

2025 American Control Conference

Denver Sheraton Downtown

Denver, Colorado, Tues-Thurs, July 8th to July 10th, 2025

Contract and Agreement for Sponsors/Exhibitors

_____, hereafter called the **Exhibitor or Sponsor** wishes to enter into a contractual agreement with the **2025 American Control Conference (ACC)**, hereafter called the **Management** in order to be a:

- Diamond Sponsor -- \$20,000 (U.S.)
 - Company/organization logo (320x100 pixels, non-animated, minimum 300 dpi resolution) and link, name, and 200-word description on conference website and in the conference program
 - Flyer or brochure insert in conference registration packet
 - Five complimentary conference registrations
 - Two standard 10'X10' exhibition booths
 - One free conference workshop
 - Website and program acknowledgments
 - Advertisement in the program book
 - Four invitations to VIP reception
 - Acknowledged as sponsor for one social event (actual event TBD)
 - A special session organized by the sponsor on a topic of the sponsor's choosing (that is relevant to the conference). The session will be listed in the conference program and website. The special session will be one hour long. Food and beverage costs for lunch will be the sponsor's responsibility.
 - In the event that in-person meetings are not possible in 2025 and that ACC 2025 moves to be held as a virtual conference, the sponsor fee will be reduced to \$2,500 (U.S.). The exhibitor booth will be virtual. All other terms and offerings remain.

- Emerald Sponsor -- \$15,000 (U.S.)
 - Company/organization logo (320x100 pixels, non-animated, minimum 300 dpi resolution) and link, name, and 200-word description on conference website and in the conference program
 - Flyer or brochure insert in conference registration packet
 - Four complimentary conference registrations
 - One standard 10'X10' exhibition booth
 - One free conference workshop
 - Website and program acknowledgments

- Advertisement in the program book
- Two invitations to VIP reception
- Acknowledged as sponsor for one social event (actual event TBD)
- A special session organized by the sponsor on a topic of the sponsor's choosing (that is relevant to the conference). The session will be listed in the conference program and website. The special session will be one hour long. Food and beverage costs for lunch will be the sponsor's responsibility.
- In the event that in-person meetings are not possible in 2025 and that ACC 2025 moves to be held as a virtual conference, the sponsor fee will be reduced to \$2,500 (U.S.). The exhibitor booth will be virtual. All other terms and offerings remain.

Gold Sponsor -- \$7,000 (U.S.)

- Company/organization logo (320x100 pixels, non-animated, minimum 300 dpi resolution) and link, name, and 200-word description on conference website and in the conference program
- Flyer or brochure insert in conference registration packet
- Two complimentary conference registrations
- One of the following:
 - 10'X10' exhibition booth
 - OR
 - Additional complimentary conference registration
- A special session organized by the sponsor on a topic of the sponsor's choosing (that is relevant to the conference). The session will be listed in the conference program and website. The special session will be one hour long. Food and beverage costs for lunch will be the sponsor's responsibility.
- In the event that in-person meetings are not possible in 2025 and that ACC 2025 moves to be held as a virtual conference, the sponsor fee will be reduced to \$2,500 (U.S.). The exhibitor booth will be virtual. All other terms and offerings remain.

OR

Palladium Sponsor -- \$6,000 (U.S.) – For ACC 2025 Only

- Company/organization logo (320x100 pixels, non-animated, minimum 300 dpi resolution) and link, name, and 200-word description on conference website and in the conference program
- Flyer or brochure insert in conference registration packet
- One complimentary conference registration
- One of the following:
 - 10'X10' exhibition booth
 - OR
 - Additional complimentary conference registration

- A special session organized by the sponsor on a topic of the sponsor's choosing (that is relevant to the conference). The session will be listed in the conference program and website. The special session will be one hour long. Food and beverage costs for lunch will be the sponsor's responsibility.
- In the event that in-person meetings are not possible in 2025 and that ACC 2025 moves to be held as a virtual conference, the sponsor fee will be reduced to \$2,500 (U.S.). The exhibitor booth will be virtual. All other terms and offerings remain.

