



## 2015 Santa Clara RTECC Registration – January 22, 2015

Name of Exhibiting Company (print or type)	Event Primary Contact Information (Required)
Company _____ Department _____ Address _____ City _____ State/ Province _____ Zip/Post Code _____ Country _____ URL _____ Company Main Phone: _____ VAT#: _____ <i>(value added tax, where applicable)</i> <input type="checkbox"/> Manufacturer <input type="checkbox"/> Distributor <input type="checkbox"/> Rep	Name _____ Job Title _____ Email _____ Company (if different) _____ Address (if diff) _____ _____ City _____ State/ Province _____ Zip/Post Code _____ Country _____ Direct Phone: _____ Ext _____
Billing / Invoicing (if different than above)	Will a Distributor(s) or Manufacturers' Rep will Represent your company at the Event?
Company _____ Attn of: _____ Dept. _____ Address _____ City _____ State _____ Zip/Post Code _____ Country _____ Phone _____ Ext. _____ Email _____	<input type="checkbox"/> Yes <input type="checkbox"/> No Company: _____ Contact Name: _____ Email: _____ Phone: _____  <b>AMOUNT OF ORDER \$ _____</b>

**Terms: Net 30 Days - All invoices must be paid in full prior to the event date.**

**Cancellation Policy:** There is a **60-day cancellation policy for all RTECC 2015 events**. The RTC Group (RTC) grants a full refund (if paid) of event fees for exhibiting companies that provide confirmed, written notification of not less than **60 days** prior to the actual event date. Written notification must be sent to RTC, **attention Shannon McNichols** at [shannonm@rtcgroup.com](mailto:shannonm@rtcgroup.com) or Faxed to: EVENT MANAGEMENT at +1 949-226-2050 and not considered cancelled until confirmed by RTC. If a company registers within 60 days of an event date and requests a cancellation, the participating company is required to pay RTC the full amount of its participation fees by the event date. In return for said payment, all sales leads generated by the particular event are emailed to the primary contact no later than 7 days after the event concludes.

Authorized Signature (required): \_\_\_\_\_ Date: \_\_\_\_\_

PO#: \_\_\_\_\_ or Credit Card #: \_\_\_\_\_ Exp: \_\_\_\_\_ Name on Card: \_\_\_\_\_

# 2015 Santa Clara Exhibitor and Sponsor Opportunities

## Exhibit Options

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- Table Top Exhibit**      QTY: \_\_\_\_\_      Table Choice #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_
  - Table-top display space (72" x 30") with power outlet @ 500W
  - All event leads collected from the event given to sponsor
  - Logo Sponsorship on event website and promotional material**\$1,395 each**
  
- 10x10 Booth**      QTY: \_\_\_\_\_      Space Choice #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_
  - 10x10 booth within the event featuring carpeted space with power outlet @ 500W
  - Only 10 Booths are available
  - All event leads collected from the event given to sponsor
  - Premier Logo Sponsorship on event website and promotional material**\$2,795 each**
  
- Sponsor Pavilion**
  - Island booth within the event featuring pods for Pavilion Sponsor's technology partners
  - Space for Only three Pavilions are available
  - All event leads collected from the event given to sponsor
  - Premier Logo Sponsorship on event website and promotional material**\$4,295 each**
  
- Sponsor Pavilion Partner Pod**
  - Partner Pod to be hosted within Sponsor Pavilion
  - Must be invited by host sponsor to participate as part of their pavilion
  - All event leads collected from the event given to sponsor
  - Logo Sponsorship on event website and promotional material**\$1,395 each**

## Speaker Options

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- Speaking Session**      QTY: \_\_\_\_\_
  - All speaking session must conform to technical tracks outlined above
  - Exhibiting is NOT a condition of speaking
  - Speaking sessions promoted as part of event agenda
  - Logo Sponsorship on event website and promotional material**\$1,195 each**
  
- Private Meeting / Presentation Room**      QTY: \_\_\_\_\_

Provide your organization with a private area to bring guests, partners and media contacts for private conversation. Each room will be provided with either theater, conference or classroom set-up at the sponsors request.

