



# **Tech Forum 2022**

## Sponsor & Exhibitor Prospectus

# INTRO

The A2LA Tech Forum is the ultimate opportunity for professionals to meet face-to-face, learn new skills, and collaborate on topics associated with the accreditation industry. This event is an important resource for members, assessors, accredited organizations ... basically, anyone working in an industry that relies on accreditation, ISO, quality, or conformity assessment.

## Tell Your Story!

Share your solutions with a wide range of well-qualified prospects across the accreditation industry.



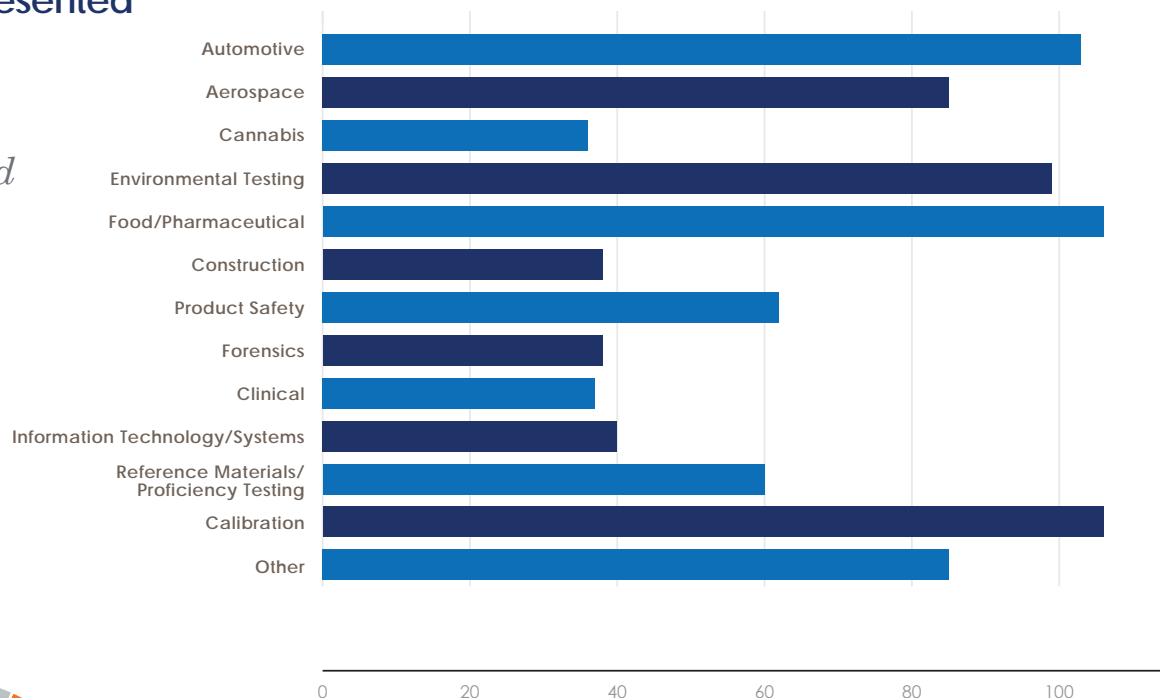
“Qualtrax was thrilled to participate in the A2LA Tech Forum. From a vendor’s perspective, the event was well organized and attendee interaction was continuous throughout the event. It was time well spent for Qualtrax and we look forward to participating in years to come.”  
Scott Renkes, Qualtrax

## ATTENDEE STATISTICS

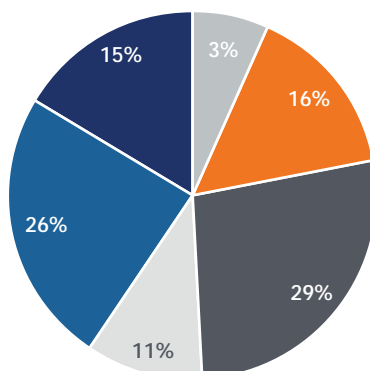
*In 2022 over 400 in-person attendees are expected, including professionals and decision-makers from various industries linked to accreditation. Capitalize on top-of-mind concerns and hot topics introduced through expert-led sessions.*

