



CLEAR



ANNUAL



EDUCATIONAL

2021



2021

C O N F E R E N C E

A VIRTUAL EXPERIENCE SEPTEMBER 2021

2021
**SPONSORSHIP
& EXHIBIT**
OPPORTUNITIES



Council of Licensure,
Enforcement & Regulation
www.clearhq.org



ABOUT US

A MESSAGE FROM CLEAR'S BOARD PRESIDENT



The CLEAR exhibitor and sponsor program is an invaluable resource for regulators looking for innovative solutions for their organizations. Your participation in this event gives you a platform to showcase your company's products and services to hundreds of regulators from across the globe. We invite you to join us this September at the premier conference for professional and occupational regulators.

CLEAR offers a myriad of ways for vendors to connect with the regulatory community.

Vendors may purchase membership to

- Receive discounts on our exhibitor offerings
- Be listed in the CLEAR vendor member directory
- Access vendor-specific groups on Communities by CLEAR
- Join CLEAR committees and access the online CLEAR membership database.

The Program Committee accepts and encourages conference session proposals from all vendors and will give particular consideration to those vendors who partner with regulators on their session proposal. The unique and customizable sponsorship program for our Annual Educational Conference allows you to target your key audience and make important new connections. Join us at a CLEAR event to maximize your outreach potential within the regulatory community.



AUDIENCE

CLEAR's Annual Educational Conference continues to be a central resource to the regulatory industry. Stakeholders appreciate CLEAR's efforts to provide cutting edge, actionable content and takeaways without having to sacrifice days out of the office.

CLEAR has partnered with Pheedloop to provide a robust virtual experience. It's an all-in-one platform for hosting content, connecting attendees, and showcasing exhibitors. Pheedloop's virtual exhibit hall offers CLEAR exhibitors a high level of face to face engagement, lead capture, real time chat, custom designs and promotion. Each exhibitor will have access to their own exhibitor portal; allowing them to update information at any time.

WHY THEY WILL ATTEND

Content created by peers for peers within the regulatory sector.

Crucial topics that are top-of-mind for the regulatory communities. Our virtual conference merges timely content with high-level speakers.

Ease of attending. No travel is required which minimizes out-of-office time for executives with demanding schedules.

WHO WILL ATTEND?

Anticipated audience of over 500 regulatory professionals internationally.

- Senior management (CEO, Registrar, Managers)
- Executive Leadership (President, VP, Officer, Legal)
- Board or Council Members
- Investigators
- Consultants
- Educational or Research Professionals

WHAT OUR ATTENDEES SAY:

"Excellent job converting to an online format to meet the needs across multiple jurisdictions - very relevant!"

"I was very impressed with how well this virtual conference was organized and implemented."

"The virtual conference was well constructed. I very much enjoyed the taped segments as a prelude to the live sessions. The live sessions were informative and interesting."

"Thank you for hosting the conference virtually. The quality of the sessions was on par with previous conferences I attended in-person. It was a bittersweet to be limited to seeing some people online only, however, it also reminded me how important it is to reach out with an email and maintain relationships previously made in-person."

"Thank you for bringing the exhibitors to the attendees virtually. It was nice to be able to chat with them throughout the "live" portion of the conference.



2021 VIRTUAL EXHIBIT BOOTH PACKAGE

VIRTUAL BOOTH PACKAGE INCLUDES:

Listing and company page in the virtual exhibit hall including company name, contact information and social media links.

Logo and prerecorded video placement on organization's page

Unlimited word count for company description

Unlimited selection of product and service category listings

Posting of PDF documents for attendees to download

Attendee Lead Capture

- Each exhibitor will have their logo and a link to their website listed on the CLEAR website.
- A promotional e-mail featuring our exhibitors and sponsors will be sent to all CLEAR contacts in September. Exhibitors who register and pay before September 03, 2021 will be listed in the promotional email.
- Exhibitors who return a signed copy of the Exhibitor/Sponsor marketing agreement will receive contact information for attendees who opt-in, for use by Exhibitors/Sponsors to send a one-time marketing e-mail.
- Exhibitors who register and pay before September 03, 2021 will be listed in virtual conference collateral.
- Exhibitors will have the ability to host a virtual networking room during exhibit hall hours and to make private virtual appointments with potential clients.
- Each exhibitor's organization will receive one conference registration fee waiver for each virtual exhibit space reserved. Exhibitors may send additional staff for a fee of \$150.00 per person.

