



HITEC DALLAS

EXHIBITS AND SPONSORSHIP INFORMATION

HITEC Dallas 2021 Sponsorship Contract Terms and Conditions September 27-30, 2021 • Dallas, Texas, USA

Hospitality Financial and Technology Professionals and its authorized representatives are hereinafter referred to as “Show Management.”

1. **Contract for Sponsorship Purchase.** This Contract for Sponsorship Purchase will be effective only upon its acceptance by Show Management and after it has been signed by the Sponsor and returned to Show Management, whether via PDF contract or via the HITEC Dallas Online Sponsorship Portal.

2. **Sponsor Benefits.** The Sponsor company listed above (referred hereto as the Sponsor) will receive the benefits applicable to the sponsor tier for which the selected sponsorship(s) purchase qualifies, as described in the Qualifying Sponsorship Tier section above. Sponsorship tier qualification is based on the total value of sponsorships purchased, excluding any HITEC Dallas Exhibit Rental purchase and after any eligible Corporate Allied Sponsor discount are applied. Certain Sponsor benefits are included with all sponsorship purchases, regardless of tier such as 1.) company logo on HITEC website, mobile app, and on-site signage, 2.) special recognition on the Interactive Digital Floor Plan, 3.) sponsor recognition on screen in each general session, 4.) pre-show Attendee mailing list in PDF format sent six-weeks before HITEC Dallas, and 5.) designated sponsor badge ribbons. Additional Sponsor benefits based on Sponsor Tier outlined below.

	Platinum	Gold	Silver	Bronze
Total Value of Sponsorships Purchased (exclusive of Exhibit Rental, after eligible CAS discounts are applied)	\$15,000 +	\$10,000 - \$14,999	\$5,000 – \$9,999	\$1,000 - \$5,000
Sponsor Level Benefits				
Logo Recognition on HITEC Dallas Website, On-site signage	X	X	X	X
Sponsor Badge Ribbon	X	X	X	X
Sponsor Recognition on HITEC Dallas Exhibitor and Sponsor Listing	X	X	X	X
6-Week Pre-Show Attendee Mailing List in PDF Format	X	X	X	X
3- Week Pre-Show Attendee Mailing List in PDF Format A follow-up PDF pre-show attendee mailing list sent three weeks prior to HITEC Dallas containing new, qualifying registrations made in the time between the 6-week pre-show list.	X	X		
Full Conference Complimentary Sponsor Personnel Registrations (for company representatives only)	4	3	2	1
Full Conference Complimentary Qualified Buyer VIP Invitations (to invite current and/or prospective clients as Full Conference HITEC attendees for free)	20	15	5	
6-Week Pre-Show Attendee Mailing List in Excel Format All sponsors will receive the PDF version of the pre-show attendee mailing list sent 6-weeks prior to HITEC Dallas. Qualifying sponsor tiers will receive the same list in Excel Format (a \$250 value)	X	X		
3-Week Pre-Show Mailing List in Excel Format A follow-up Excel pre-show attendee mailing list sent three weeks prior to HITEC Dallas containing new, qualifying	X			

registrations made in the time between the 6-week pre-show list. (\$450 Value)				
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3. **Sponsorship Policies.** The HITEC Dallas 2021 Sponsorship Contract serves as an agreement between Hospitality Financial and Technology Professionals (HFTP) and the sponsor identified above for the purpose of securing the defined HITEC Dallas sponsorship position(s) indicated above. Cancellation of exhibit space will result in forfeiture of sponsorship rights. Canceled sponsorships are non-refundable. Sponsor benefits are limited to what is outlined in the Sponsorship Benefits clause; no other benefits are guaranteed or implied. Sponsorships may not be shared or sublet, and recognition will be provided only to the company contracted above. No sponsor may display the name or logo of a non-sponsor.

4. **Payment Terms.** To be considered the official event sponsor, the Sponsorship purchase balance is due within 30 days upon receipt of the signed Sponsorship contract before June 18, 2021. For sponsorships secured after June 18, 2021, full balance is due at time of Sponsorship purchase. Unpaid balances will result in revocation of sponsorship rights.

5. **Corporate Allied Sponsor Discounts.** Companies with valid Corporate Allied Sponsor status will receive a discount on the total value of sponsorships purchased, exclusive of any exhibit space rental costs. The Corporate Allied Sponsor discounts will be applied based on the following scale:

Total Sponsorship Purchase Value	\$15,000 + USD	\$5,000 - \$14,999 USD	\$1,000 - \$4,999 USD	<\$1,000 USD
Discount Value	15%	10%	5%	Not eligible for discount

6. **Sponsor Deliverables and Fulfillment.** The Sponsor is required to deliver the assets listed under the Deliverables section of this proposal to Show Management to enable the fulfillment of this Sponsorship. Deliverable assets must meet the designated specifications and be submitted to Show Management by the designated deadlines as written below. A Sponsor Guide with instructions for asset delivery will be provided by Show Management within 10 business days of receiving payment for the Sponsorship.

Failure to provide the assets in the required manner or on time could result in a loss of fulfillment of Sponsorship, for which Show Management assumes no responsibility. Refunds will not be provided for unfulfilled Sponsorships caused by incomplete, delinquent, or inadequate deliverables from the Sponsor.

7. **Validation.** In order to validate this Contract the following must be submitted/agreed:

- a. The completed above credit card information for the total sponsorship cost. Contracts will not be accepted or processed, and sponsorship will not be held or assigned without the requisite deposit or payment.
- b. The individual signing this Contract warrants that he/she has the authority to bind contractually the organization applying for the sponsorship item.
- c. Company agrees the sponsorship assigned shall be accepted by HFTP unless HFTP rejects the sponsorship within ten (10) days from the date of the contract.

8. ACKNOWLEDGEMENT

Both parties agree to abide by the terms and conditions of this contract. Sponsor agrees to abide by the rules and regulations as written in the [HITEC Dallas Exhibitor & Sponsor Guide](#) provided to Exhibitors and Sponsors. Failure to comply with these terms, conditions, rules, and regulations may result in expulsion from the exposition without refund.

For any content questions, please contact Debra Cukjati (sales@hftp.org).