### Industries Represented

*Over 90% of attendees said the Tech Forum 2021 was the best one ever!*



120




### Job Title/Level of Attendees

- Entry Level
- Analyst/Associate/Technician/Scientist
- Manager
- C Level Executive/Director
- Owner/President/CEO
- Retired/Other

**368**

2021 Attendees

# SPONSORSHIPS AND BENEFITS

SPONSORSHIP			
		Available	Benefits
Title Sponsor	\$7,500	1	1 booth; 1 demo; 4 full registrations, 2 booth staff only; 1 full-page ad
Dinner	\$4,500	1	1 booth, 3 full registrations, 1 booth staff only; 1/2 page ad
Platinum Level	\$5,500	2	1 booth, 1 demo; 3 full registrations, 2 booth staff only; 1/2 page ad
Gold Level	\$3,500	2	1 booth, 2 full registrations, 1 booth staff only; 1/4 page ad
Mobile App Sponsor (Exclusive)	\$3,500	1	1 booth, 2 full registrations, 1 booth staff only; 1/4 page ad
Breaks (for all four	\$2,500	1	50% off booth; 1 full registration; 1/4 page ad
Lunch	\$2,000	2	50% off booth, 1 full registration; 1/4 age ad
Opening Reception	\$2,000	2	50% off booth, 1 full registration; 1/4 age ad
Tuesday Closing Networking Event	\$2,000	2	50% off booth, 1 full registration; 1/4 age ad
Event Guide (print & online)	\$1,500	1	1 full reg
Pre-Event Email	\$1,500	3	1 full reg
Room Keys	\$1,500	1	1 full reg
Wi-Fi	\$1,500	1	1 full reg
Breaks	\$1,000	3	1 full reg
Event Website Agenda Page (Exclusive)	\$800	1	 <p>A Better World Through Accreditation</p> <p><b>All Sponsors above the \$500 level receive*</b></p> <ul style="list-style-type: none"> <li>• Logo on applicable event signage</li> <li>• Company profile on event website</li> <li>• Logo-link on event site &amp; landing page</li> <li>• Logo in event guide (print &amp; digital)</li> <li>• 1 marketing item in attendee bag</li> <li>• Attendee contact list</li> </ul> <p><i>*Contingent upon date of signed agreement.</i></p>
Event Website Registration Page (Exclusive)	\$600	1	
Event Website Agenda Page (Shared)	\$500	2	
Event Virtual Platform Schedule Pages (Random)	\$500	8	
Event Website Registration Page (Shared)	\$400	2	
Mobile App Ad	\$400	5	
App Push Notification	\$350	5	
Guide Advertising (Full)	\$500	4	
Guide Advertising (Half)	\$250	4	
Guide Advertising (Quarter)	\$125	8	
Bag Inserts <b>ONLY 7 LEFT</b>	\$100	<del>10</del> 7	
<b>All Sponsors at the \$500 level and under receive*</b> <ul style="list-style-type: none"> <li>• Text name on applicable event signage</li> <li>• Text name on event site</li> <li>• Text name in event guide (print &amp; digital)</li> <li>• 1 marketing item in attendee bag</li> </ul>			

[Click here for Terms & Conditions](#)

# EXHIBIT

## Join The Experience

Connect, promote, and amplify your business. Showcase your products or services and take advantage of the unique networking opportunities offered at the A2LA Tech Forum.

To exhibit at Tech Forum 2022, return the form (page 8) by February 28, 2021.

