



## AADE Application & Agreement for Special Event

Thank you for your interest in sponsoring an event for the attendees of our annual meeting; your support enriches the attendee experience. All events must follow AADE's "Meeting/Special Event Guidelines." The required application and fee is described below. If applicable, and by your request, fee includes:

<b>A. Small Special Events</b> (\$2,000 for 0-100 registered attendees)
• Assistance from Meetings Service with securing space held by AADE17. <i>Attendee list not included</i>
<b>B. Medium Special Events</b> (\$3,500 for 101-200 registered attendees)
• Includes items listed in section A. <i>Attendee list not included</i>
<b>C. Large Special Events</b> (\$5,000 for 201-600 registered attendees)
• Includes items listed in section A. <i>Attendee list not included</i>
<b>D. Sponsorship Events</b> (\$10,000 for <b>all</b> registered attendees)
Includes items listed in A & B and the following: <ul style="list-style-type: none"> <li>• Listing on the AADE17 web site's Schedule at a Glance.</li> <li>• Mention in the conference marketing pieces.</li> <li>• Listing and brief description in On-Site Meeting Guide.</li> <li>• Mentions in the general sessions.</li> <li>• Listings in the Show Daily newspaper.</li> </ul>

**Please complete this application and return to:**

Leah Johnson at [ljohnson@aadenet.org](mailto:ljohnson@aadenet.org) or fax to (312) 601-4856

I. The undersigned \_\_\_\_\_ hereby submits this application for commercial support of  
("Sponsor")

the American Association of Diabetes Educators Annual Meeting to be held August 4-7, 2017 ("AADE17"),  
dated this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_ ("Application".)  
(Day) (Month) (Year)

Upon the acceptance of this Application by the American Association of Diabetes Educators (AADE), the terms of this Application, together with the attached Sponsorship Terms and Conditions, shall become a binding agreement between Sponsor and AADE, effective as of the date of this Application ("Agreement".) Sponsor may not cancel this sponsorship after acceptance of the Application by AADE except for a material breach of this Agreement by AADE that remains uncured 30 days after notice to AADE specifying the breach.

The following fee will be charged for each special event.

AADE Evening Event	Price
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<b>Small Special Event (0ppl-100ppl)</b>	<input type="checkbox"/> <b>\$1,000.00</b>
<b>Medium Special Event (101ppl-200ppl)</b>	<input type="checkbox"/> <b>\$3,500.00</b>
<b>Large Special Event (201-600ppl)</b>	<input type="checkbox"/> <b>\$5,000.00</b>
<b>Sponsorship Event (All registered Attendees)</b>	<input type="checkbox"/> <b>\$10,000.00</b>

**II. Please list the AADE17 event name/programs you are interested in supporting.**

Special Event/Sponsorship Event  
Amount

1.	_____	\$ _____
2.	_____	\$ _____
3.	_____	\$ _____
	<b>Total Amount</b>	\$ _____

**III. Please list the person authorized to sign this Application. THIS PERSON WILL RECEIVE ALL FUTURE CORRESPONDENCE REGARDING THE AADE ANNUAL MEETING.**

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

**IV. Payment Information**

All payments must be submitted via check should be made payable to AADE:  
Department 4445  
Carol Stream, IL 60122-4445

**V. Company understands that upon acceptance of this Application by AADE, the terms of this Application, including the attached Terms and Conditions, shall be a binding agreement.**

**Application must be dated and include signature.**

\_\_\_\_\_  
*Signature of Authorized Representative*

Date \_\_\_\_\_

Read terms and conditions next page.

## **SPONSORSHIP TERMS & CONDITIONS**

### **1. Payment.**

- A. Price: The Sponsorship Fee is equal to the "Total Amount of Sponsorships" specified in Section II of the Agreement.
- B. Sponsorship Fee Invoice: If a payment note is received with the executed Application, AADE will invoice Sponsor for the Sponsorship Fee. Sponsor shall pay the Sponsorship Fee upon receipt of the invoice.

### **2. Limitation of Liability.**

AADE'S LIABILITY ARISING OUT OF THIS AGREEMENT SHALL NOT EXCEED THE AMOUNTS RECEIVED BY AADE FROM SPONSOR HEREUNDER. AADE WILL NOT BE LIABLE FOR LOST PROFITS OR ANY CONSEQUENTIAL, SPECIAL, INCIDENTAL, OR INDIRECT DAMAGES, HOWEVER CAUSED AND ON ANY THEORY OF LIABILITY, ARISING OUT OF THIS AGREEMENT, INCLUDING, BUT NOT LIMITED TO, LOST INCOME OR PROFITS. AADE shall not be subject to any liability whatsoever for any failure to hold the Annual Meeting because of an act of God, outbreak of hostilities, insurrection, riot, civil disturbance, terrorism, government act or regulation, fire, flood, explosion, accident, theft, or any other cause beyond the reasonable control of AADE. Unintentional or inadvertent failure of either party to print, publish, or circulate the other party's name and/or materials shall not be considered a breach of this Agreement.

### **3. No Cancellation After Acceptance.**

Sponsor may not cancel this sponsorship after acceptance of the Application by AADE except for a material breach of this Agreement by AADE that remains uncured 30 days after notice to AADE specifying the breach.

### **4. Use of AADE Annual Meeting Logo.**

Sponsor may use the AADE Annual Meeting logo ("Logo") only on materials prepared for the Annual Meeting and may not display the Logo elsewhere or for other purposes. No other AADE logo may be used by Sponsor and no endorsement by AADE is implied in displaying the Logo.

The Logo will be provided to Sponsor by AADE. All use of the Logo must be in compliance with the following requirements:

- No alteration in the Logo's color is permitted.
- The size of the Logo may be altered only if the proportions are not altered.
- The Logo may not be used inside or as part of another logo, but must remain distinctly separate.
- If a Sponsor logo or any other logo appears on the same page or cover, the Logo must be larger.
- The Logo may not be used in any way that might be understood to suggest endorsement by AADE.
- All materials using the Logo must be approved in writing in advance by AADE.

### **5. Approval of Materials Distributed and Suppliers Contracted**

Sponsor must submit in writing, a complete description and sample of all materials that will be made available to attendees of a sponsored event. This includes gifts, product samples, printed hand-outs, tickets, signage or any other materials that are distributed. If space or a venue held by AADE is utilized for an event, sponsor agrees to adhere to all policies set forth by the venue. If sponsor is conducting an event that requires transportation, AADE must be named additionally insured by the transportation supplier. AADE is in no way responsible for any actions or occurrences that take place during a sponsored event.

### **6. Entire Agreement.**

The terms and conditions of this Agreement constitute the entire agreement between the parties and supersede all previous agreements and understandings, whether oral or written, between the parties with respect to the subject matter hereof. No modification or amendment to this Agreement shall be effective unless made in writing and signed or acknowledged in writing by the party to be bound.

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