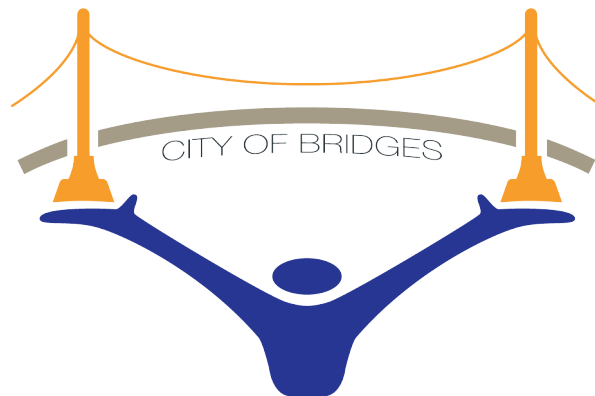




Sixth Annual Midwest Region Coaches Conference (MRCC)

Opportunities to Sponsor,
Exhibit and Advertise



**CREATING
CONNECTIONS**

ICF Midwest Region Coaches Conference

**June 21 – 23, 2018
Pittsburgh Pennsylvania
The Westin Convention Center Pittsburgh Hotel**

Organized by ICF Midwest Regional Advisory Council (MRAC)

About the Midwest Region Coaches Conference (MRCC)

The sixth annual ICF Regional Conference is the Midwest region's premier educational and networking event for coaching professionals. This event will be ICF's largest gathering of coaching professionals in the United States in 2018, anticipated to attract 350 participants from across the coaching spectrum!

Who Attends the MRCC

Those interested in the power and potential of coaching to impact the world in a positive way will find the 2018 MRCC to be a valuable source of professional development, education and connections with other coaches, exhibitors and speakers. You will meet professionals involved in:

- Coaching (business, career, leadership, life, financial, transitions, etc.)
- Implementing internal organizational coaching programs
- Leadership development
- Human resources
- Training and development
- Organization development
- Psychology and Social Work
- Non-Profit programs
- Health and Wellness
- Research
- Publishing
- Creating the future of coaching

Value of Sponsoring or Exhibiting

- Offer your products and services to hundreds of coaches and other allied professionals from the US and across the globe
- Distinguish your company as the “go to” business for those in the coaching industry
- Support the coaching profession and its purpose with your offerings, insights and research
- Cultivate and develop relationships with key stakeholders in the industry.
- Leverage press releases, social media, and website exposure to create broad awareness
- Gain exposure from conference promotion through the conference and followup communications

Our Commitment to You!

As your designated partners, we will...

- Host a high quality learning experience that attracts coaches from the ICF Global membership of 27,000 who are your high priority customers.
- Provide an exhibitor space that encourages attendee traffic by locating tables in the middle of the gathering space.
- Design a schedule with breaks and activities that encourage attendees to come and talk with you.
- Provide personal assistance to help you increase your visibility to this community through technology the minute your paid registration is received.
- Ensure ease and efficiency in setting up your onsite presence, as needed.

As a Conference Sponsor or Advertiser you will:

- Gain exposure and meaningful connections within the coaching community.
- Show your visible support for the coaching profession.
- Connect with coaching professionals from across the globe to provide them the opportunity to learn about your amazing products and services.

Package Levels

Sponsor

- ✓ Premier
- ✓ Advantage

Exhibitor

- ✓ Exhibitor Full-Table
- ✓ Exhibitor-Half-Table

Advertiser

- ✓ Full Page
- ✓ Half Page
- ✓ Quarter Page

Terms and Conditions

1. The components of each package described in the following pages reflect the opportunities for sponsors, exhibitors and advertisers.
2. The purchase of a conference sponsor, exhibitor or advertiser will be confirmed when full payment is received.
3. All sponsor, exhibitor and advertiser packages are nonrefundable. This is because the work to begin advertising on our website and program begins as soon as you provide payment. If you must cancel, please provide the cancellation request in writing to sponsors@icf-midwest.com.
4. Conference Sponsor Map presented by the venue reflects the general location only and is not guaranteed to be to scale.
5. Table assignment for sponsors and exhibitors will be determined based upon date payment in full is received.
6. Individual Meal Plans are outlined in your package.
7. The Venue – The Westin Convention Center Pittsburgh Hotel
<http://www.westinpittsburgh.com/>
 - a. The ICF-Midwest Coaching Conference will exclusively occupy the meeting space of the Westin Pittsburgh Hotel.
 - b. Hotel room – A limited block of rooms will be available.
 - c. Hotel Directions, Map, Transportation and Parking:
<http://www.westinpittsburgh.com/directions>
8. Shipping information will be available on the Sponsorship page of the icf-midwest.com web site. Shipping is the responsibility of sponsors and exhibitors. The hotel rates for shipping are listed below.
 - 0 - 5 Pounds - \$5.00 per Box
 - 6 - 20 Pounds - \$10.00 per Box
 - 21 - 50 Pounds - \$15.00 per Box
 - Over 50 Pounds - \$25.00 per Box
 - Crates & Pallets - \$75.00 each
9. Want to learn more about Pittsburgh? <http://www.westinpittsburgh.com/things-to-do-in-pittsburgh>.