*Exhibits are assigned on a first-come, first-placed basis. Now is the time to take advantage of priority placement! Get up to eight hours of daily non-stop visibility in our exhibition area located amid conference rooms and the dining hall.*

### Exhibitor Packages includes\*:

*\$950 Member or \$1400 Non-member*

- Standard 10'w by 5'd booth space
- One 6' draped table, two chairs, wastebasket
- One full complimentary Tech Forum registration
- Two complimentary exhibit staff registrations
- Company profile and links on event website\*
- Company profile in the conference app\*
- Company profile in event program (print & digital)

## Contact Us Today

at [forum@A2LA.org](mailto:forum@A2LA.org) or 301.644.3226 to discuss tailor-made partnerships to adapt to your specific strategy and goals, whether looking for a high level of visibility before and during the conference or targeting a specific audience.

*\*Contingent upon the date of a signed contract. See [terms and conditions](#).*

## Gain More Visibility with Exhibitor Add-Ons

*Must be a registered exhibitor to purchase*

- Customized push notification sent to event app users (Limit 5) \$350

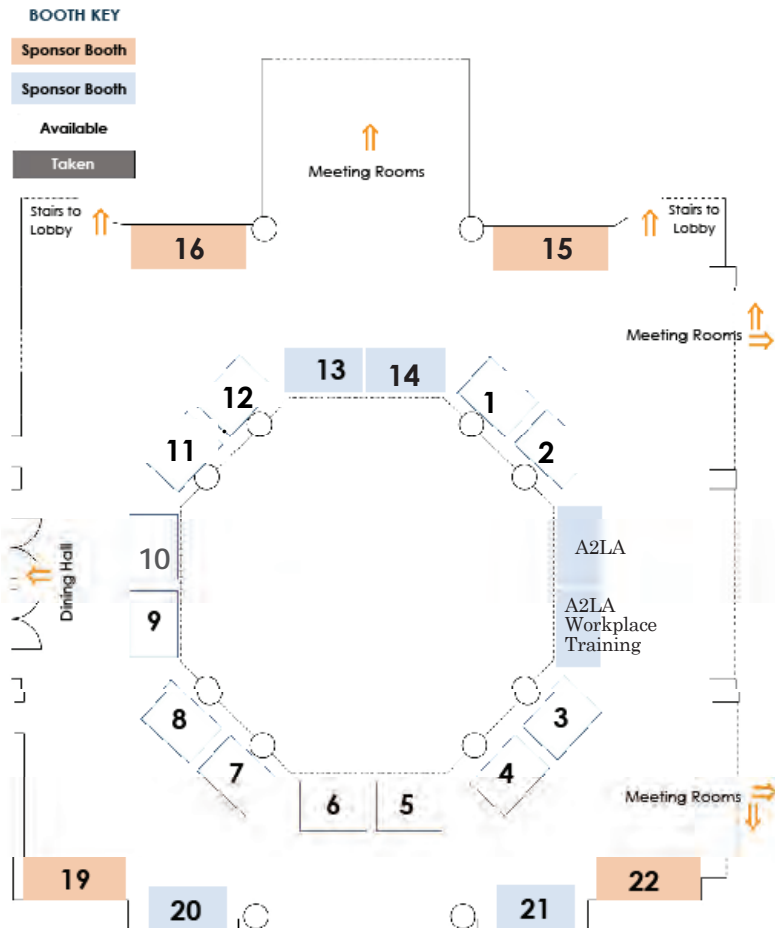
Pre-Show Email Message to Attendees (Limit 3) - \$1,500

- Exhibitor provides HTML design for the email and A2LA will coordinate sending

## Exhibit Hall Schedule:

Process Step	Dates	Times
Exhibitor Move-in	Sunday, April 3	10:00 am – 5:00 pm
Exhibiting	Monday, April 4 Tuesday, April 5 Wednesday, April 6	8:00 am – 5:30 pm 8:00 am – 7:00 pm 8:00 am – 12:00 pm
Exhibitor Move-out	Wednesday, April 6	12:01 pm – 4:00 pm

# FLOOR PLAN



## TECH FORUM VENUE

### Westfields Marriott Washington Dulles in Chantilly, VA.

14750 Conference Center Dr., Chantilly, VA  
(703) 818-0300



Housing for the Tech Forum is open now. A2LA has reserved rooms with special rates for conference attendees.