Virtual Booth(USD) **Member:** \$900 **Nonmember:** \$1,125

Exhibit Space Conditions

Exhibit space will be reserved on a first come, first served basis. All payments and prior outstanding balances must be settled with CLEAR in advance of the conference.

EXHIBITOR DATES & TIMES

Monday, September 20, 2021

Virtual Exhibit Hall opens

Exhibit hall hours and networking opportunities will be available at varying times throughout the week to allow for participation in North America, Europe and Australasia.

Programming for the annual conference will be released in Spring 2021. All times listed will be Eastern Daylight Time (EDT)

Friday, September 24, 2021

Virtual Exhibit Hall Closes

CLEAR STAFF CONTACTS

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Online registration is available at

<https://www.clearhq.org/event-4184992>

Exhibit space or sponsorship will be reserved upon receipt of your completed registration form.

APPLICATION DEADLINES Applications will be accepted through **September 17, 2021**. However, those who would like their company name or logo included in virtual conference materials must apply by **September 3, 2021**.

EVENT INFORMATION

<https://www.clearhq.org/AEC>

2021 VIRTUAL SPONSORSHIP LEVELS



SILVER (total booth and contribution of \$2,500–\$4,999)

- Logo and link to sponsor's website on CLEAR's conference webpage
- Acknowledgement in all virtual conference collateral
- Acknowledgement on the CLEAR conference platform
- One complimentary conference registration for every \$2,500 invested



GOLD (total booth and contribution of \$5,000–\$9,999)

- All items within the silver sponsorship package
- Special recognition in posts on CLEAR's social media pages during the Annual Educational Conference: A Virtual Experience



PLATINUM (total booth and contribution of \$10,000–\$17,499)

- All items within the gold sponsorship package
- Formal recognition from CLEAR's President during introductory remarks at the opening plenary
- A 50-word description of sponsor's organization in the virtual conference program.



PRESENTING SPONSOR (total booth and contribution of \$17,500+)

RESERVED

- All items within the platinum sponsorship package
- Top billing on all conference collateral recognizing exhibitors and sponsors
- Exclusive recognition as the only Presenting Sponsor
- Banner at the bottom of all conference marketing emails recognizing the Presenting Sponsor with a hyperlink leading to the sponsor's website
- Option to transfer up to 5 conference registration waivers to customers



2021 SPONSORSHIP OPPORTUNITIES

Sponsorship items are available on a first come, first served basis. Sponsors from the 2020 Annual Educational Conference will have first right of refusal on similar sponsorship items or events. For items that would include your company logo, please note that deadlines for sponsorship commitment and submitting logo artwork will be September 3, 2021. Please contact CLEAR staff for specific details about including your logo imprint. All pricing is in USD.

Customized Sponsorship Package

Let CLEAR work with you to design a sponsorship package that will help you connect with your key audience and provide maximum exposure for your brand. Contact jmarkey@clearhq.org to start creating a solution that will work for you.

Virtual Conference Platform..... **RESERVED** \$10,000

Essential for the delivery of this new conference option, CLEAR's Virtual Conference Platform allows users to navigate and engage throughout the conference. The platform features the conference agenda, presentation materials, prerecorded session links, and social media feeds. The platform will also be the delivery method for the virtual Exhibitor Showcase.

Virtual Networking Rooms \$2,000 each

Sponsors will be invited to host attendees in a virtual networking room and engage with attendees live during the conference program. (6 slots available)

Keynote Session Speaker

The sponsoring organization will be invited to introduce the speaker. The sponsors logo will be displayed acknowledging the sponsorship, and credit will also be provided in the virtual conference program with a notation beneath the speaker's name. Sponsor will be recognized in a pre-conference podcast session as the keynote sponsor. This live session will be offered twice to allow for viewing across multiple time zone jurisdictions.

Tuesday, September 21, 2021..... **RESERVED**\$6,000.00

Virtual Social Events

Virtual Social Event (2 available).....\$2,500

Yoga Break

A professional yoga instructor will lead attendees in a video session during a break in the sessions. Sponsor will have the opportunity to provide up to 2 minutes of remarks at the start of the session.

