



Contract: The signed sponsorship application with the New England Alliance (NEA) constitutes a contract between NEA and the exhibitor. The rules contained herein are part of this contract. Any and all matters not specifically covered in these articles are subject to final decision by NEA.

Exhibitor Space: Exhibitor space is not assigned and is available on a first-come, first-served basis. Exhibitors must register by the deadline provided on the sponsorship application to participate and reserve a booth. Exhibitor registration is not available on-site. Full responsibility for the protection of exhibit equipment, signs, and all other materials in the booth remains with the exhibitor. Security will not be provided at any time therefore, any items with or without value should not be left unaccompanied. Sponsor registration includes seminar participation, vendor booth, vendor sign, breakfast, and lunch for two representatives. Extra representatives may be included in selected sponsorship package at an additional cost. Non-exhibiting vendor representatives may attend as a conference registrant by purchasing an attendee registration ticket. Please respect Premium Sponsor investments to the New England Alliance during all receptions; each sponsor tier includes a distinct set of benefits (i.e., featured breakfast, lunch, cocktail hour, and major sponsors).

Exhibit Badges: Authorized representative names must be communicated to event coordinator. No one will be permitted in the exhibit area, meeting rooms or other conference areas without a name badge. Badges will be issued under the exhibiting company name only. Representative substitutions are acceptable however, must be made in writing/email preceding the conference and in a timely manner. Please return name badges to the event coordinator prior to departure.

Terms of Payment: Full sponsorship payment is required with the application. No space will be considered definite unless accompanied by payment. Failure to pay in full by the appointed dates specified on the sponsorship invoice will result in cancellation and loss of exhibitor space. Paid sponsorship/conference registration is required for pre-conference attendee list, admission to the conference, exhibit area, and networking events.

Cancellation: NEA is not responsible for airfare, hotel, or other costs incurred by participants in the event of program or registration cancellation. Since sponsors are promoted in pre-conference material, no request for cancellation shall be accepted unless received in writing/email at the New England Alliance Office. Please allow up to two weeks from the end of the conference for any refunds to be processed.

- ❖ 90+ days prior to the conference date - 50% of the booth cost will be refunded.
- ❖ 60 days or less prior to the conference date - NO refunds will be made.
- ❖ No-shows will not receive a refund.

Hotel Reservations: Registrant is responsible for securing hotel reservations. Once you've made your commitment, please secure your accommodations directly with the hotel utilizing the New England Alliance's room block. Your commitment and registration as a sponsor/conference attendee does not guarantee your hotel accommodations. The group rate (plus tax and standard fees) is for NEA contracted nights only and is subject to availability. Hotel reservations that are not associated with a paid sponsorship or conference registration will be removed.

Appropriate Dress: Since the New England Alliance is a professional leadership organization, business casual attire is suitable for all meetings, sessions, and events.