Staying "in the block" is more convenient, helps you connect with the informal activities and networking opportunities that occur at the host hotel during the conference, and help keep overall meeting costs down which keeps registration low!

### Housing Fraud Alert

**Please note that A2LA has NOT authorized any external housing vendor for the Tech Forum and will never call or solicit you to make hotel arrangements.**

If you have housing questions, please contact us at +1 (301) 644-3248, or [forum@A2LA.org](mailto:forum@A2LA.org).

## ADDITIONAL INFORMATION

Once payment is processed, you'll receive an email with instructions to complete your marketing profile. This is essential to promoting your organization effectively. Call 301.644.3248 if you do not receive a link to the online form within a week of processing your payment.

Exhibitors are placed in the best location available at the time the booth/sponsor form and full payment is received. Placement occurs on a first-received, first-assigned basis. While every attempt is made to place you in your preferred space, it is not guaranteed.

Please review the terms and conditions on page 7. Submission of registration and payment for an exhibit space indicates your agreement to observe and abide by all terms, conditions, and rules specified in the exhibitor contract and accept all provisions.

## DATES & DEADLINES

- 2/28/22 Deadline for Sponsor & Booth Registration/Payment
- 2/28/22 Deadline for Written Cancellation
- 3/4/22 Company Logo in jpeg (72 ppi or greater) and EPS Formats
- 3/4/22 Deadline to Submit Marketing Profile
- 3/15/22 Deadline to Submit Certificate of Insurance (COI)

## HAVE QUESTIONS?

Contact us at 301.644.3248  
or [forum@A2LA.org](mailto:forum@A2LA.org).

# SPONSOR/EXHIBITOR FORM

## Company Information

Company Name (As you wish it to be promoted): \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Billing Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

### Credit Card Payment

Name on card: \_\_\_\_\_

CC# \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Three digit security code: \_\_\_\_\_

Receipt of this Registration form does not constitute acceptance or grant of permission to exhibit until it is approved by an authorized A2LA representative and confirmation is provided via email to the Exhibitor's primary contact listed on the application.

## Sponsorship Options:

- ☐ Title Sponsor - \$7,500 (1)
- ☐ Dinner - \$4,500 (1)
- ☐ Platinum Level - \$5,500 (2)
- ☐ Gold Level - \$3,500 (2)
- ☐ Mobile App Sponsor (Exclusive) - \$3,500 (1)
- ☐ Breaks - \$1,000 (4)
- ☐ Breaks (for all four) - \$2,500.00 (1)
- ☐ Lunch - \$2,000 (2)
- ☐ Opening Reception - \$2,000 (2)
- ☐ Tuesday Closing Networking Event - \$2,000 (2)
- ☐ Event Guide (print & digital) - \$1,500.00 (1)
- ☐ Pre-Event Email - \$1,500 (3)
- ☐ Room Keys - \$1,500 (1)
- ☐ Wi-Fi - \$1,500 (1)
- ☐ Event Website Agenda Page (exclusive) - \$800
- ☐ Event Website Registration Page (Exclusive) - \$600 (1)
- ☐ Event Website Agenda Page (Shared) - \$500 (2)

- ☐ Event Website Registration Page (Shared) - \$400 (2)
- ☐ Mobile App Random Ad - \$400 (5)
- ☐ App Push Notification - \$350 (5)
- ☐ Guide Advertising (Full) - \$500 (4)
- ☐ Guide Advertising (Half) - \$250 (4)
- ☐ Guide Advertising (Quarter) - \$125 (8)
- ☐ Bag Inserts - \$100 (7 LEFT)

## Exhibitor Options:

- ☐ A2LA Members - \$950
- ☐ Non-Members - \$1,400

Please specify your top three booth spaces  
(see page 5 for floor plan)

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

## Exhibitor Add-Ons:

- ☐ Pre-Show Email - \$1,500 (3)

Total Amount \$ \_\_\_\_\_

[Click here for Exhibit  
Terms & Conditions](#)

Name of Authorized Representative (Print)

Authorized Representative's Signature and Date

The above authorized individual has read and agrees to comply with the A2LA Tech Forum Sponsors & Exhibitors Terms and Conditions.



