



GLCCA 8th Annual Conference

# Sponsor & Exhibitor Prospectus

May 8-10, 2024 • Hyatt Regency Bloomington-Minneapolis





# Exhibitor/Sponsor Form

8th Annual Conference - Hyatt Regency Bloomington-Minneapolis - May 8-10, 2024

## Don't miss the 8th Annual GLCCA (Great Lakes Credit and Collection Association) Conference!

Take advantage of this great opportunity to meet numerous industry leaders and decision-makers all in one place!

### COMPANY

Company Name: \_\_\_\_\_

### TRADE SHOW COORDINATOR

(Person to receive all exhibit table confirmations and paperwork)

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### TABLETOP EXHIBIT PRICING

All booths include an 6' skirted table and two chairs. Electricity is additional.

- \$750 Exhibitor Tabletop Only
- \$375 GLCCA Vendor Members Exhibitor Tabletop (Complete your GLCCA Vendor Membership Application and submit it with your Exhibitor/Sponsor Application to receive this price this year! This offer cannot be combined with other sponsorship exhibit table discounts. The greater of the discount will be applied.)
- \$0 Platinum Sponsor Exhibitor Tabletop
- \$500 Gold Sponsor Exhibitor Tabletop
- \$650 Silver Sponsor Exhibitor Tabletop

### SPONSORSHIP

See "Sponsorship Opportunities" for benefits of each level.

- \$3,000 Platinum     \$2,000 Gold     \$1,000 Silver
- \$150 Attendee Bag Ad
- Sponsorship Option Choice (See Page 3 for options): \_\_\_\_\_

### BOOTH ASSIGNMENT POLICY

Booth assignments will be determined based on the order of payments received by March 18, 2024. Those who sponsor will be given first choice and GLCCA Affiliate members will be given next choice. If a company is both a sponsor and a GLCCA Affiliate member they will have top choice.

### TEARDOWN POLICY

Exhibits may not be taken down prior to the end of the last break on May 10. Please make your travel plans accordingly.

### CONFERENCE LOCATION

Hyatt Regency Bloomington-Minneapolis  
3200 East 81st Street, Bloomington, MN 55425  
Reserve your room by calling (952) 922-1234. Reference GLCCA or the Great Lakes Credit and Collection Association when calling to make your reservation. Reservations must be made by **April 16, 2024** to receive the conference room rate of \$179 per night.

**Event Cancellation Policy:** Exhibit booth staff registrations and tabletop cancellations must be made in writing and received before 4/8/2024. No cancellations will be processed or fees refunded if received after 4/8/2024. Sponsorships are non-refundable once paid/accepted.

### REGISTRANT INFORMATION

One registration per paid exhibit table is included. All others must register at the "Additional Registrant" rate.

Name \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

\$300 Additional registrant

### PAYMENT

Booth Amount: \$ \_\_\_\_\_ Sponsorship Amount: \$ \_\_\_\_\_

**Total Amount Due: \$** \_\_\_\_\_

- Payment enclosed (make checks payable to GLCCA)
- Bill my credit card—check one:  VISA     MC     AMEX

Name on Card \_\_\_\_\_

Card number \_\_\_\_\_

Exp. date \_\_\_\_\_ CVC \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Authorized signature \_\_\_\_\_

Credit card surcharge disclosure: A 3% non-refundable surcharge will be applied to all credit card transactions, which is not greater than our cost of acceptance. No surcharge is applied to payments made via ACH, check, debit card, or from companies based in CO, CT, MA, ME, NY, or outside the U.S.

### EXHIBITOR/SPONSOR AUTHORIZATION

Incomplete applications, including applications unaccompanied by appropriate payment will be delayed in processing, delayed in assignment of space or sponsorship, and may be declined. By signing below, the undersigned company acknowledges receipt, review, understanding and agreement to the terms and conditions of participation contained herein, including the attached "Exhibit Space and Sponsorship Rules and Regulations." If the GLCCA accepts this application, the company agrees to be immediately bound thereby and to pay all applicable fees set forth herein. The GLCCA reserves the right to accept or refuse an application for exhibit space and/or sponsorship.

