SPONSOR INFORMATION

Company Name: _____________________________________________________________

Mailing Address: _____________________________________________________________________

City: _________________________ State: ________ Zip:_________ Country: _______________

Telephone_____________________________ Fax: _____________________________________

Contact Person:__________________________ Email: __________________________________

SPONSORSHIPS (please circle the sponsorship(s) you would like to reserve)

- OPENING SESSION 2 slots available at $13,500.00 each
- ATTENDEE BADGE LANYARDS $13,500.00 exclusive
- CONFERENCE HOTEL ROOM KEYCARD $12,500.00 exclusive
- CONFERENCE PROCEEDINGS FLASH DRIVE $12,500.00 exclusive
- INDUSTRY RECEPTION $11,000 each
- CLOSING SESSION $11,000 exclusive
- NETWORKING BREAKS $10,000 exclusive
- CONFERENCE AREA Wi-Fi $7,500.00 exclusive
- REGISTRATION FOLDER $7,500.00 exclusive
- CELL PHONE CHARGING STATIONS 2 slots available at $5,000.00 each
- INNOVATION AWARD $5,000 exclusive
- SS GAYLORD SAIL LOGO PROJECTION $5,000.00 exclusive
- FOUNTAIN WRAP $5,000.00 exclusive
- ATRIUM POLE BANNERS 4 slots available at $5,000.00 each
- MOBILE APP BANNER AD 2 slots available at $10,000.00 each
- TECHNICAL SESSIONS $4,500 each *Actual session topics will be finalized in late spring of 2015
  - Appliances
  - Automotive
  - Blowing Agents
  - Sustainability
  - Chemistry & Renewables
  - Coatings & Adhesives
  - Construction
  - EH&S
  - Elastomers
  - Flexible Foams
  - FR & Combustibility
  - Processing & Composites
  - Sprayed Polyurethanes
- FEATURED SPONSOR in Polyurethanes Conference email blasts $1,000.00 per email

SIGNATURE

SPONSOR HAS READ THE SPONSORSHIP TERMS AND CONDITIONS ON THE REVERSE SIDE OF THIS AGREEMENT.

Authorized Signature: _______________________________ Date: __________________________ Name

(Please print): __________________________________________________________________ Phone: __________________________________ Conference

Management: ______________________________________________________________________ Date: __________________________

ACC, the Center for the Polyurethanes Industry (CPI) of ACC, and Conference Management will attempt to honor your selection; however, opportunities are limited and final decisions regarding assignment and sponsorship are the sole discretion of ACC and CPI.
1. Definitions. (a) "Sponsor" means the applicant identified on the front hereof; (b) "Conference" means the 2015 Polyurethanes Technical Conference; (c) "CPI" means the Center for the Polyurethanes Industry of the American Chemistry Council, "ACC" means the American Chemistry Council, Inc., and its agents, employees and affiliates; (d) "Hall" means the facility in which the Conference is conducted; (e) "Conference Management" means Novack Management, Inc.

2. Eligibility. ACC has the sole right to accept or decline a Sponsor Agreement and to determine the eligibility of any Sponsor for inclusion in the Conference. Sponsor Agreements will be accepted or declined based on the proposed products and/or services of Sponsor. Acceptance of Sponsor Agreement and Conference Sponsorship does not carry ACC’s or CPI’s endorsement of the products or services of that Sponsor.

3. Payment. Sponsor agrees to pay all sponsorship fees. ACC, CPI or Conference Management are not responsible for any bank fees. No Sponsor will be permitted to retain a sponsorship without prior full payment. If the sponsorship fee is not paid within 30 days of mailing of invoice by CPI, ACC and CPI reserve the right to cancel Sponsor Agreement and reassign and/or re-sell sponsorship.

4. Sponsor Cancellation. All sponsorship fees are nonrefundable, regardless of the reason for cancellation or whether ACC, CPI and Conference Management are able to resell the sponsorship.

5. Cancellation of the Sponsorship /Conference. ACC or CPI will cancel the sponsorship if (1) payments are not made according to the payment schedule or (2) if the sponsor fails to comply with this Agreement. ACC and CPI also reserve the right to cancel or substitute a publication and/or event of equal or greater value and/or exposure.

6. Distribution of Materials. Sponsor has the right to distribute materials at their sponsored activity and other approved locations, as specified by CPI. Materials may not be distributed at any other location. Samples of all sponsor collateral material must be sent to CPI prior to the Conference for approval. ACC and CPI reserve the right to withhold approval and refuse the distribution of any items for any other reason ACC or CPI deems fit or proper. No signs, posters, literature or announcements are permitted in the Hall or official hotels except at an approved sponsored activity unless CPI otherwise provides prior approval.