# TECH FORUM SPONSOR & EXHIBITOR TERMS & CONDITIONS

## Sponsors Exhibitors

1. **Event sponsors must be approved by A2LA.**
2. **FINAL PAYMENT** must accompany the sponsor/exhibitor registration form. A confirmation for receipt of approved sponsorship(s) will be sent via email; please provide valid contact information.
3. **BENEFITS** not utilized cannot be traded or refunded. Use of sponsor benefits are the sole responsibility of the sponsor.  
**Sponsor registration is separate from attendee registration.** Some sponsor levels do not include conference registration unless noted.
4. **Sponsor registration is separate from exhibitor registration.** Some sponsor levels do not include exhibit space unless noted. If you plan to exhibit, you must submit the required marketing profile and names of booth staff.
5. **CURRENT LOGOS** - (EPS/vector format) and URLs should be sent immediately to take advantage of pre-event benefits. Send logos, URLs, and (if applicable) PDF ads for the event guide via email to [forum@A2LA.org](mailto:forum@A2LA.org) no later than February 28, 2022.
6. **CANCELLATION BY SPONSOR** - If the Sponsor cancels the Sponsorship two months prior to the event, a Cancellation Charge of 50% of the Sponsorship Fee will apply. If a Sponsor cancels the Sponsorship within one month of the event, the Sponsor agrees to pay 100% of the contracted Sponsorship Fee as Cancellation Charge. If a Sponsor cancels with an outstanding balance due, the Sponsor remains responsible for the entire balance due, plus reasonable legal fees to collect. Cancellations must be received in writing by the Event Organizer. Upon receipt of Sponsorship cancellation notice, the Event Organizer shall have the absolute discretion to resell the sponsorship item(s) forfeited. The Sponsor hereby acknowledges that the Cancellation Charge represents a reasonable pre-estimate of the likely losses and costs that would be incurred by A2LA as a result of the Sponsor's cancellation and that they do not represent a penalty.
7. **POSTPONEMENT/CANCELLATION BY A2LA** - A2LA shall be relieved of its obligations under this Agreement in the event that the holding of the event by A2LA, the performance by A2LA of any of its material obligations under this Agreement and/or the attendance at the event by the Sponsors and/or any other Sponsor and/or any participants is impossible, illegal or substantially or materially interfered with, due to any cause or causes beyond the reasonable control of A2LA or the providers of the venue including, without limitation, any of the following: act of God, governmental act, war, fire, flood, explosion, civil commotion, armed hostilities, act of terrorism, revolution, blockade, embargo, strike, lock-out, sit-in, industrial or trade dispute, adverse weather, disease, risk to public health, shortage of any material, labor, transport, electricity or other supply, regulatory intervention, general advice or recommendation of any government (including any government agency or department), regulatory authority or international agency against travel, events and/or public gatherings, or the event venue becomes unavailable and/or unfit for occupancy and/or use ("force majeure").

In the event of force majeure, A2LA may cancel, amend the date of the Tech Forum or change the venue or otherwise alter the event. Should the event be cancelled, curtailed or adversely affected by any cause not within the reasonable control of A2LA including but not limited to any of the force majeure events as identified in the preceding paragraph A2LA shall be under no liability to the Sponsor or any other person in respect of any actions, proceedings, claims, demands, losses (including consequential losses), costs or expenses whatsoever which may be brought against or suffered or incurred by the Sponsor as the result thereof.

