



# Replacement Contractor Executive Conference

The Replacement Contractor Executive Conference is a three-day event for top sales executives and management staff at exterior specialty contracting firms. Special invitations to attend the conference are also extended to the Replacement Contractor 100—contractors selected by the magazine who have more than \$5 million in annual sales. Dynamic general sessions, interactive panels on leading issues affecting sales and marketing keep top specialty contractors coming back.

## OVERVIEW

The Replacement Contractor Executive Conference is the premier event for top specialty contractors to learn more about their industry. Among the opportunities for education and networking during this three-day event are general sessions, breakout sessions, and networking receptions. The conference attracts approximately 250 attendees from many of the industry's leading specialty contracting firms.

This year's conference includes general sessions with motivational speakers, panel discussions and breakout sessions/small workshops that focus on sales and marketing, ways to increase profitability, as well as new product information.

Speakers at recent conferences have included well-known industry experts like Bryan Flanagan, president, Flanagan Training Group; Brian Smith, senior account executive for Dave Yoho Associates; Rodney Webb, president Rodney Webb LLC; and Marc Slutsky, COO of Street Fighter Marketing.

During the three day conference, sponsors are able to meet, network among and influence key replacement contractor executives who make large-scale purchasing decisions.



## MARKETING PLAN

Sponsorship of the 2010 Replacement Contractor Executive Conference gives your company broad exposure to top sales executives and management staff of the leading exterior specialty contracting firms and establishes your company as an industry leader. Our aggressive marketing plan includes print advertising, direct mail and online promotion incorporating sponsor logos and mentions. Along with your sponsorship at the conference, this marketing effort reinforces your support of the industry and this essential customer base.

### Print Advertising

| ADVERTISING   |                        |                                   |              |
|---------------|------------------------|-----------------------------------|--------------|
|               | REPLACEMENT CONTRACTOR | THE JOURNAL OF LIGHT CONSTRUCTION | REMODELING   |
| July '09      | Full-page Ad           |                                   |              |
| August '09    |                        | Full-page Ad                      | Full-page Ad |
| September '09 |                        | Full-page Ad                      | Full-page Ad |
| October '09   | Spread Ad              | Spread Ad                         | Spread Ad    |
| November '09  |                        | Spread Ad                         | Spread Ad    |
| December '09  |                        | Spread Ad                         |              |
| January '10   | Spread Ad              |                                   |              |

### Direct Mail

| DIRECT MAIL |  |                  |
|-------------|--|------------------|
|             | Format   | Quantity         |
| Effort #1   | Letter from Editor to past attendees                                   | 600 (approx.)    |
| Effort #2   | Letter form Editor to Replacement 100 companies                        | 300 (approx.)    |
| Effort #3   | Full conference brochure mailing; sponsor ID included on full brochure | 22,500 (approx.) |
| Effort #4   | Full conference brochure mailing; sponsor ID included on full brochure | 22,500 (approx.) |
| Effort #5   | HTML email blasts  | 23,000 (approx.) |



### Online Advertising

| ONLINE   |  |
|--|--|
| <b>Replacement Contractor Online</b>                       | Conference information posted, July–Feb  |
| <b>Replacement Contractor Executive Conference Website</b> | Conference information posted, July–Feb  |
| <b>Banners Ads</b>   | Banner ads posted on Replacement Contractor Online promoting the conference (July through Feb)           |
| <b>eNewsletter Promotion</b>                               | Promotion of Conference within the Replacement Contractor Business Update eNewsletter (July through Feb) |



## Sponsorship Opportunities

The Replacement Contractor Executive Conference is a three day workshop for top sales executives and management staff at exterior specialty contracting firms. The Conference will feature general sessions with motivational speakers, panel discussions, and breakout sessions/small workshops. Main focus of the educational programming is sales and marketing, and new product information. The Replacement Contractor Executive Conference offers sponsors an exceptional opportunity to network with top specialty contractors.