Authorized signature \_\_\_\_\_ Date \_\_\_\_\_

### MAIL OR FAX THIS FORM TO:

GLCCA (Great Lakes Credit and Collection Association) (Attn: Kelly Stoffels)  
3200 Courthouse Ln, Eagan, MN 55121-1585    **Fax:** (952) 926-1624

## Standard Benefits for All Sponsors

- » Company recognition on the Conference Website with a link to your website.
- » Company recognition on pocket agenda.
- » Logo on signage at the convention.
- » Recognition in convention promotional e-mails.
- » Announcement of sponsorship during the Opening and Closing Sessions.
- » Recognition on a looping PowerPoint before and after sessions.
- » Recognition on signage at the registration desk.

## Customized Benefits

### Based on Item Chosen

Our goal is to customize a sponsorship package that meets the needs of your company's mission and marketing strategies. Your selected sponsorship item will be assigned a level which includes exclusive benefits to the item, plus the appropriate benefits as listed below.

## Additional Benefits Based on Level Chosen

### Platinum Sponsorships: \$3,000

#### Benefits for All Platinum Level Sponsors (\$3,000) - 10 available

##### Choice of ONE the following options for sponsorship:

- » Special Event (Networking Reception - opening night at The Fair on 4\* Club) (4 available)
- » Dinner Sponsor (second evening) (4 available)
- » Transportation Sponsor (to Special Event) (2 available)
- » Lanyard Sponsor (1 available) - Logo printed on attendee lanyard

##### Additional Benefits for all Platinum Level Sponsors:

- » **Complimentary** tabletop exhibitor space at the conference.
- » Choice of exclusive sponsorship of a shuffleboard lane (7 available) or axe-throwing lane (7 available) at the The Fair on 4\* event. Choice of item on a first come, first serve basis.
- » 5 minute commercial break at the opening exhibitor breakfast to address the attendees with an infomercial about your company. Transportation Sponsors will be given their 5 minute infomercial on the bus to the special event instead of at the opening breakfast.
- » Special signage at the event you are sponsoring or the transportation you are sponsoring.
- » Option to place promotional items at each attendee's seat during one general session.
- » A GLCCA Board liaison to make your experience the best possible.

### Gold Sponsorships: \$2,000

#### Benefits for All Gold Level Sponsors (\$2,000) - 8 available

##### Choice of ONE the following options for sponsorship:

- » Lunch sponsor (second day) (1 available) - Place card recognition at the lunch
- » Bar Sponsor for Special Event (Networking Reception - opening night at The Fair on 4\*) (2 available) - Place card recognition on the bar
- » Bar Sponsor for Dinner (second evening) (2 available) - Place card recognition on the bar
- » Attendee Bag Sponsor (2 available) - Logo printed on attendee welcome bags
- » Name Badge Sponsor (1 available) - Logo printed on name badge

##### Additional Benefits for all Gold Level Sponsors:

- » **\$250 discount** on your tabletop exhibitor space at the conference.
- » 2 minute commercial break at the opening exhibitor breakfast to address the attendees with an infomercial about your company.
- » A GLCCA Board liaison to make your experience the best possible.

\*The special event location is tentative and subject to change.

## Silver Sponsorships: \$1,000

### Benefits for All Silver Level Sponsors (\$1,000) – 11 available

#### Choice of ONE the following options for sponsorship:

- » Breakfast Sponsor (2 available – one on second day and one on third day) – Place card recognition at the breakfast
- » Pen Sponsor (1 available) – Logo printed on the pen
- » Notepad Sponsor (1 available) – Logo printed on the notepad
- » Pocket Agenda Sponsor (1 available) – Logo printed on front of Pocket Agenda
- » Special Event Appetizer Sponsor (1 available) – Place card recognition
- » Break Sponsor (4 available) – Place card recognition at the break
- » WiFi Sponsor (1 available) – Signage at registration with WiFi information and your logo. WiFi password for all attendees and exhibitors will be branded to your company if allowed by hotel.