  - Exhibiting is NOT a condition of hosting a private room
  - Demos or Labs may be promoted as part of the event agenda at the sponsors discretion
  - Email Message to pre-registrants soliciting meeting and sponsor activities
  - Logo Sponsorship on event website and promotional material**\$2,795 each**

**Breakfast Event**

Create an intimate pre-event meeting space over breakfast. Separate registration, and catered breakfast make your private presentation a powerful space to connect with prospects and partners. Each room will be provided with either banquet or conference set-up at the sponsors request.

- Catered breakfast meeting for up to 50
- Exhibiting is NOT a condition of hosting a breakfast event
- Separate promotion to generate attendance at the breakfast event by RTECC
- Unique registration option on RTECC registration
- Premium Logo Sponsorship on event website and promotional material

**\$4,895 each**

## Sponsor Options

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**Bag Sponsor**    **Full:\_\_\_\_\_**    **Partial:\_\_\_\_\_**

- Distributed to all guests
- Canvas style Messenger Bag
- One color Logo
- Full sponsor will have sole access to logo on the bag and materials distributed in it
- Partial sponsorship will include logo on bag and inclusion of sponsor marketing material

**\$2,995 for full sponsorship (partial sponsorships are available)**

**Badge Sponsor**

- Sponsored Lanyard and Card distributed to all guests with their badge
- 5/8" Lanyard with single color print logo.
- Badge Card featuring sponsor logo above attendee name and company

**\$1,295**

**Giveaway Sponsor**

- RTECC will announce an organizations' sponsored drawings booth-side
- Suggested drawings are development boards/kits, software demos, and or tech toys (provided by each sponsor).
- Limit to four sponsor giveaways

**\$495**

**Evening Cocktail Reception**

The event is over, its time for the real work to begin. Become the hero of the event by hosting our post-event cocktail party and with it create a unique final opportunity to engage the RTECC audience.

- Cocktails and hors d'oeuvres for RTECC guests
- Top tier branding on all promotion
- VIP entertainment area for sponsor
- Custom mailing, inviting prospects on your behalf to 5,000
- Custom eDM promoting the reception to 10,000
- Corporate or Product Video in Exhibition Theater
- Exhibiting is NOT a condition of hosting the cocktail reception

**\$20,000**

## DEFINITIONS

**Exhibit Space** Each exhibition space is carpeted and supplied with a standard electrical connection of 4-5 amps of power or one power outlet with local standard power sockets and local voltage level. Total power used may not exceed the maximum for the venue (typically 500W). Drayage and additional exhibition services may be required and are the responsibility of each participating exhibitor. Exhibitors are provided with complimentary carpeting, seating, as well as morning refreshments and lunch unless otherwise stated. If there is a parking fee at a specific venue, exhibitor staff must pay for their own parking. Exhibit space is limited; wait-lists are used as events sell out.

**Exhibitor Requirement of Cooperative Promotion** It is required that every exhibitor promotes their participation in the event. RTC prints and sends to every exhibitor direct mailers (in any quantity requested) for promotional purposes. These invitations and/or postcards (varies by event) are provided by RTC to exhibitors FREE of charge. An electronic version of the invitation is sent to exhibitors for promotional purposes as well to augment the direct mailing. *Each exhibitor is required to mail* a minimum of 100 pieces of the RTC-provided printed invitations or its own invitation/letter. Exhibitors that do not provide sufficient promotion can be denied access to the exhibition by RTC.

## Terms and Conditions – 2015 Events

**Exhibit Table Space Allocation** Space will be allocated according to RTC's requirements and at the request of each exhibitor, in a first-come first-served basis. Exhibit tables and space will be reserved by booth number. RTC reserves the right to deviate from the type, size and location of the exhibition area. Participation at former events does not give any right to special exhibition space. Exhibitors who use more space than allocated will be invoiced for the additional space. No set-up or build-up is allowed after the start of the event. Under no circumstances may exhibitors dismantle their equipment prior to the close of the event. Exhibitors must bring their own extension cords and adapter sockets. Electricity may be switched off immediately after closing of the event.

**Registration** Exhibition and seminar registrations are to be submitted to RTC in writing, using the official 2015 RTECC Event Registration form, completed and signed with a legally binding signature. RTC reserves the right to postpone, curtail, close temporarily in whole or in part or cancel any RTECC event.