Yoga Break (2 available)\$2,000

Plenary Sessions

The sponsoring organization will be invited to introduce the speaker. The sponsors logo will be displayed acknowledging the sponsorship, and credit will also be provided in the virtual conference program with a notation beneath the speaker's name. Sponsor will be recognized in a pre-conference podcast session. This live session will be offered twice to allow for viewing across multiple time zone jurisdictions.

Wednesday, September 22, 2021\$3,500

Friday, September 24, 2021.\$3,500

2021 CLEAR Regulatory Excellence Awards.

The sponsoring organization will be invited to introduce the prerecorded awards video before the Live Plenary Session. The sponsors logo will be displayed acknowledging the sponsorship on the dedicated page within the virtual conference platform, and credit will also be provided in the virtual conference program. This session will be offered twice to allow for viewing across multiple time zone jurisdictions.

Wednesday, September 22, 2021\$3,000



Attendee Care Packages (1 available)..... \$13,500

Each registered attendee will receive a care package delivered to the address of their choosing. The care package will include a message from the sponsor. Limited to the first 350 non-vendor registrants. Packages sent to different countries may vary based on region.

Virtual Coffee Breaks

Attendees will receive virtual Starbucks gift card from the sponsor. Sponsor will have the option of including a short message in the gift card delivery email.

Coffee Breaks (4 available)..... \$3,500 each

ADVERTISEMENTS & ATTENDEE ENGAGEMENT

Conference Platform Advertisements

Artwork must be received no later than September 3, 2021.

Full week banner advertisement.....\$2,500

One-day banner advertisement (5 available)..... \$750

Social Media Promotion..... \$500

Sponsor can provide content for one CLEAR-sponsored post on Facebook, LinkedIn and Twitter. All content is subject to approval by CLEAR.

Conference Email Announcement \$500 per email campaign

Sponsor will have a choice of conference-related email in August–September 2021. Sponsor’s logo and a link to their website will be placed in the body of the email and they will be listed as a featured sponsor in a message to all of CLEAR’s contacts.

CUSTOM ADVERTISING PACKAGES

Let CLEAR work with you to design custom advertising options that will help you connect with your key audience and provide maximum exposure for your brand. Contact jmarkey@clearhq.org to start creating a solution that will work for you.

TERMS AND CONDITIONS

Council on Licensure, Enforcement and Regulation ("CLEAR") is referred to herein as "the Organizer". "Exhibitor/Sponsor" refers to the applicant indicated on the Exhibitor and Sponsor Online Reservation Form which forms part of this Agreement.

PAYMENT

The total fee payable by the Exhibitor/Sponsor to the Organizer in respect of the licensing of the virtual exhibition space, sponsorship, advertisement, and related services. The amount and payment terms are stated on the online Exhibitor/Sponsorship reservation page. All payments are non-refundable except as otherwise expressly provided herein. The entire participation fee; including any conference sponsorships, must be paid in full prior to the first day of the live portion of the virtual conference (**September 20, 2021**). If the Exhibitor fails to pay the entire Virtual Event Participation Fee at the time specified or fails to comply with any of the terms and conditions or rules and regulations, the Organizer may limit the Exhibitor/Sponsor visibility on the virtual platform until full payment is made. The Organizer reserves the right to charge interest on all overdue amounts under this Agreement.

Payment must be made according to the payment policy, otherwise sponsorship will be released to the next interested party.

CANCELLATION/TERMINATION

If the Exhibitor cancels or breaches this Agreement for any reason whatsoever, in addition to whatever rights the Organizer may have under applicable law, any payments made by the Exhibitor prior to the date of termination shall be retained by the Organizer as liquidated damages and not as penalty. The Organizer and the Exhibitor agree that such amounts constitute a reasonable provision for liquidated damages. The Exhibitor shall also be liable for any payments required to be paid but not paid as of date of cancellation or breach of this Agreement. This Agreement may be terminated by the Organizer forthwith if in the Organizer's opinion, the Exhibitor does not or may be unable to perform or comply with any of its obligations.

ATTENDEE LIST AND MARKETING

Exhibitors/Sponsors who return the electronic executed marketing agreement of the Exhibitor/Sponsor marketing agreement will receive contact information (attendee name, company, and email address) for attendees who opt-in, for use by Exhibitors/Sponsors to send a one-time marketing email. **Exhibitor/Sponsor may not use CLEAR's logo or the conference logo on marketing materials or communications without written consent from CLEAR's Executive Director.** All requests should be submitted to gblind@clearhq.org for further consideration.