#### Additional Benefits for all Silver Level Sponsors:

- » **\$100 discount** on your tabletop exhibitor space at the conference.
- » 60-second commercial break at the opening exhibitor breakfast to address the attendees with an infomercial about your company.
- » A GLCCA Board liaison to make your experience the best possible.

#### Additional Benefits for all Bronze Level Sponsors:

- » A GLCCA Board liaison to make your experience the best possible.

## Ad Options

- Ad to be placed in the attendee bag  
(\$150)



The following terms and conditions govern participation at the 2024 GLCCA Conference to be held from May 8-10, 2024 at the Hyatt Regency Bloomington-Minneapolis.

### 1. Definitions

**"Applicant"** The company submitting a 2024 GLCCA Conference Exhibitor/Sponsor Form ("Form") for the event on May 8-10, 2024 at the **"Hotel"**; The Hyatt Regency Bloomington-Minneapolis, 3200 East 81st Street, Bloomington, MN 55425; **"Participants"** Applicant companies accepted by GLCCA for participation in the Event, including Exhibitors, Sponsors, their directors, employees, representatives, and agents; **"Rules & Regulations"** GLCCA's Exhibit Space and Sponsorship Rules and Regulations; and as may be updated from time to time.

### 2. Applications

**2-A** Participants, in order to be eligible, must offer a product or service specific or essential to the credit and collection industry.

**2-B** The individual listed as the Tradeshow Coordinator ("TSC") in the Application will serve as GLCCA's official contact person with respect to Event, and will receive all pre-Event and post-Event confirmation materials and correspondences. The TSC will be responsible for notifying booth registrants of all necessary correspondence and information related to Event participation. Participant is responsible for reviewing and complying with these Rules and Regulations as well as the published policies, procedures, and rules of the Hotel.

### 3. Fees, Refunds & Exchanges

**3-A** Exhibit booth staff registration fee refunds will be offered only if GLCCA is notified in writing of the request for a refund on or prior to April 8, 2024. If written notice is provided on or after April 8, 2024, only booth staff registration fee exchanges or cancellations, without refund, will be granted. After the cancellation cut-off date, no refund of payment for exhibit booth space fees will be granted, and GLCCA shall have the right to resell the assigned exhibit booth space. The date upon which notice is received by GLCCA shall be the official date of cancellation. Payments cannot be applied to future GLCCA events, products or services.

**3-B** Each paid exhibit booth space fee entitles Exhibitor Participants to one (1) complimentary exhibit booth staff registration. Additional exhibit booth registrants may be added after GLCCA's Application acceptance. Exhibit booth staff registration fee exchanges will be offered only for staff in the employ of the same exhibiting company.

**3-C** Sponsor Applicants agree to make payment or provide the goods or services offered to GLCCA immediately after GLCCA accepts the Application. Amounts received by GLCCA are non-refundable.

### 4. Exhibitor Space Assignments

**4-A** Exhibitors may have access to the exhibit space during the times indicated on the most recent Event agenda, available from GLCCA staff. These dates and times are subject to change. Exhibitors should view the agenda prior to making hotel and air fare arrangements.

**4-B** GLCCA will provide Exhibitors with a floor plan of the Event expo hall which is subject to change. GLCCA agrees to provide Exhibitors with a timely updated floor plan if

the layout of the floor plan changes significantly. Exhibit booth spaces will be designated by number; Booth assignments will be determined based on the order of payments received. Affiliate members and sponsors who also choose to exhibit will be given first choice of booth location.