OR

- Silver Sponsor -- \$5,000 (U.S.)
 - Company/organization logo (320x100 pixels, non-animated, minimum 300 dpi resolution) and link, name, and 200-word description on conference website and in the conference program
 - Flyer or brochure insert in conference registration packet
 - One complimentary conference registration
 - One of the following:
 - 10'X10' exhibition booth
 - OR
 - Additional complimentary conference registration
 - In the event that in-person meetings are not possible in May/June 2025 and that ACC 2025 moves to be held as a virtual conference, the sponsor fee will be reduced to \$1,250 (U.S.). The exhibitor booth will be virtual. All other terms and offerings remain.

OR

- Bronze Sponsor -- \$2,500 (U.S.)
 - Company/organization logo (320x100 pixels, non-animated, minimum 300 dpi resolution) and link, name, and 200-word description on conference website and in the conference program
 - Flyer or brochure insert in conference registration packet
- Reception Sponsor --\$5,000 (U.S.) see Terms and Conditions for details.

The exhibitor also requests

- Additional Exhibit Booths -- \$1,000 per additional booth (in U.S. dollars, see Terms and Conditions for details)

Please indicate the number of additional booths required:

All sponsorship levels also receive the benefit of sponsor recognition/ short company description in the front matter of the final program; however this can only be guaranteed if contract, payment and materials are all received by February 1st, 2025.

Location and Dates

The 2025 American Control Conference will be held at the Denver Sheraton Downtown, Denver, Colorado, USA from July 8th to July 10th, 2025.

Terms and Conditions: ACC 2025 Exhibits

Note that while all Exhibitors are Sponsors, all Sponsors are not necessarily Exhibitors. Sponsors have the option of being an Exhibitor by making the choice of any of the sponsorships above, selecting to have an exhibits booth, and by accepting the terms and conditions set forth by this agreement.

1. Purpose and Arrangement of Exhibits

The purpose of the exhibits is to provide conference participants an opportunity to discover and learn about current and future technologies, instrumentation, software tools, and technical/educational literature related to the general area of automatic control. At the same time, the Exhibitor is provided a venue to promote their brand, to advertise and sell their products and services, or to recruit professional talent – this is all to the mutual benefit of both the conference participants and the Exhibitor.

2. Exhibit Space Rental

The standard exhibit rental space includes a floor area within the exhibits hall of 10'x10' with 8 foot high back wall drape, 3 foot high side rail drape, one 6 foot skirted table, two side chairs, one 8"x 44" Exhibitor Identification sign, and one waste basket (all dimensions are approximate). All other aspects of the exhibit are to be provided by the exhibitor. Except for the Bronze sponsorship level, all others include an option of one or more exhibition booths as indicated above.

The space shall be rented from 2:00 p.m. Monday, July 7th, 2025 through noon Thursday, July 10th, 2025. The Exhibitor may set up the exhibit at any time during the hours the space is rented and shall be allowed to write sales orders. It is expected that the exhibit booth shall be vacated by 1:00 p.m. Thursday, July 10th, 2025.

The ACC 2025 Organizing Committee will monitor the Coronavirus (COVID- 19) situation to ensure the health and safety of our meeting and conference participants. The final exhibit layout may change due to local and/or venue specific COVID-19 safety guidelines at the time of the conference. In this case, we will make every effort to maximize interaction between exhibitors and conference participants allowed by these guidelines.

Payment should be made via credit card, bank transfer, or check.

To pay by credit card, please send the following information to Prof. Ran Dai via email (randai@purdue.edu), or email her to arrange transfer of the following information via phone:

1. Full name on credit card
2. Credit card number
3. Expiration date
4. Full amount to be charged
5. Name and phone number of the responsible party (in case of problems)

For payment via Electronic Wire (Bank Transfer), please contact Prof. Dai via email (randai@purdue.edu) to obtain the receiving bank coordinates.

To pay by check, please make check payable to “2025 American Control Conference” and contact Prof. Dai via email (randai@purdue.edu) for the address where the check should be sent.

If the Sponsor cancels participation as an Exhibitor, such cancellation shall be considered a default of this contract on the Sponsor’s part and all monies paid by the Sponsor shall be retained by the Management as liquidated damages.

