



CONVENTION SPORTS & ENTERTAINMENT FACILITIES CONFERENCE

**VIRTUAL CONFERENCE
AUGUST 12 – 14, 2020**

SPONSOR & EXHIBITOR PROSPECTUS



www.csefconference.com



CONVENTION, SPORTS & ENTERTAINMENT FACILITIES CONFERENCE

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A LITTLE ABOUT US

The **Convention, Sports & Entertainment Facilities Conference** (“CSEF”) is one of largest gatherings of development representatives from municipalities, convention and visitor’s bureaus, economic development agencies, and A/E/C professionals exploring partnerships nationally. The annual program emphasizes networking and project delivery best practices.

Our attendees include senior management from industry and thought leaders in the construction, engineering, design, legal, investment and consulting industries. As well as public and private asset owners, operators, and senior administrators from local and state agencies from across the country.

By sponsoring or exhibiting, you will reach facility owners and industry players involved in active and upcoming projects. Our audience is interested in products and services related to the alternative project delivery of sports, entertainment and tourism related development. We can work with your team to customize a sponsorship package that connects you with our audience.



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MEET OUR AUDIENCE

The CSEF Conference audience differs from other industry events in its diversity. Over 40% of attendees are asset owner or represent a state or local government authority; a convention or visitor's bureau; or an economic development agency with an upcoming project. This means your organization has a direct line to the decision makers who have active and upcoming projects and are decision makers. The unique composition of our audience provides business development and networking you can't find anywhere else.

WHO WILL ATTEND?

Many attending the conference are operators and project owners interested better understanding project delivery options and exploring partnerships, including:

- + Senior Representative from State and Local Governments
- + Developers
- + Facility Owners and Operators
- + Construction Professionals
- + Architects
- + Facility Designers
- + Design-Build Advisers
- + Infrastructure Technology Representatives
- + Public Agency Leaders (Convention and Visitor's Bureaus | Economic Development Agencies)

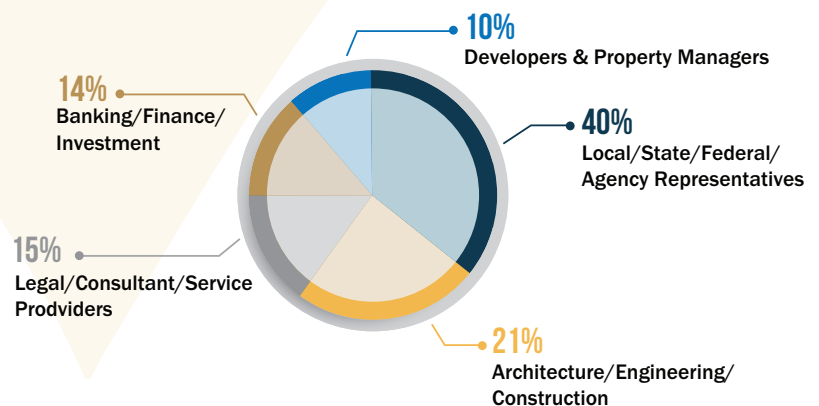
+40% of attendees represent a state and local government convention and visitor's bureau, economic development agency.

+25% of attendees represent senior leaders from architecture, construction, and engineering companies

+20% of attendees represent a private equity, banking, lending or investment group

WHY THEY WILL ATTEND?

- + **HIGH QUALITY CONTENT.** Leading practitioners will present their firsthand observations of a variety of public facility projects of all sizes in different markets from around the country.
- + **ATTENDEE MIX.** 40% of CSEF Conference attendees represent a state/local government, convention & visitor's bureau, or economic development agency.
- + **EASE OF ATTENDING.** No travel is required which minimizes out-of-office time for executives with demanding schedules.





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BENEFITS

of sponsoring & exhibiting

As a sponsor/exhibitor, you will gain visibility and multiple opportunities over the course of three days to promote your company's brand, products and services directly to the industry. With limited opportunities available, this is your chance to uniquely position your company to the market, gaining the competitive edge to other industry players.