**4-C** Every effort will be made to assign Exhibitors to an exhibit booth space away from direct competitors; however, GLCCA reserves the right to make the final exhibit booth space assignment or change the exhibit booth space assignment after the acceptance of the Application, should it be necessary.

**4-D** Assigned exhibit booth space is assigned to Exhibitor for Exhibitor's exclusive use only and cannot be shared between two companies. Exhibitor shall not assign or sublet any exhibit booth space without the signed consent of GLCCA; any other attempted assignment will be null and void.

### 5. Exhibitor Space, Booth & Equipment

**5-A** Tabletop exhibit spaces are equipped with one (1) 6' skirted table and two (2) chairs. All additional decoration or construction will be Exhibitor's expense.

**5-B** Any portion of an exhibit that, in the reasonable judgment of GLCCA, obstructs the view, interferes with use and enjoyment by other Participants, extends beyond the assigned exhibit booth space, or for any reason becomes objectionable, must be immediately modified or removed by the Exhibitor. All exhibit booth equipment furniture and carpeting must be confined to the measured limits of the assigned exhibit booth space. No nails or bracing wires used in erecting displays may be attached to the building, nor may any tape or materials be applied to the walls, floors, carpets, or furnishings without prior express consent of the GLCCA Executive Director or authorized Hotel personnel.

**5-C** All Hotel or GLCCA property destroyed or damaged by a Participant must be replaced in its original condition by the Participant and at the Participant's expense. All materials must conform to local building and fire department codes and all local fire authority regulations must be observed.

**5-D** GLCCA will establish authorized exhibit hours and reserves the right to make changes. Exhibitors are expected to keep at least one exhibiting personnel in his/her booth during all exhibit hours.

**5-E** Exhibitors must have exhibit booths in place before the official opening of the exhibition and arrange to have the exhibit booth dismantled and removed after the end of the last official break. Early teardowns are not permitted. The act of tearing down an exhibit booth consists of dismantling or removing any exhibit booth or marketing materials that have been used during the course of the Event at any point before the stated teardown hours. A \$500 fine will be imposed for tearing down before the stated teardown hours. Exhibitors will not be allowed to participate at future GLCCA events until the fine is paid per GLCCA's standard procedures for nonpayment. Exhibitors may make written request for a tear-down policy waiver allowing an early tear-down during non-show hours; such request must be received GLCCA staff no later than April 8, 2024. It is the Exhibitor's responsibility to ensure the request is received by GLCCA staff. All submissions will be considered; final decisions are within GLCCA's discretion.

### 6. Delivery & Storage of Exhibitor Property

**6-A** All shipments, deliveries, and storage of Exhibitor property must comply with the Hotel requirements as outlined in the document titled "Exhibitor Details". Exhibitors assume all risk for the shipment and delivery of all property shipped by the Exhibitor. Exhibitors are responsible for the delivery of their equipment and display material and for removal of the equipment and/or display material.

### 7. Insurance & Waiver of Liability

**7-A** Exhibitor acknowledges GLCCA and the Hotel do not maintain insurance covering Exhibitor's property; it is Exhibitor's responsibility to obtain such insurance, to maintain evidence of coverage at their exhibit booth commencing at set-up time until teardown, and to produce it for inspection upon request.

**7-B** No security will be provided in the exhibit area for any one exhibit booth; valuables should not be left unattended. GLCCA is not responsible for any lost or stolen property.

**7-C** In no event will GLCCA's liability to any Participant for breach of the terms and conditions of participation in this Event exceed the amount of money received by GLCCA from Participant with respect to participation in this Event in the twelve (12) months preceding the date on which such liability arises.

### 8. Event Relocation, Reschedule or Cancellation

**8-A** GLCCA may be required to change the date or location of Event if circumstances necessitate, in which event case GLCCA shall provide Participants with immediate notice of the change. A change in location will not alter the terms and conditions described herein.