## Exhibitors

1. **EXHIBIT SPACE RENTAL** – Payment may be made at any time before February 28, 2022. Failure to submit payment by this deadline may result in cancellation. Applications received after the deadline date are not guaranteed placement in the event program or on event signage.
2. **EXHIBIT SPACE ASSIGNMENT PROCEDURE** – Exhibitors should indicate their preferred three spaces. While placement in the preferred spaces is not guaranteed, the choices are considered when designing the exhibitor assignments to reduce section industry saturation or being placed by competitors. A2LA reserves the right to change the floor plan design at any time and without notice. Booth assignment is at the discretion of A2LA. A2LA may move Exhibitor to another location at any time if such change is deemed to be in the overall best interest of the exhibition by A2LA in its sole discretion.
3. **EXHIBIT SCHEDULE** – Set-up is Sunday, April 3rd, 10:00 am until 5:00 pm. Set-up is not allowed during show hours. Tear down may begin at 12:01 pm on Wednesday, April 6th. Exhibitors dismantling before this time may receive a \$250 fine. Exhibit hall hours: Mon. 8:00 am-5:30 pm, Tues. 8:00am-5:30pm, Wed. 8:00am-12:00pm.
4. **BOOTH AMENITIES** – All booths have a 6' draped table, 2 chairs, and a wastebasket. Show regulations require that exhibits and exhibit materials exceeding 3' in height must be confined to the rear of the booth, extending no more than 3' from the back wall. Overall display exhibit should not exceed 7' in height and 8' in width. Exhibitors who wish to deviate from these guidelines must contact A2LA at (301)644-3248 for approval by 2/28/22. Other amenities are available for cost directly from the hotel (power, etc.).
5. **USE OF EXHIBIT** – Current logos (EPS/vector format) and URLs should be sent immediately to take advantage of pre-event benefits. Send logos, URLs, and (if applicable) PDF ads for the event guide via email to [forum@A2LA.org](mailto:forum@A2LA.org) no later than February 28, 2022.

Please register your booth staff as soon as possible

7. **USE OF EXHIBIT** – Merchandise, signs, decorations, or display fixtures shall not be pasted, taped, nailed, tacked, or otherwise attached to walls, columns, floors, or other parts of the exhibit site. Names or advertisements of/for non-exhibiting companies are not permitted. Exhibitors may not sublet or permit other companies to use their space or any part thereof without express written permission of A2LA. Only contracted companies that submit the booth application, payment, and complete the online marketing profile by the deadline, will receive a listing in the program.
8. **SMOKING** – Prohibited inside the hotel. The specific venue may specify additional parameters.
9. **EXHIBITOR CONDUCT** – Exhibitor shall not block safe passage through the aisles. All promotional material must be distributed from within the confines of the contracted exhibit space. All such material is subject to approval by A2LA. Exhibitor shall not conduct itself in a manner offensive to standards of decency or good taste.
10. **AMERICANS WITH DISABILITIES ACT (ADA)** – Exhibitor is required to construct displays accessible by people with disabilities and comply with the Americans with Disabilities Act (ADA).
11. **COPYRIGHT INFRINGEMENT** – Exhibitor shall be responsible for securing any necessary licenses and consents for any (a) performances, displays, or other uses of copyright works or patented inventions and (b) use of any image, name, likeness, or signature, voice, or other impression, or other intellectual property owned by any third party which is used directly or indirectly by Exhibitor. Playing of copyrighted music at events is prohibited by the copyright laws of the USA unless you have written and signed permission from the author or composer of the material or has an agreement with music licensing organizations.
12. **AUDIO / VIDEO EQUIPMENT** – Audio and video equipment must be self-contained, fireproof, certified by Underwriters Laboratories, and compliant with all local regulations. Equipment must be operated so as not to disturb or infringe upon other exhibitors. Sound must be kept at a volume not to exceed that of normal conversation. A2LA reserves the right to determine the acceptable sound level in all instances.
13. **LIABILITY AND INSURANCE** – Exhibitor must submit Certificate of Insurance (COI) by March 4, 2022, naming A2LA and Westfields Marriott Washington Dulles as certificate holders. Exhibitors are responsible for insurance coverage and are advised to be sure that their insurance coverage includes extraterritorial coverage, theft, public liability, and property damage insurance. Neither A2LA nor its sponsors, employees and representatives will be responsible for injury, loss, or damage that may occur to the Exhibitor, Exhibitor's employees, or property prior, during, or after the period covered by the contract. By submitting registration and payment, the Exhibitor expressly releases A2LA, its sponsors, employees, and/or representatives from, and agrees to indemnify same, against any and all claims for loss, damages, or injury that solely results from Exhibitor's actions/inactions. Exhibitors who do not carry insurance should contact the A2LA directly at (301) 644-3226.
14. **SHIPPING & RECEIVING** - Advance shipment of materials may arrive no earlier than three (3) days before the move-in date or before March 31, 2022. Exhibitor is responsible for any hotel handling and shipping charges. Address packages to:  
Westfields Marriott  
ATTN: Guest Name/A2LA Tech Forum  
14750 Conference Center Drive  
Chantilly, VA 20151  
  