- + **DEMONSTRATE THOUGHT LEADERSHIP** and enhance your brand image. The benefits to be gained from aligning your organization with this high profile event are substantial—from boosting market awareness to generating high quality sales leads.
- + **REACH THE LARGEST AND MOST QUALIFIED AUDIENCE** of convention, sport & entertainment facility leaders. The CSEF Conference attracts the largest number of qualified prospects, all available at one space at one time, thereby maximizing your marketing investment.
- + **CAPTURE QUALIFIED LEADS** throughout the live and on-demand event. Excellent lead generating opportunity with low cost and effective reach. Modern Healthcare will provide actionable marketing data as attendees navigate virtual spaces, visit your virtual booth, download white papers and collateral and participate in live Q&As.
- + **AN UNMATCHED PROGRAM:** The CSEF agenda brings asset owners and project delivery experts together like nowhere else.

Leading practitioners will present on the most pressing industry challenges and provide first-hand observations and best practices. Your organization will be associated with high quality content, placing your company at the forefront of industry thought leadership.

AUDIENCE KEY STATS



WOULD RECOMMEND A P3C EVENT TO ANOTHER COLLEAGUE



SAID THEIR MAIN REASON FOR ATTENDING WAS NETWORKING, EDUCATION AND BUSINESS DEVELOPMENT



OF THOSE PLANNING TO PURSUE AN UPCOMING PROJECT WILL ATTEND AGAIN



ARE DIRECTION-LEVEL OR HIGHER INCLUDING VICE PRESIDENTS AND C-LEVEL EXECUTIVES



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CONFERENCE AGENDA

DAY 1: Wednesday, August 12, 2020 *note all sessions in EST*

TIME	SESSIONS		
12:00 PM - 12:15 PM	CONFERENCE START: Welcome & Opening Remarks		
12:15 PM - 12:45 PM	MORNING GENERAL SESSION: State of the Market: Planning Venue Enterprises in a Post-COVID World		
1:00 PM - 1:30 PM	VIRTUAL ROOM 1: Starting from Step One – a Roadmap to a Successful Development	VIRTUAL ROOM 2: Repositioning Brownfield Convention Centers	VIRTUAL ROOM 3: Asset Management - Owner Issues and Options
1:45 PM - 2:15 PM	VIRTUAL ROOM 1: What is Your Flavor of Procurement? D-B-B/DD/DBF/DBM/DBFM/DBFOM	VIRTUAL ROOM 2: Evolving Strategies for Sports Tourism & Facility Development	VIRTUAL ROOM 3: Strategies for Obtaining Public Agency Approvals and Minimizing Legal Risks for Sports Facility Projects
2:15 PM - 2:45 PM	30 MINUTE BREAK: Virtual Expo Hall Tour / Digital 1 on 1s		
2:45 PM - 3:15 PM	VIRTUAL ROOM 1: Economic Opportunities for Arenas, Stadiums, and Other Public Venues	VIRTUAL ROOM 2: Preparing a Successful Procurement	VIRTUAL ROOM 3: Convention Center Hotel Finance: What You Need to Know
3:30 PM - 4:00 PM	ROUNDTABLE 1: The Sports Facility of The Future	ROUNDTABLE 2: Development of Local Destinations to Grow Convention Business	ROUNDTABLE 3: Public and Private Roles, Interests, and Incentives – Aligning to Avoid Collision



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DAY 2: Thursday, August 13, 2020 *note all sessions in EST*