Sponsor Packages

Premier Sponsor

\$4,997

[Limit 2]

Deadline for Submission:

February 28th, 2018

<p>Package</p>	<p>Three (3) six-foot tables</p> <p>Premium table placement (highest traffic location)</p> <p>Skirt/electricity/wireless internet</p> <p>Banner on conference web site with paid registration and submitted art work</p> <p>Two (2) minute company video presented at a main gathering session (sponsor to provide)</p> <p>One Full-page ad in the conference program back cover or inside front cover. (first signed has first choice).</p> <p>Company description in the conference program</p> <p>Three (3) registrations (including meal packages and all sessions)</p>
<p>Presence</p>	<p>Prominent signage throughout the dedicated conference floor</p> <p>Listing as “attending premier sponsor” in conference program</p> <p>Listing as “attending premier sponsor” on conference website</p> <p>Registration area signage</p>
<p>Optional</p>	<ul style="list-style-type: none"> • Additional conference registrations may be purchased <i>separately</i> through conference registration site. • Additional exhibitors with meal package only - \$250 • Dedicated space (before or after conference programs) to present to conference attendees for non-refundable fee: <ul style="list-style-type: none"> ○ \$1,200 for one 20 minute presentation to all attendees (limit 2)
<p>Marketing Specifications</p>	<p>All graphics for print should be a minimum of 300 dpi (High resolution), preferably in .eps .ai or .psd format.</p> <p>A 250 x 250 pixel logo with URL to link it to and a short (5-6 sentence) paragraph describing your business. To be added to the Sponsors page</p> <p>A 1400 x 600 pixel banner with URL to link it to for the top of the Home Page. It will be the first or second slide that pops up for three months.</p> <p>Please send us your Facebook Business Page and Twitter profile, if available, so we can connect with you on social media.</p>

Sponsor Packages

Advantage Sponsor

\$2,997

[Limit 5]

Deadline for Submission:

March 6th, 2018

<p>Package</p>	<p>Two (2) six-foot tables: Premium table placement (based on time of payment) Skirt/electricity/wireless internet</p> <p>Two (2) full conference registrations (including meal packages)</p> <p>Visibility as sponsor at (1) meal or break with opportunity to place collateral material provided by sponsors on tables (preference based on time of payment)</p> <p>Banner on conference web site with paid registration and submitted art work</p> <p>One (1) Full-page ad in the conference program (inside page)</p> <p>Company description in the conference program</p>
<p>Presence</p>	<p>Prominent signage throughout the dedicated conference floor</p> <p>Listing as “attending advantage sponsor” in conference program</p> <p>Listing as “attending advantage sponsor” on conference website</p> <p>Registration area signage</p>
<p>Optional</p>	<ul style="list-style-type: none"> • Additional conference registrations may be purchased <i>separately</i> through conference registration site. • Additional exhibitors with meal package only - \$250 • Dedicated space (before or after conference programs) to present to conference attendees for non-refundable fee: <ul style="list-style-type: none"> ○ \$1,200 for one 20 minute presentation to all attendees (limit 2)
<p>Marketing Specifications</p>	<p>All print graphics should be a minimum of 300 dpi (High resolution), preferably in .eps .ai or .psd format.</p> <p>A 175 x 175 pixel logo with URL to link it to and a short (3-4 sentence) paragraph describing their business.</p> <p>A 1600 x 568 pixel banner with URL to link it to. Page choices are:</p> <ul style="list-style-type: none"> • Conference Schedule • Keynote Speakers • Breakout Presenters • Special Events • Hotel and Air <p>Please send us your Facebook Business Page and Twitter profile, if available, so we can connect with you on social media.</p>