| ALL SPONSORS  |   |
|---|---|
| Print Advertising/Direct Mail   |   |
| The following benefits are offered to all sponsors of the Replacement Contractor Executive Conference |   |
| <b>Invitations</b>  | Your company's logo will be placed on invitation letters sent by editor.  |
| <b>Direct Mail Piece Logo</b>   | Sponsor logos will be displayed on all marketing and promotional materials. Includes direct marketing campaigns. (Two direct mail campaigns to approximately 18,500 specialty contractors are planned.)   |
| <b>Print Advertising</b>  | Your company's logo will be included on all ads running in REPLACEMENT CONTRACTOR, JLC, and REMODELING.   |
| <b>Email Promotion</b>  | Sponsor logos and hyperlinks to your Web site will be included in promotional HTML emails. These emails will direct specialty contractors to the official Replacement Contractor Executive Conference Web site and includes links to additional conference information. |
| <b>Post Event Mailings</b>  | Sponsors may use the Replacement Contractor Executive Conference attendee database to conduct marketing efforts after the conference that references the Replacement Contractor Executive Conference. This campaign must be conducted through a third-party mail house. |



| SPONSOR BENEFITS  |   |
|---|---|
| <b>ONSITE EXPOSURE</b>  |   |
| <b>Prominent Onsite Signage</b>                                     | Your company's logo will be front and center—featured on all Replacement Contractor Executive Conference signage onsite and onstage.                                |
| <b>Exhibit Space</b>  | Exhibit area (10'x10") in Replacement Contractor Executive Conference Sponsor Pavilion.   |
| <b>General Session Presence</b>                                     | Your company's logo will be featured on the Main Stage before and after each session.   |
| <b>General Session Mentions</b>                                     | Your company's sponsorship of the Replacement Contractor Executive Conference will be acknowledged and thanked from the Main Stage to kick off the Conference.      |
| <b>Schedule of Events Page</b>                                      | Your company's logo will be featured in the Replacement Contractor Executive Conference Schedule of Events page distributed to all registered attendees.            |
| <b>Company Profile</b>  | Your company will be featured in the Sponsor Section of the Conference Workbook.  |
| <b>WEB</b>  |   |
| <b>Company Logo &amp; Link</b>                                      | Your company's logo and hyperlink will be prominently displayed on the Replacement Contractor Executive Conference Web site.  |
| <b>ADDITIONAL BENEFITS</b>  |   |
| <b>Complimentary Registrations for Sponsoring Company Personnel</b> | Your company will receive 2 complimentary registrations for company personnel. A third company representative may attend, but must pay a registration fee of \$500. |
| <b>Free Sponsored Registrations</b>                                 | Your company will receive free registrations for four (4) specialty contractor customers of your choice.<br>(Value of \$3,980)                                      |
| <b>Additional Sponsored Registrations</b>                           | Your company can also purchase additional registrations for specialty contractor customers at a discounted price of \$775 per registration.                         |



## SPONSOR CONTRACT

### Summary of Sponsor Benefits:

- Your company logo placed on invitation letters sent by editors
- Company logo on all marketing and direct mail materials. (Includes two direct mail campaigns to approximately 22,500 specialty contractors)
- Company logo on all conference print advertising, email promotion, web promotion—including a hyperlink to your Web site from your logo on the official Replacement Contractor Executive Conference Web site
- Company logo featured on conference signage onsite and onstage
- Exhibit area (10' by 10') in the Replacement Contractor Executive Conference Sponsor Pavilion
- Company logo featured on the main stage before and after each session. Your sponsorship will be acknowledged from the Main Stage to kick off the Conference
- Company logo featured in Conference agenda and in Conference workbook distributed to each attendee
- Two complimentary conference registrations for company personnel
- Four complimentary conference registrations for specialty contractors of your choice (value of \$3,980)
- Your company can also purchase additional registrations for specialty contractor customers at a discounted prices of \$775 per registration
- Sponsors may use the Replacement Contractor Executive Conference attendee database to conduct marketing efforts after the conference. This campaign must be conducted through a third-party mailhouse.