TIME	SESSIONS		
12:00 PM - 12:15 PM	CONFERENCE START: Opening Remarks		
12:15 PM - 12:45 PM	MORNING GENERAL SESSION: Applying Design-Build Best Practices to Project Delivery		
1:00 PM - 1:30 PM	VIRTUAL ROOM 1: Crossover Facilities: Hybrid Models for Smaller Markets	VIRTUAL ROOM 2: Structuring a Procurement to Get the Results You Need	VIRTUAL ROOM 3: Understanding Funding vs. Financing and Everything in Between
1:45 PM - 2:15 PM	VIRTUAL ROOM 1: Thinking Small – Delivering P3 Projects in Medium and Small Convention/Hotel Markets	VIRTUAL ROOM 2: Managing Design and Construction Risk in Modern Stadium and Arena Projects	VIRTUAL ROOM 3: Energy Infrastructure Solutions
2:15 PM - 2:45 PM	30 MINUTE BREAK: Virtual Expo Hall Tour / Digital 1 on 1s		
2:45 PM - 3:15 PM	VIRTUAL ROOM 1: Mixed-Use Development: What Was, What Is, What's Next	VIRTUAL ROOM 2: Preparing Your Project Delivery Checklist	VIRTUAL ROOM 3: Moving Your Project to Reality – Reaching the Early Milestones
3:30 PM - 4:00 PM	DAILY ROUNDTABLE DISCUSSIONS - Part 2	ROUNDTABLE 4: Looking to the Future – The Role of Long-Term Cost Efficiencies in Alternative Project Delivery	ROUNDTABLE 5: Practical Project Recommendations and Lessons Learned



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DAY 3: Friday, August 14, 2020 *note all sessions in EST*

TIME	SESSIONS	
12:00 PM - 12:15 PM	MORNING START: Opening Remarks	
12: 15 PM - 12:45 PM	MORNING GENERAL SESSION: Best Practices for a Successful Procurement Process	
1:00 PM - 1:30 PM	VIRTUAL ROOM 1: Trends in P3 University Sports Venue Projects-How To Maximize Your Opportunities	VIRTUAL ROOM 2: So You Want To Monetize Your Assets, Now What?
1:45 PM – 2:15 PM	VIRTUAL ROOM 1: Innovative Ways to Avoid Construction Disputes – DRBs and Their Application	VIRTUAL ROOM 2: Seizing Upon Opportunity Zones and Creating Value
2:15 PM – 2:45 PM	30 MINUTE BREAK: Virtual Expo Hall Tour / Digital 1 on 1s	
2:45 PM – 3:15 PM	VIRTUAL ROOM 1: Top 10 Critical Issues When Procuring Your Project	VIRTUAL ROOM 2: Utilizing Public-Private Partnership (P3) Procurement to Deliver CSE Civic Development Projects
3:30 PM – 4:00 PM	CLOSING SESSION: Starting Right – Getting the Project Off on the Right Foot	
4:00 PM	PROGRAM CONCLUDES	



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SPONSORSHIP PACKAGES

DIAMOND LEVEL SPONSORSHIP

Our top level sponsorship is designed for maximum exposure before, during and after our virtual event. The CSEF Conference gives your organization lead generation opportunities you won't find anywhere else.

DELIVERABLES INCLUDES

- + 2 moderating/speaking positions in the 2020 program, including option to develop 30-minute stand-alone sessions and host an interactive roundtable discussions
- + 12 passes to 2020, and 4 additional guest passes for clients and partners
- + Top level sponsorship branding throughout Virtual Show Floor
- + Top level sponsorship branding through event marketing to audience of over 200,000 subscribers
- + Virtual Exhibition Booth
- + Digital Advertisement in Event Guide
- + Networking Break Sponsorship Recognition
- + Access to attendee list (Companies, Names, Titles, Profiles).
- + Digital Welcome Bag Insert
- + Opportunity to distribute market material after event

\$15,000

LET US BUILD YOUR VIRTUAL BOOTH FOR YOU!

Our marketing and lead generation experts will create your virtual booth so you can maximize your event exposure and engage prospects in meaningful conversations throughout the event.

The CSEF Conference team will work with you to determine the best mix of content that aligns with your goals, and engages prospects with the most relevant content.