Exhibitor Packages

Exhibitor Full Table

Full Price

\$1447

2 Exhibitor
Workers

Package	<p>One (1) six-foot table: Table placement based on time of payment</p> <p>Skirt/electricity/wireless internet (may be provided TBD)</p> <p>Up to two (2) Exhibitors (meals included)</p>
Presence	<p>Listing as “attending exhibitor sponsor” in conference program</p> <p>Listing as “attending exhibitor sponsor” on conference website</p> <p>Registration area signage</p>
Optional	<p>Additional Exhibitor(s) (meals included) \$250</p> <p>Conference registration may be purchased <i>separately</i> through conference registration site</p> <p>Additional Advertising may be <i>purchased separately</i></p>
Marketing Specifications	<p>All print graphics should be a minimum of 300 dpi (High resolution), preferably in .eps .ai or .psd format</p> <p>A 125 x 125 pixel logo & 72 dpi with URL to link it to. To be added to the sponsors page</p> <p>Please send us your Facebook Business Page and Twitter profile, if available, so we can connect with you on social media.</p>

Exhibitor Packages

Exhibitor Half Table

Full Price
\$825

Package	<p>One-half (1/2) six-foot table: Table placement based on time of payment Skirt/electricity/wireless internet (may be provided TBD) One (1) Exhibitor (meals included)</p>
Presence	<p>Listing as “attending exhibitor sponsor” in conference program Listing as “attending exhibitor sponsor” on conference website Registration area signage</p>
Optional	<p>Additional Exhibitor(s) (meals included) - \$250 Conference registration may be purchased <i>separately</i> through conference registration site Additional Advertising may be purchased separately.</p>
Marketing Specifications	<p>All print graphics should be a minimum of 300 dpi (High resolution), preferably in .eps .ai or .psd format</p> <p>A 125 x 125 pixel logo with 72 dpi with URL to link it to. To be added to the sponsors page</p> <p>Please send us your Facebook Business Page and Twitter profile, if available, so we can connect with you on social media.</p>

Advertiser Packages

Options

Full-page ad Inside Front Cover: 8.5" x 11" - \$425

Full-page ad Inside Back Cover: 8.5" x 11" - \$325

Full page ad: 8.5" x 11" - \$295

Half page horizontal: 7.25" X 4.875" - \$195

Quarter page horizontal: 4.875" X 3.325" - \$125

Quarter page vertical: 3.325" X 4.875" - \$125

Color Ad Sizes (NO BLEED) with a 3/16" margin:

Resolution Requirement – Minimum of 300 dpi

Format Requirement – .jpg, .psd, .ai or .eps ONLY

Ad submissions must be received by **April 16, 2018**.

After approval of your online application, all ad designs are to be submitted to marketing@icf-midwest.com If you are working with a Graphic Designer and are willing to allow the Marketing Team to speak with them directly should there be any change requests or questions, please include their contact information.

Please include the following:

Company Name

Contact name

Contact phone numb

If you have questions, please send them to sponsors@icf-midwest.com

ON-LINE APPLICATION AND PAYMENT NOW AVAILABLE!