Company Signature \_\_\_\_\_



Contract

hanley wood

**2010 Replacement Contractor Executive Conference**

**Date: February 14-16, 2010**  
**Place: Doral Golf Resort & Spa**  
**Miami, FL**

I hereby reserve our company's \$15,000 net sponsorship of the 2010 Replacement Contractor Executive Conference. Replacement Contractor Executive Conference sponsorships are non-cancelable.

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Sponsoring Company Name

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Key Contact Name

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Key Contact Address

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Key Contact Telephone & Email Address

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Authorized by (please sign your name) Date

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## Agreement

This Agreement ("Agreement"), along with the Sponsor Contract and Exhibit Space Form if applicable, form the Contract for Sponsorship and Exhibit Space ("Contract") between Hanley Wood, LLC ("Hanley Wood" or "HW") and the company identified on the Contract ("Company"). In the event of a conflict between the Agreement, the Sponsor Contract and the Exhibit Space Form, the Agreement shall prevail.

### I. PAYMENT

Sponsorship/exhibit space is not reserved until receipt of signed contract. Company will be invoiced within 30 days of receipt of signed contract. Payment due on receipt of invoice and all payment must be received 90 days prior to event. Contracts are non-cancelable. **All payments made to HW are deemed fully earned and nonrefundable and made in consideration for the expenses incurred by HW, HW lost or deferred opportunity to provide sponsorship opportunities or exhibit space to others and the potential effect of the cancellation on the Event. Company acknowledges that the precise amount of damage suffered by HW in the event of Company's cancellation would be difficult if not impossible to calculate, and that the amounts retained by HW under this Section are a reasonable estimate of such damages and are not, and should not be construed as, a forfeiture or penalty of any kind.**

### II. EXHIBIT SPACE ASSIGNMENT AND RELOCATION (if applicable)

Classification of exhibits and assignment of space will be determined by HW based on the character of the proposed exhibits and individual requirements and preferences as to the location for each Company. The assignment requests will be considered based on the date HW receives Company's Contract, but HW may assign exhibit space based on other factors and alter the location of exhibits as shown on the official floor plan, if deemed advisable and deemed by HW in its best interests. HW reserves the option in the event of an emergency or other circumstances beyond its control to relocate the Event and substitute comparable exhibit space.

### III. EXHIBIT SPACE AND FACILITY (if applicable)

Standard booth equipment consisting of one 6-ft draped table, two side chairs and one wastebasket will be included on exhibit floors in the exhibit fee.

Company agrees that the sole control of the exhibit hall rests with HW. Company must, at its expense, maintain and keep in good order its exhibit space. Company shall take all steps reasonably necessary to ensure the sound engineering and structural integrity of its exhibit design, exhibit space and the proper construction of the exhibit itself. Company shall be responsible for all fees associated with its exhibit, including shipping, drayage, decorating, furniture and rental display. Nothing shall be posted on, tacked, nailed, painted, lacquered, screwed, or otherwise attached to columns, walls, floors, or other parts of the exhibit area or hotel facilities without written permission of HW or its designee. Packing, unpacking, and assembly of exhibits shall be done only in designated areas and in conformity with the directions of HW, the hotel manager or their assistants. Company shall be liable for any damage caused to the exhibit building, floors, walls, columns, standard booth equipment or other exhibitors' property.

Company may display exhibits only in the official exhibit area as established by HW. Exhibits must be confined to exact space allowed. Any circulars, publications, advertising matter and all kinds of promotional giveaways must be distributed only within the exhibit spaces. Canvassing, exhibiting or distributing any material outside the designated exhibit area is prohibited. Soliciting or demonstrating must be confined to Company's own exhibit. Company shall not display articles, equipment or information concerning services, or information about such articles, equipment or services in private suites or rooms during the Conference. Company shall take every reasonable precaution to minimize noise emanating from the exhibit. Except with the written permission of HW, Company shall not share, sublet or assign its exhibit space or permit any other company to display or promote goods or services from its exhibit. Company may only display and promote goods and services offered in its regular course of business. Upon request, Company shall provide HW with a full description of the services, samples of the products, and copies of the materials or hand-outs that will be promoted from the exhibit. Company may not promote any products or services or give away any materials or handouts that are disapproved by HW. Failure to comply with any of the requirements of this Section can result in removal of the exhibit or dismissal from the exhibit hall.