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PLATINUM LEVEL SPONSORSHIP

DELIVERABLES INCLUDES

- + 1 moderating/speaking position in the 2020 program, including option to develop 30-minute stand-alone sessions and host an interactive roundtable discussions
- + 10 passes to 2020, and 2 additional guest passes for clients and partners
- + Sponsorship branding throughout P3 Summit Virtual Show Floor
- + Sponsorship branding through event marketing to audience of over 200,000 subscribers
- + Virtual Exhibition Booth
- + Digital Advertisement in Event Guide
- + Networking Break Sponsorship Recognition
- + Access to attendee list (Companies, Names, Titles, Profiles).
- + Digital Welcome Bag Insert
- + Opportunity to distribute market material after event

\$10,000





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GOLD LEVEL SPONSORSHIP

DELIVERABLES INCLUDES

- + 1 moderating/speaking position in the 2020 program
- + 6 passes to 2020 program
- + Gold level sponsorship Branding throughout Online Event Forum
- + Virtual Exhibition Booth
- + Digital Advertisement in Event Guide
- + Access to attendee list (Companies, Names, Titles, Profiles)
- + Digital Welcome Bag Insert
- + Opportunity to distribute market material after event

\$8,000





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SILVER LEVEL SPONSORSHIP

DELIVERABLES INCLUDES

- + 4 event passes to 2020 program
- + Silver level sponsorship Branding throughout Online Event Forum
- + Virtual Exhibition Booth
- + Digital Advertisement in Event Guide
- + Access to attendee list (Companies, Names, Titles, Profiles)
- + Digital Welcome Bag Insert
- + Opportunity to distribute market material after event

\$6,000





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SPONSOR & EXHIBITOR PROSPECTUS

DELUXE EXHIBITOR

The Exhibitor Package provides content downloads and brand recognition for your organization, in turn providing new sales opportunities.

DELIVERABLES INCLUDES

- + 4 Registration Passes
- + Virtual Exhibition Booth
 - » Ability to brand your booth
 - » Ability to link content (whitepapers, thought leadership, case studies) within your booth, which attendees can download and save to their virtual briefcase
 - » A direct link to your company website
 - » A pop-up introductions video when attendees enter your virtual booth
 - » A group chat with all attendee that enter your booth
 - » A personal one on one chat with the attendees that enter your exhibit booth
- + Premium Exposure of your Company Within the Exhibit Hall
- + Access to attendee list (Companies, Names, Titles, Profiles)

\$2,500

EXHIBITOR

The Exhibitor Package provides content downloads and brand recognition for your organization, in turn providing new sales opportunities.

DELIVERABLES INCLUDES

- + 2 Registration Passes
- + Virtual Exhibition Booth
 - » Ability to brand your booth
 - » Ability to link content (whitepapers, thought leadership, case studies) within your booth, which attendees can download and save to their virtual briefcase
 - » A direct link to your company website
 - » A pop-up introductions video when attendees enter your virtual booth
 - » A group chat with all attendee that enter your booth
 - » A personal one on one chat with the attendees that enter your exhibit booth
- + Premium Exposure of your Company Within the Exhibit Hall
- + Access to attendee list (Companies, Names, Titles, Profiles)

\$2,000





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DIAMOND SPONSORS

FENGATE

HNTB

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS





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SPONSORSHIP CONTRACT

Company Name			
Address			
City	State/Province	ZIP/Postal Code	Country
Contact Name			
Title			
Phone	Email		
Company Website			

SPONSORSHIP LEVELS

- ☐ Diamond Sponsor \$15,000
- ☐ Platinum Sponsor \$10,000
- ☐ Gold Sponsor \$8,000
- ☐ Silver Sponsor \$6,000
- ☐ Exhibitor Deluxe \$2,500
- ☐ Exhibitor \$2,000

PARTNER ACKNOWLEDGMENT

I, the authorized representative of the undersigned company, on behalf of said company, subscribe to all terms, conditions, authorizations, and covenants contained in this Contract and the Rules and Regulations governing the 2020 event.