**8-B** Circumstances may arise which require GLCCA to cancel the Event in whole or in part. In the event of cancellation, GLCCA's maximum total liability to Participant will not exceed the amount paid to GLCCA for Event participation. In the unlikely event that the Event is cancelled in its entirety, Participant fees will be refunded, less any actual and direct Event-related expense incurred by GLCCA at the Participant's express request. If the Event is cancelled only in part, GLCCA will issue daily pro-rated fee refunds to Participants.

### 9. Participant Conduct - General

**9-A** Participants shall not conduct themselves in connection with the Event in a manner offensive to standards of decency or good taste.

**9-B** Participants are responsible for complying with ACA International's antitrust and anti-harassment policies, which can be viewed online here: <https://www.acainternational.org/education/antitrust-antiharassment-policies>.

**9-C** In order to honor the benefits of sponsorship opportunities, GLCCA may restrict or prohibit Exhibitors and Sponsors from organizing, advertising, or soliciting Event attendee participation in activities or functions during the Event which are deemed, in GLCCA's discretion, the same or substantially similar as an activity or function officially sponsored by or available for sponsorship by another Exhibitor or Sponsor, or hosted by GLCCA. By way of example only, and not for purposes of limitation, such functions or activities may include attendee food and refreshment service, recreational outings, and artist or speaker appearances. Exhibitors or Sponsors must notify

GLCCA prior to organizing, advertising, or soliciting Event attendee participation in any such activity or function.

**9-D** GLCCA may restrict or prohibit Exhibitors and Sponsors from organizing, advertising, or soliciting Event attendee participation in company-hosted activities or functions scheduled to occur at the same time as any official GLCCA hosted activity or function. Exhibitors and Sponsors must notify GLCCA prior to organizing, advertising, or soliciting Event attendee participation in any activity or function scheduled to occur at the same time as any official GLCCA hosted activity or function.

**9-E** Participants acknowledge GLCCA has an interest in maintaining and protecting the image and reputation of its name, trademarks, services marks, logos, designs, and other forms of identification ("Identification"), and that GLCCA Identification must be used in a manner consistent with the standards established by GLCCA.

### 10. Food, Beverage & Meeting Space

Participants must obtain written permission from GLCCA prior to offering food and beverage or utilizing meeting space on Hotel premises. Food or beverages served or meeting space used by Participant on Hotel premises must be arranged through GLCCA. Hotel prices may be subject to service charges and taxes. Participant shall reimburse GLCCA if GLCCA incurs charges from Hotel as a result of Participant's food and beverage service, or meeting space usage.

### 11. Advertising

Participants may not advertise or display goods other than those manufactured or sold by them in the regular course of their business and as described in the Application. Circulars or advertising material of the Exhibitor or any related entity shall be distributed only within the exhibit booth assigned to the Exhibitor. No such materials may be distributed to any other area of the exhibit hall, to the hotel rooms of the Event attendees or elsewhere on the Hotel premises unless approved by GLCCA. Circulars or advertising material of a Sponsor or any related entity are not permitted upon Hotel premises without approval from GLCCA.

### 12. Intellectual Property

Participants are responsible for obtaining appropriate licenses and permissions for any copyrighted, trademarked, or other intellectual property used in connection with the Event. By Participant's use or display of any such copyrighted, trademarked or other intellectual property used in connection with the Event, Participant warrants to GLCCA its right to use. Participants shall indemnify and hold GLCCA harmless from any and all claims or demands made by any party with respect to such Participant's Event activity.

### 13. Americans with Disabilities Act

If any Participant representative has a disability that may impact participation in this Event or has special dietary restrictions for which accommodations are requested on such basis, a statement must be attached to the Application regarding that condition and all related needs. GLCCA is unable to assure the availability of appropriate accommodations without prior notification of specific need.

### 14. Warranties

**14-A** Participant warrants it has the power to execute, deliver and perform as agreed; it has all licenses, permits, bonds, certificates and other similar approvals required to conduct its business; and it will abide all federal, state, and city laws, ordinances, codes, rules and regulations.