7. Limitation of Liability. Neither ACC, CPI, its officers, directors, employees, members, or agents, nor Conference Management, nor the Hall, nor the legal entities that own, lease or operate the Hall will be responsible or liable for injury to any person or persons or for loss or damage to any Sponsor's property or any person or persons while in transit to or from while in the Hall.

8. Indemnification/Insurance. Sponsor indemnifies and agrees to hold harmless ACC, CPI, Conference Management, and Hall Management, their agents, members, officers, directors and employees against any and all liability whatsoever arising from any or all damages to property or personal injury caused by an Sponsor, his/her agents, representatives, and employees. Sponsor assumes complete responsibility and liability for all loss, damage, or destruction of the property of Sponsor, its agents and all of the Hall Management's property used by Sponsor or brought into the Conference facility on its behalf. Sponsor also assumes full responsibility for all injury to any and all persons or property that is in any way connected with Sponsor's property, including equipment, or caused by Sponsor, his/her agents, representatives or employees. Sponsor agrees to maintain adequate insurance to fully protect ACC, CPI staff designate, their members, and Conference Management and will show proof of insurance to CPI, if requested. Sponsor is responsible for the safety of property, Sponsors or its employees, and ACC and CPI, against robbery, burglary, theft or damage by fire or any other cause.

9. Use of Trademarks. Sponsor represents and warrants that it has the power and authority to grant, and does hereby grant to ACC and CPI a non-exclusive, non-transferable, royalty-free, worldwide license to reproduce and display all logos, trademarks, trade names and similar identifying material relating to Sponsor (the "Sponsor Marks") solely in connection with the promotion, marketing and distribution of the parties in accordance with the terms this Agreement, provided, however, that ACC and CPI shall, other than as specifically provided for in this Agreement, not make any specific use of any Sponsor Mark without first submitting a sample of such use to Sponsor and obtaining its prior approval, which shall not be unreasonably withheld. Sponsor agrees to indemnify and hold harmless ACC and CPI, their agents, members, officers, directors and employees from any and all claims for monetary awards, including but not limited to reasonable attorney's fees, made by third persons relating to or arising from any third-party claims arising from the use of ACC and CPI of Sponsor Marks.

10. Damages. Sponsor waives all claims of any kind against ACC, CPI or any of ACC or CPI's directors, officers, members, employees, or agents, and Conference Management arising from the conduct of the Conference. Sponsor agrees that none of the parties referred to in this Sponsorship Agreement shall be liable for any loss or damage to Sponsor including loss or damage to Sponsor's business by reasons of failure to hold the Conference or for any action of ACC or CPI, its directors, officers, employees, members, or agents and Conference Management.

11. Force Majeure. ACC, CPI and Conference Management are not liable for delays in delivery and/or non-delivery as the result of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, terrorism or terrorist act, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any other condition beyond the reasonable control of ACC, CPI or Conference Management affecting the production or delivery in any manner.

12. Compliance with Applicable Laws. Sponsor agrees to abide by all pertinent laws, ordinances, rules, workers compensation, regulations and codes of duly authorized local, state, and federal governing bodies, concerning licensing, taxation, fire, safety and health, together with the rules and regulations of the exhibition Hall facility.

13. Errors and Omissions. Sponsor agrees that ACC and CPI will not be liable for any errors or omissions in the Conference directory or other Conference materials.

14. Compliance Enforcement. ACC and CPI shall have full discretion in the interpretation and enforcement of all terms governing Sponsors and may adopt further terms as may be deemed necessary by it for the general success of the Conference, including amending and interpreting the terms stated in this Agreement and Hall contract(s) to which ACC or CPI is a party. All matters and questions not covered by the Sponsorship Agreement shall be the final judgment and decision of ACC and CPI. Sponsor agreed to be bound by ACC and CPI's decision.

15. Relationship of the Parties. The parties are acting herein as independent contractors. Nothing herein contained will create or be construed as creating a partnership, joint venture or agency relationship between the parties and no party will have the authority to bind the other in any respect.

16. Amendments to Terms. Any matters not specifically covered by the proceeding terms and conditions may be amended at any time by ACC or CPI staff designate, and all amendments so made shall be binding on Sponsor equally with the foregoing terms.