Joining us is a very simple 4-step process

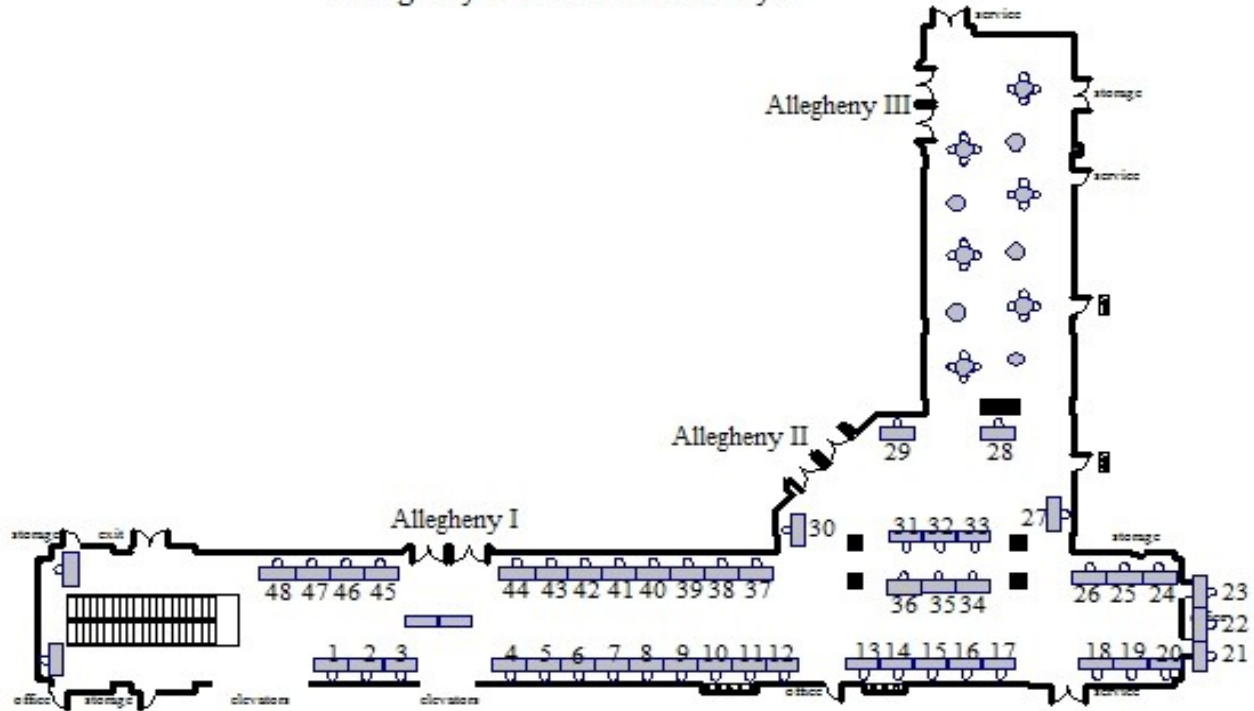
1. Review the above offerings for Sponsors, Exhibitors and Advertisers and select a package.
2. Click [here](#) to complete the online application form. When complete click "Submit Application". Once your application is submitted you will receive a confirmation email.
3. The Sponsor Committee will review your application in a timely manner and connect with you regarding its status.
4. Once approved you will be sent a link to submit payment. After payment you will be contacted to coordinate your submission of copy, artwork, and other logistics.

To speak with our sponsorship team now to assist in selecting an option, send an email to

sponsors@icf-midwest.com

with the best phone contact number and day and time to reach you.

Allegheny Grand Ballroom Foyer



Registration to take place in Coat Check

Exhibit tables are located here on the 3rd Floor of the hotel. They are randomly numbered and do not reflect preference. Tables will have spaces between them and are not bunched together as shown. Keynotes are held in the Allegheny I & II. Breakfasts, lunches and breaks will also be served on this floor. Participants enter and exit via the escalators and elevators on the left above. Registration, host city and special event sign-up tables are also in this area. The breakout sessions are being held one floor below on the 2nd floor (accessible by escalator, elevators and stairwells). Tables 1-3 and 48 – 45 are reserved for Premier Sponsors. Tables 44 – 39 and 4-7 are Reserved for Advantage Sponsors. If all Premier and/or advantage tables are not filled, Full table exhibitors will be given those tables in order of payment received.

**2018 MRCC Sponsor, Exhibitor and Advertiser
Additional Policies, Terms & Conditions
October 2017**

ADVERTISING POLICIES

ICF-Midwest Region Coaches Conference (MRCC) reserves the right to refuse advertisements based on possible impacts on the brand, conflict of interest, sensitivity of the message and relevance to the coaching profession.

Advertisements for non-International Coach Federation (ICF) branded conferences or events will not be sold to events considered to be in competition with ICF, and or Midwest Region Advisory Council (MRAC) in regards to purpose, membership or time.

All creative material must be approved by the ICF-MRCC Steering Committee. Any element(s) not meeting specifications will be returned for revision. Creative work must adhere to any and all trademark and copyright laws.

DISPLAY TABLE TERMS & CONDITIONS

Limitations

Exhibitors are not permitted to distribute lanyards or promotional bags during the MRCC.

Tabletop Display Rental

Inclusions: (1) 6' draped table, up to 2 chairs; wastebasket, basic electrical power to accommodate up to two devices, complimentary WiFi for up to two devices

Assignment of Table Top Displays and Floor Plan

All tabletop display locations on the official floor plan are believed, but not warranted to be accurate. The MRCC reserves the right to make such changes as may be necessary to meet the needs of attendees and the ICF MRCC.