3. Industrial Sponsorship

Sponsors shall agree to all terms and conditions as stated in this contract regarding exhibit space rental and brochure insertion. The sponsor shall enclose payment with this contract in the amount specified by the options chosen above.

4. Reception Sponsorship

The reception sponsor shall enclose payment with this contract in the amount of five thousand dollars (\$5,000 U.S.) This option includes the following:

- Brochure insert in registration package
- Company logo/link on Sponsors/Exhibitors pages (160x50 pixels, non-animated), 200 word description
- Two complimentary conference registrations
- Company name prominently displayed in the program as the sponsor of the reception as well as at the reception site
- A dedicated exhibit area for the sponsor at the reception with optional video playing capability to play sponsors promotional video

Reception Sponsorship can be selected by itself or combined with any level of sponsorship other than Bronze. Reception Sponsorship by itself does not include rental of an Exhibit Booth space.

In the event that in-person meetings are not possible in May/June 20xx and that ACC 20xx moves to be held as a virtual conference, the reception sponsor fee will be reduced to \$2,500 (U.S.).

5. Liability and Insurance/Loss or Damage

Exhibitor agrees with Management that the Management shall not be liable for losses, damage or liability of any kind or for any damage or injury to persons or property during the term of this agreement from any cause whatsoever by reason of use, occupancy, and enjoyment of exhibit space by the Exhibitor or any person thereon with the consent of the Exhibitor, and that the Exhibitor will indemnify and hold harmless the Management from all liability whatsoever, on account of such damage, or injury, whether or not caused by negligence or breach of obligation by the Exhibitor, its employees or its representatives. Furthermore, the Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend as same and hold harmless the Management and the individuals serving on its operating committee, the AACC, its member societies (AIAA, AIChE, INFORMS, ASCE, ASME, IEEE, ISA, SIAM and SCS) and the hotel-name-here, and its employees and agents from all claims, losses and damages to persons or property, governmental charges of fines and attorney's fees arising out of or caused by the Exhibitor's installation, removal, maintenance, occupancy or use of the exhibit premises or part thereof, excluding any such liability caused by the sole negligence of the hotel-name-here and its employees and agents.

6. Inability to Perform

If the Management should be prevented from holding the exposition by any cause beyond its control (such as fires, strikes, Acts of God, etc.) or if it cannot permit the Exhibitor to occupy the exhibit space due to circumstances beyond its control, the Management shall refund to the Exhibitor the amount of the rental paid by the Exhibitor, and the Management shall have no further obligation or liability to the Exhibitor.

7. Exclusive Exhibit Services Contractor - Drayage

The Exhibitor is responsible for the storage of all their exhibit materials with the Exhibits Service Contractor exclusively selected and contracted by Management. Any services required by the Exhibitor from the Exhibits Service Contractor that are not specified within this agreement will be paid for by the Exhibitor directly to the Exhibits Service Contractor. The Exhibits Service Contractor will be communicated to the Exhibitor no later than mmm xx, 20xx.

8. Amendments

These regulations have been formulated in the best interests of the Exhibitor as well as Management and the cooperating societies. All matters and questions not covered by these regulations are subject to the decision of Management. The Management may amend the regulations at any time and all amendments that may be made shall be equally binding on all parties affected by them as by the original regulations.

Company information: Please complete the following:

Name (primary point of contact)	
Department	

Mailing Address	
Telephone	
Mobile Phone	
Fax	

Email	
Please list the names of all persons requiring conference badges (include/exclude the primary point of contact as appropriate.)	

Signed and accepted by Sponsoring Company Representative (Sponsor)

Date

Jeannie Falcon for 2025 American Control Conference (Management) Date

Web link request: If you would like to link to your organization's Web site from the 2025 ACC home page, please enter the link to your site below. The link shall be added when payment is received.

http://_____

Please return signed contracts (preferably by email) to
Dr. Jeannie Falcon
Exhibits Chair, 2025 ACC
falconjeannie@gmail.com

NOTE: Early Signing Incentive: Company logo with web hyperlink to exhibitor home page will be posted on the 2025 ACC home page within three days of the signed sponsor contract. Regardless, a signed contract and payment must be received by ***February 1st 2025*** to guarantee Sponsor advertising material will be included in the final program.