

<b>IMPORTANT DATES TO REMEMBER</b>	
<b>WORKSHOP APPLICATION DEADLINE</b>	<b>March 23, 2018</b>
<b>ONLINE MARKETING BEGINS</b>	<b>April 17, 2018</b>
<b>REGISTRATION OPENS</b>	<b>April 26, 2018</b>

## **RULES & REGULATIONS**

### **WORKSHOPS**

A Workshop is a hands-on product technique class (up to two hours in length) where attendees make one or more finished projects. Workshops are for serious buyers who want to gain knowledge on a new product, are looking to expand their customer base through new product types or for those who want to enhance their skills on the use of a product.

### **SUBMISSIONS**

Exhibiting sponsors are eligible to conduct up to 2 workshops (based on availability). Read the promotions and deadlines below. Workshops can be sponsored by any exhibiting member or non-member\*.

\* All contracts and fees associated to exhibiting must be completed and submitted to AFCI by the applicable deadline date.

### **SPONSORSHIP PRICING, ATTENDEE FEES & FEE DISBURSEMENTS**

The cost to the sponsor to host a workshop is \$80 per hour. AFCI has a \$5 per ticket fee that will be assessed to the attendees. Workshop sponsors have the option to add a surcharge to this base price. The additional money charged will go back to the sponsor within 30 days after the event. AFCI will need to reconcile cancellations prior to sending out the final accounting and payment to the workshop sponsor. AFCI requires a signed Workshop Sponsorship Agreement on file and a signed W-9 (US companies only) prior to the disbursement being made. The agreement is meant to protect both AFCI and the Workshop Sponsor, to ensure that all rules and regulations are followed and payment arrangements are understood.

### **APPLICATION DEADLINES**

Applications received by **March 23, 2018** will be listed on the show website by April 17, 2018 and included in conference registration opening on April 26, 2018. Notifications will be sent via email no later than March 29, 2018. Submissions received after **March 23, 2018** will only be considered if space allows. If accepted, the workshop will be listed on the website and added to registration **after** April 26.

**There are no exceptions to these deadlines.**

### **MARKETING**

AFCI will target potential attendees via email, social media and other marketing vehicles. To fully take advantage of marketing efforts, it is important to submit your workshop by the deadline. Historically, attendees choose the bulk of their classes within the first week of registration opening.

It is equally important to market your workshop to your clients and followers to increase the exposure of your sessions and of the show.

## **CANCELLATIONS**

Cancellations by the Sponsor must be made in writing to the Education Department at [education@afci.global](mailto:education@afci.global). Cancellations penalties are as follows:

- Within seven (7) business days of receiving the email confirmation: No penalty
- Eight (8) business days through July 15, 2018: 50% of the amount of current registration
- Failure to perform the workshop at the Mixed Media Event, July 16, 2018: 100% of revenue loss based on registered attendees.

## **WORKSHOP COORDINATOR RESPONSIBILITIES**

ALL communication to/from AFCl and payment must be coordinated through one coordinator, even if there are co-sponsors. Please designate one person who will be the PRIMARY contact person on behalf of the Workshop Sponsor (to include all phone and email contact from AFCl).

## **CHANGES**

Changes to submitted workshop applications (i.e., title/description edits, set-up needs, number of attendees) must be made in writing to the Education Department at AFCl. Requests for changes will be subject to approval by AFCl.

## **CLASSROOM SET-UP**

AFCl provides sponsors with a classroom, set schoolroom-style and equipped for 2/3 people per worktable, a 6-foot head table, and one electrical outlet ONLY. Classes have seating for 30 unless the sponsor has requested to increase the capacity if the class sells out at 30. NOTE: An increase in capacity may result in additional costs to the sponsor for audio visual needs such as wireless microphones, speakers, projectors and/or screens. Custom classroom setup requests made after the Workshop is confirmed may not be possible, or may incur additional fees.

## **CLASSROOM ELECTRICAL**

One electrical outlet will be available in each classroom without charge. Additional electric is available for a fee of \$500. Sponsors who require additional electrical outlets MUST specify at the time of their application the wattage for the tool and indicate if giving one tool per person or one per table. **NOTE: Electrical hook-up requests above one outlet per every 2 person table, or added after confirmations are sent may incur a fee and/or may alter the scheduled workshop time and/or room. Any workshops submitted after March 23 which require electrical may incur the full electrical pricing as dictated by the convention center unless AFCl can place your workshop in a designated electrical room. Electrical rooms are limited, so submit early for placement of your Workshop.**

## **CLASSROOM AUDIO VISUAL**

There is no A/V equipment provided. If you require A/V for your Workshop or if you request to increase your capacity above 30, you can order the necessary equipment directly from AFCl's A/V supply company. The sponsoring company is responsible for all fees associated with ordering additional AV equipment. The AV order form will be available by March 3, 2018.

## **WORKSHOP STAFFING**

It is suggested to have one instructor per every 25 people. Additional assistance is suggested for classes over 25, however, since the cap is 30 we understand if only one instructor is available. A representative from each sponsoring company is encouraged to be present during the class. As

the workshop coordinator, please ensure that all instructors, co-sponsors, and additional workshop staff receive and understand all instructions.

### **PHOTO / IMAGE OF WORKSHOP PROJECT**

An electronic color photograph must be received via email to [education@afci.global](mailto:education@afci.global) during the time of submission, for inclusion in online marketing. Photos of the finished project or the supplies used in the class are preferred, but instructor headshots or company logos are accepted as well. Please note workshops with project photos, on average, receive the highest ticket sales. A replacement photo can be sent to [education@afci.global](mailto:education@afci.global).

### **PRODUCT SHIPPING, STORAGE & DELIVERY TO CLASSROOM**

You are responsible to ship your materials to the Mountain America Exposition/Expo Center. Once there, it is your responsibility to transfer the shipment to/from your workshop classroom.

### **DAMAGE TO THE MOUNTAIN AMERICA EXPOSITION/EXPO CENTER**

Sponsors will be liable for any damage caused to the convention center's building, floors, walls and columns, or to the property of any other company.

### **SALES/ORDER SOLICITATION**

Sales or order solicitation is not permitted during the session. All project materials and related literature must be supplied at NO CHARGE to the attendees.

### **INDEMNIFICATION**

The Exhibitor agrees to indemnify and hold AFCI and its directors, officers, employees, agents and members, harmless with respect to any and all claims, losses, damages, liabilities, judgments, or settlements, including reasonable attorney's fees, costs, and other expenses incurred by AFCI arising or related to: (i) the violation or breach of any term or condition of the agreement between the parties or any of the Trade Show Rules & Regulations by the Exhibitor its employees and agents; (ii) any activities, including copyright infringement, defamation, or slanderous content, conducted by the Exhibitor during the Trade Show; or (iii) negligent acts or gross misconduct of the Exhibitor while in attendance at the Trade Show. The rights and responsibilities established in this paragraph shall survive indefinitely the termination of the Agreement.

### **ATTENDEE LISTS**

We encourage workshop sponsors to collect contact information in the event that the instructors/workshop sponsor's wish to send class participants materials after the workshop. Upon request, AFCI can provide contact name, company name, city, state, email address, and buyer type. However, we do not support the use of attendee lists to be used for purposes not directly associated to the workshop.