Company Signature \_\_\_\_\_



HW reserves the right to (a) render interpretations and to establish further rules and regulations as it deems necessary for the success of the Event; (b) to decline, prohibit or remove any exhibit which, in HW's sole judgment, is in poor taste or out of character with, or reflects poorly upon, the Event or (c) decline, prohibit or remove any exhibit if the Company violates any of the conditions of the Contract. HW may exercise these rights without prior notice to Company and without hearing. No sponsorship fees will be refunded to Company in the event HW exercises its rights under this Section.

#### **IV. INSTALLATION AND DISMANTLING (if applicable)**

The specific requirements as to the time for installation and dismantling of exhibits shall be supplied to each Company before the Event. Such requirements shall be binding upon the Company. All exhibits must be in place and set up a half hour prior to the official opening of the Event. Space not occupied or set up by that time may be re-assigned or set up by HW or its designee at Company's expense. HW shall retain all sponsorship fees for any such space. All displays must be removed no sooner than the official end of the exhibit hall event, but no later than three (3) hours after the official closing of the exhibit hall event. Displays still remaining at that time may be removed by HW or its designee at the Company's expense.

#### **V. SECURITY & INSURANCE (if applicable)**

Company shall safeguard any property placed in the exhibit. HW will not be responsible for loss or damage due to any cause, whether during or outside of exhibit hours. Company agrees to be responsible for its own property through insurance or self-insurance and shall hold harmless HW and its agents for any and all damages. Company shall at its sole cost and expense procure and maintain whatever insurance is required by the hotel, which coverage will be set forth in the Exhibitor Service Manual. Any protection exercised by HW or its designees shall in no way be constructed to make them liable for any loss or inconvenience suffered by the Company.

#### **VI. PROMOTION**

Company hereby gives permission to HW to use Company's name and logo in a listing of sponsors on promotional pieces for the Event. By execution of this Contract, Company consents on behalf of itself and its participating employees, agents and representatives to the inclusion of the name, voice, likeness, trademarks, trade name, trade dress and other proprietary characteristics of such person in any photographs, motion picture or video or audio recording made with the permission of HW; provided that no such proprietary characteristics shall be used in a manner that implies endorsement by any party. Company's use of HW's name, trademarks, logos or copyrighted materials (including the name of the Event) is not permitted without the prior written consent of HW.

#### **VII. CONFLICTING MEETING & SOCIAL EVENTS**

In the interest of the success of the entire Event, Company agrees not to extend invitations, call meetings, or otherwise encourage absence of Event delegates, visitors and other exhibitors from the Event or exhibit hall during the official hours of the Event.

#### **VIII. INDEMNIFICATION**

Company shall indemnify, defend and hold Hanley Wood (and its officers, directors, shareholders, agents, representatives, affiliates, partners, employees and agents harmless from and against all claims, liabilities, damages, demands, costs, fees, other expenses, suits, proceedings, actions and causes of action of any and every kind and nature (including reasonable attorneys' fees) payable or paid by the indemnified party to a third party (collectively, "Claims") arising out of, in connection with or as a result of the Event and the use of the Company's logo or trademarks by Hanley Wood as authorized herein, other than Claims arising out of or in connection with the Hanley Wood Materials, or Hanley Wood's gross negligence or willful misconduct.

#### **IX. DISCLAIMER OF REPRESENTATIONS AND WARRANTIES/LIMITATIONS OF LIABILITY**

Except as expressly set forth herein, Hanley Wood hereby disclaims all representations and warranties of any kind or nature, express or implied, including without limitation any warranty of merchantability, fitness for a particular purpose or non-infringement. In no event shall Hanley Wood be liable to Company for any direct, indirect, incidental, consequential, special, punitive, or exemplary damages, costs, expenses, losses or lost profits arising out of or in connection with the Event. The provisions of this section shall apply regardless of the form of action, damage, claim, liability, cost, expense, or loss, whether in contract, statute, tort or otherwise.

