



The 2021 AMOS Conference is planning a **hybrid** event with opportunities for sponsoring organizations to get exposure to both in-person and virtual attendees. Virtual exhibit spaces are available to build brand awareness, generate leads, share resources, set meetings and connect with industry stakeholders.

**Choose your level of support, or let us customize a level to suit your marketing goals**

	<b>PO'OKELA</b> <i>Striving for the Best</i> <b>\$35,000</b>	<b>LAULIMA</b> <i>Working Together</i> <b>\$24,000</b>	<b>LOKAHI</b> <i>Collaboration and Unity</i> <b>\$15,000</b>	<b>KUPA'A</b> <i>Loyal and Committed</i> <b>\$8,000</b>	<b>MALAMA</b> <i>To Care For</i> <b>\$4,000</b>
<b>Co-Sponsor Naming Opportunity</b>	Welcome Reception	Specific Session			
<b>Invitation to VIP event</b>	2	1			
<b>ONSITE</b>					
<b>Hotel Room</b>	VIP Hospitality Suite	Hospitality Suite	Standard Guest Room		
<b>Meeting Room</b>	5 days	3 days	2 days	1 day	
<b>Onsite Registrations</b>	8	6	4	3	2
<b>VIRTUAL</b>					
<b>Virtual Registrations</b>	8	6	4	3	2
<b>Virtual Exhibit Booth*</b>	8 Resource Links	6 Resource Links	6 Resource Links	4 Resource Links	3 Resource Links
<b>Ad during Plenary</b>	1 min Video Ad Prime Time	45 sec Video Ad played daily	30 sec Video Ad played daily	Still Image Ad played daily	
<b>Banner Ad on Virtual Site</b>	Virtual Home Page	Named feature page	Banner Ad in Feed		

**\* VIRTUAL EXHIBIT BOOTH INCLUDES:**

- \* Branding
- \* Resources & Videos
- \* Appointment scheduler
- \* Staff listing & Contact details
- \* Send message option

**ALL SPONSORS RECEIVE**

- Sponsor recognition (include website, signage, marketing, app, or other)
- Training on use of virtual platform to make most of opportunities
- Giveway/offer in On-site and Virtual Swag Bag
- Attendee List (no email addresses)

**PLUS post-event analytics of engagement**

 **AMOSTECH.COM**

@ **INFO@AMOSTECH.COM**

**SEPTEMBER 14-17, 2021**



# SPONSOR GUIDELINES

Once the sponsorship form is submitted, sponsor agrees to all rules and regulations set forth below.

**CONFLICTING MEETINGS & SOCIAL EVENTS** - The sponsor agrees not to extend invitations, call meetings, or otherwise encourage absence of conference participants during official meetings and activities. Hospitality suites may not be open during programs, including receptions and meal functions.

**CANCELLATIONS** - No refunds will be issued for cancellations by sponsors after August 1. Cancellations received before July 31 will receive a 50% refund of the sponsor fee. Cancellations should be sent via e-mail to [info@amostech.com](mailto:info@amostech.com) and will be effective upon receipt of confirming e-mail. An exception is made if the 2021 AMOS Conference changes format to wholly virtual due to a continuing pandemic situation -- sponsors will have the option to carry over the sponsorship until the ensuing AMOS Conference or request a full refund.

**COMPLIANCE WITH LAWS AND PROTOCOLS** - Sponsors must comply with all federal, state, and local laws, including health and safety codes, alcoholic beverage control laws, disability laws, and the like.

This includes COVID-19 protocols such as wearing of masks, social distancing and limit of numbers in meeting rooms. Details to be advised closer to event.

**LIABILITY** - The conference organizers, agents and other related affiliated companies are not responsible for loss, theft, damage or destruction of property; nor agree to hold harmless from all claims of liability, and for any injury to exhibitor personnel during the conference. Sponsors are liable for any damage caused by attaching display or fixture to hotel walls and floors, booth equipment, or damage caused in any other manner. Sponsors are responsible for purchasing own insurance against theft or fire.

**AMENDMENT OF RULES** - The conference organizers may amend these rules and regulations at any time. Any matters or questions not covered in these terms & conditions shall be subject solely to the decision of the conference organizers.

## BENEFIT DESCRIPTIONS

**APPLICATIONS & ELIGIBILITY** - Application for exhibit space must be made on the printed form. Deadline to be included in printed materials is August 15. The conference organizer reserves the right to refuse any applicant that does not meet the standards of the conference.

**COMP REGISTRATIONS** - Full access to conference plenary sessions and conference platform. All virtual exhibit personnel must be registered for the conference.

**VIRTUAL EXHIBIT BOOTH** - A section of the Conference virtual platform is dedicated to sponsors and exhibitors, with the ability to provide an overview of your company, resources (pdf's, images, videos, links). Attendees can direct message you and listed company representatives and schedule appointments. The AMOS Conference will schedule specific Exhibit times to encourage attendees to visit the sponsors. The platform will be activated up to one week prior to the conference to encourage networking.

**VIRTUAL SWAG BAG** - A dedicated page of the Conference virtual platform for listing specific downloads/resources for attendees. This can be collateral, a gift card, an invitation to sponsor booth or special announcement.

**AD DURING PLENARY** - A video ad, provided by the sponsor, will be played at beginning of a session. Po'okela level will be played at beginning of each day; other levels will be played at beginning of a technical session.

**BANNER AD ON VIRTUAL SITE** - Appears either on a session page of the platform or on other pages, randomly

**CO-SPONSOR NAMING OPPORTUNITY** - Options to sponsor a specific session, the virtual tote bag, a coffee break, the live feed or other.

**ANALYTICS** - Exhibitors can access analytics of attendees who engaged with their booth content and interacted with them by clicking on call-to-actions i.e. send message, share contact info, enter drawing, schedule meeting.

**TRAINING AND SETUP** - AMOS Conference organizers will work with you to get the most out of the virtual platform to complement the in-person experience. Video training, both live and recorded, will be available to help set up your booth and access all functions.

**COMPANY NAME** \_\_\_\_\_

**MAILING ADDRESS** \_\_\_\_\_

**WEBSITE ADDRESS** \_\_\_\_\_

**SOCIAL MEDIA INFO**  \_\_\_\_\_  \_\_\_\_\_

**ONSITE CONTACT** \_\_\_\_\_ **JOB TITLE** \_\_\_\_\_

**EMAIL ADDRESS** \_\_\_\_\_ **PHONE NO.** \_\_\_\_\_

## SPONSOR LEVEL

PO'OKELA \$35,000

LAULIMA \$24,000

LOKAHI \$15,000

KUPA'A \$8,000

MALAMA \$4,000

CUSTOMIZED \$ \_\_\_\_\_

*I would like to discuss additional sponsorship of the EMER-GEN Program*

## PAYMENT INFO

\_\_\_\_\_ **SPONSORSHIP AMOUNT**

\_\_\_\_\_ **CC** *(Add 3% if paying by credit card)*

\_\_\_\_\_ **TOTAL**

**CHECK PAYMENT**

*(Check Payable to: Maui Economic Development Board, and mailed to 1305 N. Holopono Street, Suite 1, Kihei, Hawaii 96753)*

**CREDIT CARD**

**NAME ON CARD** \_\_\_\_\_

**CC NO.** \_\_\_\_\_ **EXP DATE** \_\_\_\_\_