Signature

Date

PAYMENT INFORMATION

Payment Type: Check or Credit Card

_____ Visa _____ Mastercard _____ Amex _____ Discover

Credit Card Number

Expiration Date

Security Code

Name (as it appears on card)

RETURN THIS CONTRACT WITH PAYMENT TO

BRYNJA BOGAN
BBOGAN@ACCESSINTEL.COM
301-354-1771



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TERMS & CONDITIONS

DEFINED TERMS: This contract is between Access Intelligence, LLC d/b/a CSEF Conference (hereafter referred as Producer) and the company listed above, (hereafter referred to as Sponsor) for Event to be held online August 12-14, 2020 (hereafter referred to as the Event).

PAYMENT: Sponsor shall pay the Sponsor fee to Event within 30 days after signing contract. An invoice will be sent to you. All prices are net and non-commissionable. All payments to be paid in US funds. Upon signature on completed contract, Sponsorship shall be in effect. If Sponsor fails to make the required payment in a timely manner, Event may terminate this contract and Sponsor's participation in the Event without further notice and without obligation to refund monies previously paid. Event reserves the right to refuse Sponsor's participation in the Event if Sponsor is in arrears of any payment due to Event. If payment is not made, Event is expressly authorized to make Sponsorship available to others without releasing Sponsor from any liability hereunder. Event has the right to omit any company not paid in full by deadline above from the official Event web site and virtual platform.

SPONSOR CANCELLATION: If Sponsor desires to cancel this contract, Sponsor may only do so by giving written notice thereof to Event with evidence of receipt. In such event, Sponsor shall be liable for the following cancellation fee: 50% of the total cost of Sponsor's participation if such cancellation is effective until 3 months prior to Event date listed on the Contract; and 100% of the total cost of Sponsor's participation if such cancellation is effective within 3 months of the Event Date on the Contract. Payment of cancellation fee must be received by Event within 15 days after cancellation. The effective date of any cancellation shall be the date Event actually receives Sponsor's written notice as specified above. Sponsor understands this cancellation fee has been incorporated into this contract as a valid pre-estimate of damages Event will sustain which will not be capable of precise determination and is considered to be liquidated and agreed-upon damages suffered as a result of Sponsor's cancellation and is not a penalty. Subsequent reassignment of canceled Sponsorship shall not affect this cancellation assessment.

CANCELLATION OR INTERRUPTION OF EVENT: If for any reason beyond Event's control (e.g., fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of public enemy, riot or civil disturbance, impairment or lack of adequate transportation, technology, power or connectivity outages, inability to secure sufficient labor, technical or other personnel, municipal, state or federal laws, or act of God), the Event, or any part thereof, is prevented from being held or interrupted, Producer may cancel the Event. In such event, Producer shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue thereof, and Sponsor waives claims for damage arising there from.

POSTPONEMENT OF EVENT: If for any reason the dates of the Event should be changed, no refund will be due to Sponsor. Event will re-assign Sponsorship to Sponsor, and Sponsor agrees to use Sponsorship under the terms of this contract. Producer shall not be financially liable or otherwise obligated in the event that the Event is relocated or postponed.

LIMITATION OF LIABILITY; INDEMNITY: Producer nor any of its officers, agents, employees or other representatives, shall be held liable for, and each is hereby released from any damage, loss, harm, or injury to the person or property of Sponsor or any of its visitors, officers, agents, employees or other representatives, resulting from Sponsor's participation in the Event, licensing and/or use of Sponsorship space hereunder, or the failure of Producer to make available the Sponsorship space/Sponsorship or hold the Event, however caused, including that caused by Producer's, or its officers', agents', employees' or other representatives' negligence. Sponsor shall indemnify, defend, and hold harmless Producer and its respective owners, directors, officers, employees, agents and representatives, from, any and all claims, demands, suits, liability damages, loss, costs, attorneys' fees, and expenses of any kind which might result or arise from its participation in the Event, its licensing and/or use of Sponsorship space hereunder, or any action or failure to act on the part of Sponsor or its officers, agents, employees, or other representatives. Sponsor represents and warrants that it complies with all Event rules & regulations; and that it holds the necessary rights to permit the use of the logo and other materials it provides to Event for the purpose of this contract; and that the use, reproduction, distribution, or transmission of these materials will not violate any criminal laws or any rights of any third parties, including, but not limited to, such violations as infringement or misappropriation of any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false

advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any anti-discrimination law or regulation, or any other right of any person or entity.