Exhibitors/Sponsors may not communicate in a way that implies an endorsement from CLEAR. At any time, if CLEAR becomes aware of any possible endorsement messaging, CLEAR may withdraw consent for use of any marketing images or logos to the applicant.

SPONSORSHIP RESERVATION POLICY

2020 Sponsors will have first right of refusal on all items they reserved for the 2021 CLEAR Annual Educational Conference until April 16, 2021. After that, the sponsorship item will be made available to all interested parties. Payment must be made according to the payment policy, otherwise sponsorship will be released to the next interested party.

LIABILITY LIMITATION

The liability of the Organizer (if any) shall under no circumstances (whether arising from breach of contract, tort or otherwise) exceed the amount of the participation fee paid by the applicant. If the applicant has not paid any fees; no amount will be due to the applicant.

WARRANTY

The Exhibitor/Sponsor represents, warrants and undertakes that it is entering into this agreement as principal and not as agent or nominee of any third party, and the exhibits to be displayed by the Exhibitor at the virtual program ("Exhibit") do not infringe or are not likely to infringe any patent, trademark, copyright and other intellectual property right of any party and it agrees that in the virtual event of any breach of the representations, warranties and undertakings herein contained in this Agreement, the license herein granted may be terminated by the Organizer (without the Organizer being liable for any damages or claim whatsoever and without prejudice to the Organizer's other rights and remedies) and the Exhibitor shall indemnify the Organizer against all claims, demands, losses, liabilities, charges, actions and expenses incurred by the Organizer as a result of such breach.

INDEMNIFICATION

The Exhibitor/Sponsor shall be liable for and shall insure, indemnify fully and effectively and hold the Organizer, their respective shareholders and all government, statutory and regulatory bodies and agencies and their respective directors, officers, agents and servants harmless against any and all costs, claims, demands, losses, liabilities, charges, actions and expenses which any of them may be subject to or may incur or which may be made, claimed or instituted against them or any of them as a result of any act, breach of any of the terms of this Agreement, omission, conduct or failure of the Exhibitor or its directors, officers, agents, servants, invitees or independent contractors. Exhibitor/Sponsor agrees to protect, save, and hold the Organizer, its agents, Board of Directors and employees and all beneficiaries and all agents thereof, and the Virtual Event platform and all agents and employees thereof (hereafter, collectively called "Indemnities") harmless for any damages or charges imposed for violations of any law, ordinance, and/or terms of this Agreement, whether occasioned by the negligence of the Exhibitor/Sponsor or those holding under the Exhibitor/Sponsor, and further, Exhibitor/Sponsor shall at all times protect, indemnify, save, and hold harmless the Indemnities against and from any and all losses, costs (including attorney fees), damage, liability, or expense arising from or out of or by reason of any accident or bodily injury or other occurrence to any person or persons, including the Exhibitor/Sponsor, its agents, employees, and business invitees which arises from or out of or by reason of said Exhibitor/Sponsor's occupancy and/or use of the Virtual Event platform or a part thereof.

PARTIAL INVALIDITY

The invalidity or unenforceability of any provision of this Agreement shall not affect the validity or enforceability of any other provision herein.

SET-OFF CLAUSE

The Organizer may in its sole discretion, deduct from or set-off against any money due by the Organizer to the Exhibitor/Sponsor or any sum which the Exhibitor/Sponsor is liable to pay to the Organizer.

ASSIGNMENT CLAUSE

The Organizer may without the consent or approval of the Exhibitor, assign or transfer its rights and/or obligations under this Agreement. The Exhibitor may not assign or transfer any of its rights or obligations under this Agreement.

INTEGRATION

This Agreement contains the entire agreement between the Organizer and the Exhibitor/Sponsor. It may not be orally modified. Only an agreement in writing signed by a duly authorized representative of the party against whom enforcement or waiver or modification is sought will be enforceable.

GOVERNING LAW & JURISDICTION

This Agreement shall be governed by and construed in accordance with the laws of the State of Kentucky. Any action commenced by the Exhibitor/Sponsor arising out of or relating to this Agreement or arising out of or relating to the Exhibitor/Sponsor shall be brought solely in the courts of the County of Jessamine, in the State of Kentucky. The Exhibitor/Sponsor consents to the jurisdiction of the courts Jessamine County, Kentucky for the resolution of any action arising out of or relating to this Agreement or arising out of or relating to the virtual program.



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