts. Drivers of these vehicles may not be able to see you. Stay at least 10 feet away from lifts while in use.
- Use extreme caution while in the loading dock area and around trucks and trailers.
- Be aware of your surroundings at all times. You are in an active work environment with constantly changing conditions.
- Use caution with electricity, wiring and potential exposure to electrical shock.
- Use caution to prevent falling objects and minimize any potential damage to property.
- Do not attach items or equipment to the drapes or metal framework provided for your booth.
- The operation or use of all motorized lifts and motorized material handling equipment for setup and takedown of exhibits must be done in accordance with the hotel and exhibit hall management policies. Anyone operating equipment must have documentation of appropriate training and qualification.
- If reaching, use a ladder, not a chair. Standing on chairs, tables, couches, or other such items is unsafe and can cause injury to you or others.
- If assembling or attaching items above 7 feet off the ground, the area must be encircled with a distinct boundary, indicating worker overhead.
- Booth height is limited to 10 feet for in line booths or lower if required by hotel and exhibit hall management policies.
- Booth height is limited to 20 feet for end cap booths or lower if required by hotel and exhibit hall management policies. Booths over 10 feet high require a plan review of booth layout and design, to include setup and takedown procedures (number of employees required, their skills and equipment to be used).
- Any booth with a mezzanine or second level intended to accommodate a live load and/or any activity intended to allow climbing or to provide support of participant weight requires engineering plans or review letter citing compliance with appropriate standards and accepted engineering practice.

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- ACCT reserves the right to audit all registrations. Should the company register him or herself in an incorrect registration category or with a discount code to which they are not entitled to use, ACCT will reassign the company to the appropriate registration category. Any fees or additional costs outstanding as a result of the reassignment of the registration category need to be paid in full prior to registration onsite.
- ACCT reserves the right to revoke, without refund or compensation, the participation of any exhibitor after being warned a second time of any violation of any applicable safety policy.

Indemnification-

- Exhibitor will indemnify, hold harmless, and defend ACCT from and against any and all demands, claims, causes of action, fines, penalties, damages, liabilities, judgements, and expenses, (including but not limited to reasonable attorney's fees and investigation costs), for bodily injury, including any injury to ACCT's employees or volunteers, and/or property damage arising out of work performed by exhibitor. Further, the exhibitor's indemnification of ACCT includes any and all violation of federal, state, county, and local ordinances to include any rules or regulations published and/or set forth by ACCT, the facility owner and/or event Management Company.
- All exhibitors must submit a certificate of insurance listing appropriate General Liability and Workers Comp coverage.

Strategy for enforcement/policing the policy-

ACCT Events Department/Conference Committee will assign two volunteers or staff who are familiar with the ACCT, Hotel and Exhibit hall rules and regulations to patrol the exhibit hall during setup and takedown with the authority to intervene and clarify/discuss compliance with exhibitors and their staff.

General policy-

- If children under the age of 16 are in exhibit hall after set-up, or during exhibit hours, they must be properly supervised by a parent or guardian.



SPONSORSHIPS AT A GLANCE

SPONSOR BENEFIT	TIER I \$15,000 1 available	TIER II \$6,500 4 available	TIER III \$3,500 7 available
Official Sponsor *branding privileges	Tech Talk / Opening Ceremonies	Coffee Break	ACCT Olympics
Standard 10x10 Booth	1 (included)	1 @ 50% off	
Complimentary Full Conference Registration	3	2	1
Advertising in Digital Program (copy due 12/2/19)	Full Page	1/2 Page	1/4 Page
Splash Screen Conference App (see details on pg 8)	1		

*Sponsor(s) have exclusive branding rights for each sponsored event. Contact ACCT Event Management for details

Digital Ad Specifications for Tiered Sponsors Only

These ads will appear in the digital conference program.

Logo Specifications:

- An electronic version of your company logo **must** be submitted with your online application. Accepted logo formats include: EPS, JPG, JPEG, TIFF and PNG.
- Logo Size must be 800 x 800.

The Logo will be placed in the digital conference program as well as the conference app. Additionally all Tier Sponsors receive a banner ad in the conference app. ACCT must receive files in PNG, JPEG, or GIF format with appropriate sizing. Both 640 X 150 and 552 X 150 files need to be submitted. These will be displayed digitally at the top of the conference app in 6 second increments with a click-able link directing attendees to a desired landing page. Please design graphics according to recommended dimensions for best viewing. **COPY DUE: 12/2/19**

ALL TIER SPONSORS RECEIVE THE FOLLOWING:

Banner Ad in Conference App
Post Conference Newsletter Ad
Live Stream Interview - onsite
Logo / Link / Company Description on Conference Website & App
Logo on Conference Press Releases
Logo on Conference T-Shirt
Admittance to ACCT Leadership Social
Branded Signage in Prominent Areas
Repeat Exposure to 1200+ Attendees
Pre / Post Conference Opt-In Attendee Mailing List
Sponsorship Designation in App
Product / Service Description in Digital Program / App
Comp Communal "Take-One" literature display
Promotional Item in Conference giveaway bag
Provide Two articles of Educational Content for the ACCT website / newsletter per year



Mechanical Requirements for Ads in the Digital Conference Program:

- ☐ Tier I Sponsor Full Page Ad: (7 ½" wide x 10" high)
- ☐ Tier II Sponsor Half Page Horizontal Ad: (7 ½" w x 4 7/8" h)
- ☐ Tier II Sponsor Half Page Vertical Ad: Vertical (3 5/8" w x 10" h)
- ☐ Tier III Sponsor Quarter Page Horizontal Ad: Horizontal (7 ½" w x 2 3/8" h)
- ☐ Tier III Sponsor Quarter Page Vertical Ad: Vertical (3 5/8" w x 4 7/8" h)

For more information on digital advertising, exhibiting, or sponsorship opportunities please contact:

ACCT Exhibit Management
events@acctinfo.org
858-774-4503

APP SPONSORSHIP OPPORTUNITIES



Splash Page (1) - Exclusive for Tier I Sponsors.