MRCC Steering Committee does not guarantee specific tabletop space or location requests. Tabletop displays will be assigned in the order applications and payments are received. Payment must be received in full prior to the start of the conference. MRCC sponsors will receive first choice of location. The MRCC Steering Committee reserves the right to not accept an application that might reasonably be deemed by ICF or MRAC to be objectionable, unethical or in breach of the law or which may be contrary to the best interests of the conference and to prohibit any tabletop exhibits that might detract from the general and desired character of the conference.

Drayage

Advance shipments of display materials may be sent to the Westin Convention Center hotel no sooner than 48 hours prior to the starting date as indicated in the exhibitor kit forthcoming. A charge of \$25 or more per item shipped will be charged by the hotel and is the responsibility of the exhibitor (cost varies based on size and weight)

Restrictions

No exhibitor shall sublet, assign or share any part of the space allocated in the display areas. Aisle space shall not be used for exhibit/display or storage purposes, display signs, solicitation or distribution of promotional materials. Displays, signs or any other type of solicitation, including verbal, are prohibited in any public space or elsewhere on the premises of the hotel including in the guestrooms, hallways and public facilities. Operation of sound amplification devices is not allowed.

Each exhibitor is responsible for its own storage and neither ICF, MRAC or the MRCC Steering Committee nor the hotel or conference facility will be responsible for theft or damage to such stored property, crates or boxes. No crates or boxes are permitted in sight of the tabletop area during the exhibit period(s).

Cancellation of Contract

MRCC Steering Committee will not refund sponsor, exhibitor or advertiser fees due to cancellation. Cancellations must be in writing. The MRCC Steering Committee reserves the right to resell the space.

Sales

Product sales and sampling within the exhibitor's assigned space is permitted, with the exception of any food, beverage or alcohol items. Collection and processing of all appropriate sales taxes is the responsibility of the exhibitor.

Damage to Facility

The exhibitor must surrender rented space in the same condition it was at commencement of occupation. The exhibitor or its employees or agents shall not damage or deface the walls, columns or floors or any part of the hotel or exhibit facilities or furnishings. When such damage occurs, the exhibitor shall be solely liable for all costs incurred to the owner(s) of the property so damaged. The management agent reserves the right to select contractors for such repairs.

Security

The protection of the property of exhibitors shall at all times remain in the sole responsibility and custody of each exhibitor.

Responsibility of Exhibitor

The exhibitor retains sole legal and financial responsibility for its own exhibit personnel, agents or volunteers, and for any exhibit materials or property as well as the conduct of its activities within the exhibition area and conference. MRAC disclaims any and all liability for any injuries or damages to persons or property arising out of the exhibitor's activities at the MRCC. The exhibitor shall be solely responsible for obtaining commercially reasonable limits of property and liability insurance coverage to insure its property and activities at the MRCC.

Show Management Responsibility

In the event of a conflict between the terms and conditions set forth herein and the MRAC or MRCC Steering Committee contract with the hotel, the hotel contract terms and conditions supersede those set forth in these terms and conditions.

Conduct of Exhibitors and Attendees

At all times during the MRCC, attendees, guests, and exhibitors are expected to treat other MRCC attendees, exhibitors, guests, MRCC volunteers and contractors, as well as conference facility and hotel staff with professionalism and respect. Verbal or physical abuse will not be tolerated and will result in the expulsion of the offending party from MRCC.

Playing or Reproduction of Music

Exhibitor shall not play music that is inappropriate, or at a level that is disturbing to other exhibitors and attendees. The playing of any music by the exhibitor must be pursuant to a current license granted to play the same. Obtaining such a license shall be the sole financial and legal responsibility of the exhibitor.

Errors and Omissions

ICF and MRAC, its officers, directors, employees, volunteers, agents and contractors hereby disclaim any and all responsibility or liability for any services performed or materials delivered by other suppliers or vendors or their personnel or agents to the MRCC.