There are no special forms to be filled out. Packages can be sent through USPS, UPS, or FedEx as all three regularly make deliveries here. There is a processing and handling fee through the hotel for packages sent through services other than the United States Postal Service. For your reference, the prices are as follows but subject to change:  
  
Packages Under 50 lbs. | \$7 each  
Packages Over 50 lbs. - \$15 each  
Oversized Boxes and Display Cases - \$35 each  
Shrink-Wrapped Pallets & Small Cases Under 150 lbs - \$75  
Crates Over 150 lbs. - \$150 each
15. **UNFORESEEABLE CIRCUMSTANCES** – In the event of a fire, strike, inclement weather, civil strife, or other circumstances beyond the control of A2LA which causes the show to be canceled in whole or part, Exhibitor waives any claim for damages or compensation except for the pro-rata return of the space rental paid for that period which was not available for use, fewer expenses incurred by A2LA in connection with the show.
16. **UNOCCUPIED SPACE** – If Exhibitor fails to occupy the contracted space by the end of scheduled set-up date and time or fails to comply in any other respect with the terms of this Agreement, A2LA shall have the right to use such space in any manner, and Exhibitor forfeits any monies paid for space, sponsorships, or advertising.
17. **SUITCASING** - Please note that while all event attendees are invited to the exhibition, anyone observed to be soliciting business in the aisles or other public spaces or another company's booth will be asked to return their badges and to leave the Exhibit Hall immediately. Violators will not be allowed to return to the show. Additional penalties may apply. A2LA asks that exhibitors report any violations they may observe to A2LA staff.
18. **AMENDMENTS** – The A2LA shall have full power to interpret or amend these rules. Wherever these rules do not appear to cover specific situations, the A2LA reserves the right to make such rulings as may appear to be in the show's best interest, and the Exhibitor agrees to abide by such rulings.
19. **CANCELLATION OR TERMINATION OF EXHIBIT** – Upon acceptance of exhibit registration by A2LA, this shall be a legally binding contract between the Exhibitor and A2LA. After February 28, 2022. Cancellation by the Exhibitor obligates the Exhibitor to full payment of the rental. No refunds will be made after this date. If written cancellation is received before February 28, 2022, a full refund will be issued less than a 25% processing fee.
20. **AMENDMENTS** – The A2LA shall have full power to interpret or amend these rules. Wherever these rules do not appear to cover specific situations, the A2LA reserves the right to make such rulings as may appear to be in the show's best interest, and the Exhibitor agrees to abide by such rulings.