COPYRIGHTED MATERIALS: Sponsor shall not violate any copyrights with respect to writings, music or other material used by it at the Event or at any affiliated function, and assumes sole liability and responsibility for the use and display of all copyrighted materials at the Event, and shall obtain any and all necessary licenses therefore.

LISTINGS AND PROMOTIONAL MATERIALS: By participating in the Event, Sponsor grants to Producer a fully-paid, limited non-exclusive license to use, display and reproduce the name, trade names and product names of Sponsor in any Event directory (print, online or other media) listing the Sponsoring companies at the Event and to use such names in Event promotional materials. Event shall not be liable for any errors in listings or descriptions or for omissions. Sponsor's items and personnel appearing during the Event may be included in Event photographs and used for Event promotional purpose.

SPONSOR CONDUCT: Sponsor and its employees/representatives shall conduct itself in a manner in accordance with standards of decency and good taste.

AMENDMENT, INTERPRETATION: Producer shall have full power in the enforcement and interpretation of all terms, conditions and rules, and the power to make amendments and set further terms, conditions, and rules as it deems necessary and in the best interest of the Event. The connectives "and" and "or" shall be construed both conjunctively and disjunctively, the term "including" shall mean including without limitation, words in the singular include the plural, and words in the plural include the singular.

TAXES, LICENSES: Sponsor shall be responsible for obtaining all licenses, permits and approvals under local, state or Federal law applicable to its activity at, and obtaining all tax identification numbers and paying all taxes, license fees and other charges that become due to any governmental authority in connection with the Event.

AGREEMENT TO TERMS, CONDITIONS AND RULES: Sponsor agrees to observe and abide by the foregoing terms, conditions and rules, and by such reasonable additional terms, conditions and rules made by Producer from time to time for the efficient and safe operation of the Event all of which constitute a part of this Agreement. The rights of Producer under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of Producer.

ENTIRE AND BINDING CONTRACT: This contract constitutes the entire contract between Producer and Sponsor with respect to the subject matter herein and supersedes all prior written and oral contracts or statements not referenced herein. No representation, statement, condition, warranty or contract not contained or referenced in this contract shall be binding or have any force or effect whatsoever.

NO WAIVER: The failure of either Sponsor or Producer to enforce any of their rights under this contract shall not constitute a waiver or modification of this contract, and either Sponsor or Producer may, within the time provided by applicable law, take appropriate action to enforce any such rights.

SEVERABILITY: If any term or provision of this contract shall to any extent be held invalid or unenforceable, the remaining terms and provisions of this contract shall not be affected thereby, but each term and provision hereunder shall be valid and enforced to the fullest extent permitted by law.

MODIFICATIONS/ASSIGNMENT: No supplement, assignment, amendment or modification of this contract shall be effective unless it is in writing and signed by both Producer and Sponsor.
ATTORNEY'S FEES: In any action or proceeding which either party brings against the other to enforce its rights hereunder, the unsuccessful party shall pay all costs incurred by the prevailing party, including reasonable attorneys' fees, which amounts shall be a part of the judgment in said action or proceeding.

GOVERNING LAW: This contract is governed by the laws of the State of Delaware as applied to contracts entered into and performed within such state. Sponsor agrees that the courts located in the State of Delaware shall constitute the exclusive forum for the resolution of any and all disputes arising out of, connected with or related to this contract of breach of any provision of this contract. Sponsor waives any right to assert lack of personal or subject matter jurisdiction and agrees that venue property lies in Wilmington, DE.