\$2,000

A full-screen ad displays when the app is launched or refreshed for excellent brand visibility.



Banner Ads (10) - All Tiered Sponsors receive 1

\$500

Rotating banner ads appear at the top or bottom of the screen and serve as a cost-effective way to create brand awareness.

Must receive files in PNG, JPEG, or GIF format with appropriate sizing. Both 640 X 150 and 552 X 150 files need to be submitted. These will be displayed digitally at the top of the conference app in 3 second increments with a click-able link directing attendees to a desired landing page. Please design graphics according to recommended dimensions for best viewing.



Push Notifications (10)

\$300

Messages get sent directly to attendees' mobile devices, which can be scheduled in advance and segmented for select attendees or event-goers at-large. Maximum 3 notifications per company.



Beacons (15)

\$150

Bluetooth-enabled beacons create stopping power by triggering strategic messages to whoever passes by.



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Additional Sponsorship Opportunities

Conference Event Photographer / Photography Company:

The ACCT seeks this sponsorship as a way to not only document the conference for historical use, but also utilize the images in future ACCT publications and promotions. Thus, the photographs generated from this sponsorship must be useable in print as well as projection (i.e. slide shows at the beginning and end of conference receptions). The best photos of the conference will tell a story within the image, on top of the technical usability. A list of requested photos will be generated by ACCT, but the expectation will not be limited to just that list. Creativity is appreciated!

\$5,000

Registration Sponsor

Logo on Conference Registration Brochure, Websites & On-site Registration Booths

\$4,500

Service Crew Sponsor

\$2,500 + cost of hats

Hotel Key Cards

\$3,000 + cost of item

Name Tag Lanyards – Includes Logo on item

\$4,000 includes cost of item

Padfolios / Pens

\$1,500 + cost of item

Welcome Banner

\$1,500 ea + cost of item

Early Arrivals Networking Reception,* Wednesday

\$2,500 each (3 available)

Networking Reception,* Thursday

\$3,500 each (5 available)

Cocktail Reception,* Friday

\$1,500 each (2 available)

Awards Ceremony,* Friday

\$4,500 each (5 available)

Saturday Evening Networking Event*

\$5,000 each (3 available)

*Reception Sponsor(s) have exclusive branding rights for each sponsored event. Contact ACCT Event Management for details.

Branding Ideas

- logoed glassware
- logoed napkins
- additional signage
- door prizes / giveaways
- GoBo Logo projection

Have something in mind that isn't listed? We are always open to exploring unique new conference partnerships! Contact ACCT Show Management at events@acctinfo.org.



Host a Demonstration

Here's your chance to gain more exposure for your company, your products and your services. Savvy exhibitors and presenters can use these demo opportunities to put themselves "on stage" at the show. The demonstration should be educational in nature, and not only a sales "pitch" for your product or service. It should be viewed as a product and/or service clinic for your customers and prospects, giving them something of value to use in their business.

We offer a limited number of time slots in 90-minute increments (inclusive of setup / teardown time) during conference hours. The rates are as follows:

	ONE (1) SESSION	TWO (2) SESSIONS	THREE (3) SESSIONS
PVM Exhibitors	\$250	\$400	\$600
Member Exhibitor	\$300	\$450	\$650
Non-Member Exhibitor	\$350	\$550	\$800

These time slots are offered on a first-come, first-served basis, subject to availability via the exhibitor registration portal. ACCT will provide electricity, presentation screen, as well as a table to display materials for demos hosted in the designated demo area only. All other Audio and A/V equipment may be ordered at the expense of the presenter (forms provided upon request). This includes any AV needs vendors have for hosting demos inside their exhibit booths.

Demonstrations will be held in Exhibit Hall A at the Raleigh Convention Center in the ACCT Expo. Please note the demo area is in exhibit hall.

Demonstration sessions will be listed in the Digital Conference Program, Conference App, on signage at registration, as well as in the Exhibit Hall Demo Area.

Workshop Selection: Times listed include a 15 minute break between sessions so please plan accordingly. For sessions hosted inside the exhibit hall there will be two sessions available per time slot. One in the demo area and one offered in exhibitor booth. No more than 2 demos will be offered simultaneously.

Deadline: Demos booked after 12/2/19 will not be listed in the Conference Program.

SIGN UP EARLY. SLOTS ARE LIMITED AND WILL GO FAST!

Demonstration Session Schedule

SESSION	DEMO TIME
FRIDAY	
1	11:15a - 12:45p
2	1:00p - 2:30p
3	2:45p - 4:15p
4	4:30p - 6:00p
SATURDAY	
5	8:30a - 10:00a
6	10:15a - 11:45a
7	1:00p - 2:30p