Liability and Insurance

Exhibitor understands and agrees that ICF, MRAC and the hotel/conference facility, including their respective officers, directors, employees, staff, agents or volunteers, shall not be responsible for the safety of property of the exhibitor from theft, damage by fire, accident, vandalism or other causes, and the exhibitor hereby waives and releases any claims or demands it may have against any of them by reason of any damage to or loss of any property of the exhibitor. The exhibitor further understands and agrees that ICF, MRAC and the hotel/conference facility, including their respective officers, directors, employees, agents, staff and volunteers, shall not be liable for injury of any type from any cause to persons conducting or otherwise participating in the ICF Converge or to invitees, guests or employees of the

exhibitor. The exhibitor understands and agrees that ICF, MRAC, and the hotel/conference facility, including their respective officers, directors, employees, agents or volunteers, do not carry business interruption or property damage insurance coverage for loss or damage of exhibitor's property. It is strongly recommended that the exhibitor obtain adequate insurance coverage, at its own expense, for property loss or damage and liability for personal injury or death.

The exhibitor understands and agrees that ICF, MRAC, and the hotel/conference facility, including their respective officers, directors, employees, agents or volunteers, shall not be liable to exhibitor in excess of consideration paid by exhibitor, exclusive of deposit, for breaches of conduct or tortious conduct by ICF, or MRAC.

Hold Harmless and Indemnification

Exhibitor warrants that it shall indemnify, hold harmless and defend ICF and the hotel/conference facility, and their respective officers, directors, employees, volunteers and agents from and against any and all third party claims, actions, causes of action, losses, liabilities, judgments, injuries or damages to persons or property, costs and expenses, including, but not limited to reasonable attorneys' fees and court costs, arising out of or resulting directly or indirectly from the negligent acts, errors or omissions, intentional or willful misconduct or breach of these terms, conditions, rules and regulations by the exhibitor, its officers, directors, employees, agents, volunteers, contractors or authorized representatives. Furthermore, the exhibitor assumes full legal and financial responsibility and liability for the actions and conduct of its officers, directors, agents, representatives, employees, volunteers, and contractors whether acting within or without the scope of their authority. The warranties made herein shall survive the conclusion of the MRCC.

Enforcement of Regulations

ICF and MRAC retains full power and authority to interpret and enforce all rules and regulations of the ICF MRCC and power to make amendments and/or further rules and regulations that are considered necessary for proper conduct in the exhibition area and at the conference. Such decisions shall be binding upon all exhibitors. Failure to comply with these or any other regulations or amendments may be sufficient cause for MRAC to require immediate removal of the exhibit and/or offending exhibitor. Failure to comply may also result in forfeiture of all further rights to exhibit at future seminars and conferences sponsored by ICF, or MRAC, together with all fees paid. MRAC may lease any space so forfeited to another exhibitor and retain all revenue collected.

Cancellation or Postponement of ICF MRCC

In the event the ICF MRCC is postponed due to any occurrence not occasioned by the conduct of ICF or the hotel/conference facility or exhibitor, whether such occurrence be an Act of God, natural disaster, including hurricane, tornado, earthquake, common enemy, result of war, riot, civil commotion, act of terrorism, public health emergency, pandemic, labor dispute, government act, or act or conduct of any person or persons not a party to these terms and conditions, then performance of the parties under these terms and conditions shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement. In the event that such occurrence results in cancellation of the ICF MRCC, the obligations of the parties under



these terms and conditions shall automatically be terminated and all rental payments made under these terms and conditions shall be refunded to the exhibitor, less a pro rata share of expenses actually incurred by ICF in connection with the conference or exhibition. MRAC reserves the right, with no liability to the exhibitor for refunds, additional expenses or otherwise, to change the date or place of the MRCC upon two weeks written notice to the exhibitor, effective from the date of mailing of such notice.

Waiver

Waiver by either party of any term or condition or breach shall not constitute a waiver of any other term or condition or breach of their agreement. Any rights of ICF, or MRAC, shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of ICF, or MRAC

Applicable Law and Jurisdiction

Exhibitor agrees that the laws Wisconsin shall control the construction and enforceability of these terms and conditions and hereby consents to the jurisdiction of the courts of Wisconsin with respect to any right of action arising under these terms and conditions.

Severability

In the event any provision of this Agreement is held invalid or unenforceable, then neither remaining provisions of this agreement nor other applications of provisions involved shall be affected thereby.

Conference Photo Policy

Registrants of the MRCC agree to allow ICF, MRCC and its official photographer/videographer to photograph/video them in the context of the MRCC. Footage captured by the official photographer/videographer may be used by MRAC in future print and electronic promotional and archival materials as well as the ICF-MRCC website. For questions or concerns, please email Meredith Williams, MRCC Admin, at info@icf-midwest.com.