#### **X. MISCELLANEOUS**

Company Signature \_\_\_\_\_



Each party represents and warrants to the other that (i) this Agreement has been duly authorized, executed and delivered by it, (ii) it has the full power and authority and is free to enter into this Agreement and to perform its obligations hereunder, (iii) this Agreement constitutes its valid and binding obligation, enforceable in accordance with its terms, (iv) the making of this Agreement does not violate any agreement, right or obligation existing between it and any other person, firm or corporation, and (v) it has all licenses and permits necessary to perform its obligations under this Agreement.

All notices, statements and payments to be sent to the parties hereunder shall be addressed to the parties at the addresses set forth below or at such other address as the parties shall designate in writing from time to time. All notices shall be in writing and shall either be served by personal delivery (to an officer of each company), mail, or facsimile (if confirmed by mail or personal delivery of the hard copy), all charges prepaid. Except as otherwise provided herein, such notices shall be deemed given when received.

Company may not assign the Agreement or any of its rights or obligations hereunder without the prior written consent of Hanley Wood. Hanley Wood may not assign the Agreement and/or any of its rights or obligations hereunder without the prior written consent of Company. Any assignment, transfer or other conveyance in violation of the foregoing shall be null and void. This Agreement shall be binding upon all successors and permitted assigns of the parties.

The entire understandings between the parties hereto relating to the subject matter hereof are contained in this Agreement and the schedules attached hereto which are hereby made a part of this Agreement, and this Agreement supersedes all prior and contemporaneous communications and agreements with respect to such subject matter. There are no representations, warranties, terms, conditions, undertakings or collateral agreements, express, implied or statutory, between the parties other than as expressly set forth in this Agreement. This Agreement cannot be changed, modified, amended or terminated except by an instrument in writing executed by both parties.

No waiver, modification or cancellation of any term or condition of this Agreement shall be effective unless executed in writing by the party charged therewith. No written waiver shall excuse the performance of any act other than those specifically referred to therein and shall not be deemed or construed to be a waiver of such terms or conditions for the future or any subsequent breach thereof.

There is no relationship of agency, partnership, joint venture, employment, or franchise between the parties. Neither party shall have any right, power or authority to obligate or bind the other in any manner whatsoever, except as provided for in this Agreement, and nothing herein contained shall give or is intended to give any rights of any kind to any third persons.

This Agreement shall be governed by and construed in accordance with the laws of the United States of America and the State of New York excluding the conflict of laws principles thereof. Each party hereby irrevocably and unconditionally accepts, and agrees to submit to, the exclusive jurisdiction of any state or federal court in the State of New York in respect of any dispute arising out of, based upon, or relating to, this Agreement.

If any provision of this Agreement or any part, portion or the scope of any such provision is or becomes or is deemed invalid, illegal or unenforceable under the applicable laws or regulations of any jurisdiction, then either such provision or part, portion or scope shall be deemed amended to conform to such laws or regulations without materially altering the intention of the parties or it shall be stricken and the remainder of this Agreement shall remain in full force and effect.

Company may terminate this Agreement and its sponsorship of the Event only in the event of a material breach of this Agreement by Hanley Wood. Each party shall be relieved of the obligations hereunder to the extent that performance is delayed or prevented by any cause beyond its reasonable control, including without limitation, acts of God, public enemies, war, civil disorder, fire, flood, explosion, labor disputes or strikes or any acts or orders of any governmental authority. If Hanley Wood cancels the Event due to an act of God or other similar Event, Hanley Wood shall refund to Company all payments made by Company with respect to such Event, minus all costs and expenses incurred by Hanley Wood relating to such Event.

This Agreement may be executed in counterparts, each of which shall be deemed an original Agreement for all purposes and which collectively shall constitute one and the same Agreement. A facsimile copy of any such executed counterpart shall be deemed an executed original.

Company Signature \_\_\_\_\_



Contract



IN WITNESS WHEREOF, the parties hereto have signed this Agreement as of the date written below.

Hanley Wood, LLC

Company

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date