**Freight** The RTC Group is not responsible for any lost, damaged or delayed freight from any carrier whatsoever, nor will it provide any refunds or credits for exhibitors that do not receive their freight prior to the event. RTC suggests exhibitors event coordinators monitor and confirm delivery of all freight 24 hours in advance. Please ensure on-site personnel or team is provided with shipping information beforehand to assist them during set-up if your freight doesn't appear to be on-site.

**Terms of payment** All rates for exhibit space, sessions/seminars, and others are subject to local country tax according to the regulations of the country where the event is organized. The payment deadlines mentioned on the invoice must be adhered to. Pre-payment in full of the amount invoiced is a condition for admission to the exhibition area. All invoices are to be paid as stated on the invoice; and by credit transfer to the account specified in the invoice and in the currency stated. Delayed payments will incur an interest charge. Should the exhibitor fail to settle the amount within 14 days of a summons to pay, the amount will be legally increased by 20%, not including legal advice costs and charges, procedure costs and interests.

**Permitted Exhibits and Exhibitors** Vendors/Exhibitors are bound to exhibit only goods that are relevant for the editorial topic of the event, unless approved at least 60 days in advance by RTC – Items that are not directly applicable to the embedded industry or approved by RTC may not be exhibited.

**Rules of Conduct** The exhibitor is not allowed to initiate any activities outside his own exhibit, unless approved in writing by RTC. Open spaces

**Liability** RTC, its employees or agents shall not be liable for any loss, theft, damage or injury to persons or property. RTC does not accept any liability for errors or omissions and the direct or indirect consequences thereof. The Exhibitor fully indemnifies RTC against all claims, losses, and costs whatsoever made against RTC, its employees, agents or contractors.

or gangways may not be used or blocked by any materials. Activities that are unethical, unlawful or can be deemed to be contrary to the interests of RTC, other Exhibitors or Visitors or the event itself are not allowed. RTC reserves the right to refuse, cancel and vacate the exhibit space, exclude or remove from any RTECC event any person or exhibitor who is likely to perform undesirable activities without the obligation to refund any of the charges.

**Insurance** Each exhibitor is required to insure their own exhibit material (transport and exhibition risks, including theft) and any third party liabilities, during the whole event including the setting up / build-up and dismantling periods. Exhibitors must take care of the security of their own exhibit and materials. Exhibitors are liable for any culpable damage to persons and property caused by themselves, their employees, their representatives, their exhibits or equipment. The Exhibitor must show in writing proof of relevant insurances upon request by RTC.

**Safety Regulations and Environmental Protection** The venue safety regulations and the fire regulations are mandatory. Exhibitors must comply with all instructions, requirements, regulations and laws given by RTC, venue management or relevant local authorities to avoid any risk to persons, properties or the environment.

**List of Attendees** Exhibiting companies are bound to keep confidential the list of the attendees provided by RTC after the event. Selling, renting or giving this list to other parties is not permitted in any manner, and may be prohibited by local and national legislation regarding privacy and solicitation. Attendee lists are provided to exhibitors as described in our registration *Terms and Conditions*.

**Cancellation of Contract** In case of cancellation or withdrawal of the event exhibition contract, the full rates are due unless the cancellation in writing is received and confirmed by RTC (see cancellation policy on first page). Any exhibitor who fails to fill their allocated exhibition space is required to pay the full exhibition fee. RTC is entitled to withdraw from this contract should the exhibitor fail to fulfill his payment obligations to RTC. RTC is also entitled to withdraw from the contract or cancel it if the exhibitor is in major default of his contractual obligations.

**Force majeure** Should RTC be compelled, as a result of force majeure or other circumstances beyond RTC's control, to vacate one or more exhibition areas, temporarily or for longer periods, to postpone or curtail the exhibition, the exhibitors do not thereby acquire the right to withdraw or cancel, nor do they have any other claims against RTC, in particular claims of compensation for damages.

**Disputes** In the event of a dispute, only U.S. courts are competent. Disputes and complaints must arrive in writing at RTC's office within 8 (eight) days after the event to the attention of the Controller, Cindy Muir, The RTC Group, 905 Calle Amanecer, Suite 250, San Clemente, CA 92673 U.S.A.

Real-Time & Embedded Computing Conference

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