17. Miscellaneous. All terms and conditions of this Agreement shall be binding upon the parties and their representatives. If any term of this Agreement shall be declared invalid or unenforceable, then the remainder of this Agreement shall continue in full force and effect. This Agreement is not assignable or transferable by Sponsor except with the prior, written consent of ACC. ACC may assign its rights and/or delegate its duties under this Agreement, in whole or in part, without prior written consent of Sponsor. This Agreement states the complete agreement and understanding of the parties. The laws of the Commonwealth of Virginia, United States of America shall govern this Agreement.
Sponsorship at 2015 Polyurethanes Technical Conference

Opening Session $13,500
• Logo in Final Program and mobile app, where appropriate
• Logo and/or company name on enhanced Conference website, where appropriate
• Logo on signage for Opening Session and Conference Program Board located in registration area
• Logo on multimedia opener or first slide at Opening Session
• Verbal thank you in the opening remarks made by Opening Session Facilitator
• Single full-page color ad in Final Program
• One complimentary Full Conference registration

Attendee Badge Lanyards $13,500 exclusive
• Company name and logo on badge lanyards distributed to attendees at registration
• Logo in Final Program where appropriate
• Logo on signage for Opening Session and Conference Program Board located in registration area
• Verbal thank you in the opening remarks made by Opening Session Facilitator
• Single full-page color ad in Final Program
• One complimentary Full Conference registration

Conference Hotel Room Keycard $12,500 exclusive
• Logo in Final Program and mobile app where appropriate
• Logo on Conference hotel keycard
• Single full-page color ad in Final Program
• One complimentary Full Conference registration

Conference Proceedings Flash Drive $12,500 exclusive
• Logo in Final Program and mobile app where appropriate
• Logo on outside of Conference Proceedings Flash Drive
• Logo on interior page of Proceedings
• Single full-page color ad in Final Program
• One complimentary Full Conference registration

Industry Reception Sponsorship $11,000 each
• Logo in Final Program and mobile app where appropriate
• Logo and/or company name on enhanced Conference website, where appropriate
• Logo on signage for Industry Reception and Conference Program Board located in registration area
• Verbal thank you in the opening remarks made by Opening Session Facilitator
• Logo on banner displayed at the Industry Reception
• Single full-page color ad in Final Program
• One complimentary Full Conference registration

Closing Session $11,000 exclusive
• Logo in Final Program and mobile app where appropriate
• Logo and/or company name on enhanced Conference website, where appropriate
• Logo on signage for Closing Session and Conference Program Board located in registration area
• Logo on multimedia opener or first slide at Closing Session
• Verbal thank you in the opening remarks made by Closing Session Facilitator
• Single full-page color ad in Final Program
• One complimentary Full Conference registration

Networking Breaks for All Three Days (Formerly the Refreshment Break) $10,000.00 exclusive
• Logo in Final Program and mobile app where appropriate
• Logo on signage at Refreshment Break Stations
• Tables provided next to refreshment table(s) for sponsor giveaways
• Single full-page color ad in Final Program
• One complimentary Full Conference registration
Mobile App Banner Ad 2 available at $10,000.00 each
- Rotating banner in Mobile App that links to sponsor’s website
- Logo in Final Program
- One complimentary Full Conference registration

Conference Area Wi-Fi $7,500 exclusive
- Customized splash and landing page
- Logo in Final Program and mobile app where appropriate
- Logo on signage at conference
- Logo on log-in instruction cards that will be distributed to all attendees
- Logo on Exhibit Hall entrance unit
- Logo and/or company name on enhanced conference website, where appropriate
- One complimentary Full Conference registration

Registration Folder $7,500.00 exclusive
- Logo on registration folder provided to all participants
- Logo in Final Program and mobile app where appropriate
- One complimentary Full Conference registration

Cell Phone Charging Stations 2 slots at $5,000.00 each
- Logo in Final Program and mobile app where appropriate
- Logo on two out of four charging stations
- One complimentary Full Conference registration

Innovation Award $5,000.00 exclusive
- Logo in Final Program and mobile app where appropriate
- Logo on Innovation Award onsite signage
- Logo on Innovation Award voting pen

*Companies that submit an application for the Innovation Award are not eligible for the sponsorship.*

Technical Sessions $4,500.00 each
- Logo in Final Program and mobile app where appropriate
- Logo on signage for specific session at Conference
- Logo on first slide introducing session
- One complimentary Full Conference registration

Featured Sponsor in Conference Email Blast $1,000.00 each
Logo and brief message at the bottom of a selected conference promotional email blast.
Contact Mary Novack (may@novackmanagement.com) for email blast schedule.

**EXCLUSIVE GAYLORD OFFERINGS:**

Fountain Wrap $5,000.00 exclusive
Company logo or design imprinted on a banner that is wrapped around the base of the fountain located in the convention center area of the Gaylord Palms.

Atrium Pole Banners 4 slots available at $5,000.00 each
Company logo printed on four banners located along a walking path in the hotel atrium.

Logo Projection on the SS Gaylord Sails $5,000.00 exclusive
Company logo or brand on projected on the sail of the SS Gaylord located in the Key West Atrium.
The image is a static projection of a single design.

Sponsorship opportunities are offered to CPI members exclusively until Jan. 21, 2015.
On January 22, 2015, opportunities will be available to both CPI member and nonmember companies.