**14-B** GLCCA does not warrant or guarantee any specific level of business traffic, and will not provide any refund to Participant on account of any reduction in expected traffic at the Event.

### 15. Promise to Protect

**15-A** Participant shall defend, indemnify and hold harmless GLCCA, its subsidiaries and affiliates, and their respective directors, officers, members, employees, contractors and agents from and against any liabilities, losses, claims, suits, damages, costs, and expenses (including reasonable attorneys' fees and expenses) made by any third-party, including without limitation, Hotel, Event Participants, and Event attendees (each, a "Claim") arising out of any of Participant's acts or omissions, representations or warranties relating to the Event, including Participant's use of the Hotel. GLCCA agrees to provide timely written notice of any Claim to Participant and will cooperate with Participant in defense of the Claim. Participant bears all expenses in connection with the defense or settlement of the Claim and GLCCA shall have the right to participate in the defense of Claim. Participant, in the defense of any such Claim, may not consent to entry of any judgment or enter into any settlement without the written consent of GLCCA.

**15-B** Exhibitor shall be fully responsible to pay any and all damages to property owned by Hyatt Regency Bloomington-Minneapolis, its owners or managers, which result from any act or omission of exhibitor. Exhibitor shall defend, indemnify and hold harmless, Hyatt Regency Bloomington-Minneapolis, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expense arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premise, hotel or any part thereof.

### 16. Licensed Space Use

**16-A** GLCCA's permission to temporarily utilize the Hotel space is governed by a contract agreement. The contract allows Participants to make reasonable use of all Convention Center common vestibule areas, corridors, and restrooms designated for use in connection with employment at or attendance at the Event, and to make reasonable use of the Hotel as assigned by Hotel for use in connection with exhibit set-up and dismantling.

### 17. Severability & Non-Waiver

**17-A** Any provision herein found to be invalid will be severable and the remainder will remain effective.

**17-B** The failure of GLCCA or Participant to insist upon the performance, or the delay or failure to exercise any right or privilege conferred herein, or to require the satisfaction

of any condition herein, will not be construed as a waiver or estoppel of any such right, remedy, condition, or privilege, but the same will continue and remain in full force and effect. No provision herein shall be deemed waived except pursuant to a writing executed by the party against whom the waiver is sought, and no waiver will be applicable other than in the specific instance in which it is given.

**17-C** Nothing herein shall require the commission of any act contrary to applicable law or to any rules or regulations of any union, guild or similar body having jurisdiction over the services and personnel to be furnished hereunder. In the event of any conflict between any provision herein, and any such law, rule or regulation - such law, rule or regulation shall prevail and these provisions shall be curtailed, modified, or limited only to the extent necessary to eliminate such conflict.

### 18. Arbitration & Governing Law

Any controversy arising out of or related to Event participation, these Rules and Regulations, or the breach thereof, will be settled by arbitration in accordance with the Rules of the American Arbitration Association (AAA) in Madison, Wisconsin or any other mutually agreeable location. The prevailing party in any arbitration proceeding shall be entitled to an award of its costs and expenses. The laws of the State of Wisconsin, without regard to Wisconsin's choice-of-law principles, govern all matters arising out of or related to Participant's agreement.

### 19. Headings

Headings within this document are intended for reference only and should not affect the interpretation.

### 20. Relationship Of The Parties & Assignment

**20-A** Participant's agreement shall not establish a partnership, joint venture or principal/agency relationship with GLCCA.

**20-B** Participants may not assign its rights or responsibilities hereunder, in whole or in part without GLCCA's prior written consent which may be withheld in GLCCA's sole discretion. Any purported assignment or delegation by Participant without GLCCA's prior written consent is void.

**20-C** Nothing herein shall confer any contractual right, benefit, interest or remedy under or because of These Rules upon any person or entity other than the Participant.

### 21. Amendment

These Rules may be amended by GLCCA upon written notice to Participants.