



Association Partner Agreement

Prepared for ASSOCIATION

The Association Partner Program is a program designed to increase awareness of the LCT Eastern Conference (LCT East) and ASSOCIATION by leveraging credibility, resources, and market reach. In becoming partners the ASSOCIATION and LCT East agree to fulfill all requirements outlined below.

Association Fulfillment Requirements

IN PERSON OPPORTUNITIES

- Provide a listing of general meeting dates, times, and locations through October 7, 2009.
- Allocate five minutes at each general meeting for an LCT East staff member to promote the event.
- Provide table-top display space at each general meeting for LCT East promotional materials.

MARKETING

- Distribute three dedicated email blasts to the membership prior to the Conference.
- Display an LCT East banner ad (provided by LCT) on the association home page with a link to www.LCTEast.com.
- Provide the opportunity for LCT East to add printed promotional material to mailings such as renewal notices and newsletters.
- Provide a listing of targeted mailing dates where printed materials could be included.
- Include pertinent event announcements in online newsletters and general emails to members.

RESOURCES

- Send list of member mailing addresses to the bonded mail house used by LCT East for use of direct mail materials.
- Disclose current member roster (name, company, state) to LCT October 1, 2009



LCT East Fulfillment Requirements

COMMISSIONS

- Pay Association a commission of \$5.00 per paid verified member in attendance by December 31, 2009.
- Double the commission to \$10.00 per paid verified member in attendance should 50% or more of the association's member companies attend.

MARKETING

- Display the association logo on LCTeast.com and in pre-show printed materials, and list the association name in the onsite event program as an Association Partner. *(valued at \$5,000)*
- Send, on behalf of the association, a personalized invitation via US mail to all members.

RESOURCES

- Provide periodic press releases as content to be sited in association news materials.
- Notify the association any time LCT uses the mailing list through the bonded mail house.
- Provide all content, copy, and images as requested by association.
- Provide any resources as needed by the association including electronic and print art creation related to the promotion of the LCT Eastern Conference.

ON-SITE OPPORTUNITIES

- Provide complimentary meeting space at LCT East for up to 50 people for an association meeting. *(valued at \$500.00)*
- Provide table space to the association for display materials (up to a 6-foot table) *(valued at \$1,575 per table)*
- Allocate two complimentary Full Show Passes to be used at the association's discretion *(valued at \$235.00 each)*



Rules & Regulations

- Should the association not fulfill the requirements above to the best of its ability, LCT reserves the right to withhold a portion of or full amount of the attendee commission.
- Commissions will be based on members in current standing on October 1, 2009 and new to the LCT Eastern Conference. Members that attended LCT East in 2007 or 2008 will not be counted when calculating commission.
- LCT East onsite space will be provided only if it is available and not during any educational seminars, keynotes or general sessions.
- Onsite space must be used for association purposes only, and can not be sublet to any industry supplier, regardless of membership status.
- Agreement will be considered in effect on the date countersigned by LCT
- By signing below, each party agrees to fulfill all requirements listed above to the best of their ability.

Association Representative Signature

LCT Representative Signature

Print Name

Print Name

Date

Date

Main Association Contact

Name

Company

Address City State Zip Code

Phone Fax

Email

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