

# **MEP FORCE**

## **VIRTUAL VISITOR SPONSORSHIP PROSPECTUS**

**SIGN UP TO SPONSOR HERE**



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Take charge of your own success at MEP Force 2021. We'll provide sponsors with a solid platform that can be customized based on your needs.

## CONTACT

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Applied Software  
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## DATES

August 30 - September 1, 2021  
12:00 PM - 4:30 PM ET

## PRESENTED BY





# ABOUT

MEP Force is the only virtual conference entirely focused on Mechanical, Electrical, and Plumbing. Taught by and for trade professionals, you'll learn specific, real-world ways to get the most out of the latest technology and see which prefabrication trends will affect you most.

Never salesy, always transformative, MEP Force unites peers and industry leaders for 3 days of forging a competitive edge.

## PRESENTED BY



## COMPANIES THAT ATTEND MEP FORCE



## 2020 VIRTUAL MEP FORCE STATS

**Total Active Time Spent Across Sites During Conference\***  
4,715,530 Seconds | 78,592 Minutes | 1,309 Hours | 54 .57 Days

\* Source: Google Analytics

\*\* Source: Bizzabo



**70+ Breakout Sessions**



**1300+ Global Virtual Registrants in 2020**

# SPONSORS *from* 2020

## PRESENTING SPONSORS



Applied  
Software®

*eVolveMEP*



AUTODESK®  
CONSTRUCTION  
CLOUD



**MESTEK  
MACHINERY**  
◆ a Mestek company

## SILVER SPONSORS

**DADO**

**eSUB**  
construction software



Our Innovation Has No Borders

**FARO**



We Are About You®  
Making Productivity Visible to Everyone®



**revizto™**

**victaulic**



MAKE WORK FLOW



# TESTIMONIALS *from* 2020



*“ I really appreciate that on demand capability  
for those who need to watch at night  
or need to watch in the morning and can  
still take advantage of this great content.*

**- Emily Heppard, Strategic Development Manager at DADO**

*“ Thank you Applied Software & eVolve MEP for curating “  
such an easy and comprehensive virtual experience!  
We at ENGworks look forward to collaborating deeper!*

**- Ian McGaw, Vice President of Technology & Innovation, ENGworks**



*“ Love the conversations happening this week! “  
I don't know about everyone else  
but I am definitely exercising my passion!*

**Travis Althouse, MEP Implementation Manager, Revizto**



# NEW FEATURES

We are dedicated to providing the maximum opportunity for sponsors to connect and interact with all of our attendees this year. MEP Force 2021 is leveraging cutting edge technology to mimic a live conference in the virtual space.



## VIRTUAL SPONSOR HALL

We are giving the virtual sponsor hall an overhaul in order to make it more interactive and provide greater connection points between sponsors and attendees.



## VIRTUAL LOUNGE WITH ZOOM BUBBLE

Ready to recreate those "hallway" conversations in the virtual space? Attendees will be able to hangout in our virtual lounge to connect and meet other attendees and sponsors.



# PACKAGE TIERS

## VIRTUAL SPONSOR HALL

Live Breakout Session\* | \$500  
Block Party Room Sponsor | \$500

\*size and criteria difference depending on sponsor level.

\*\*See additional details for registration list and live breakout sessions on pages 8-9.



**GOLD**



**SILVER**



**BRONZE**

| COSTS                        | \$8K | \$4K | \$2.5K |
|------------------------------|------|------|--------|
| WEBSITE RECOGNITION          | ✓    | ✓    | ✓      |
| VIRTUAL BOOTH                | ✓    | ✓    | ✓      |
| CONFERENCE PASSES            | 3    | 3    | 3      |
| SWAG BOX PROMO*              | ✓    | ✓    | ✓      |
| REGISTRATION LIST**          | ✓    | ✓    | ✓      |
| GRAPHICS PACKAGE             | ✓    | ✓    | ✓      |
| EMAIL RECOGNITION            | ✓    | ✓    |        |
| GUEST BLOG POST              | ✓    | ✓    |        |
| GUEST WEBINAR                | ✓    |      |        |
| BRIDGING THE GAP SPONSORSHIP | ✓    |      |        |

# PACKAGE DETAILS



## WEBSITE RECOGNITION

With MEP Force Sponsorship, your logo will be listed on the homepage of **mepforce.com**. In 2020, there were more than 8,000 website homepage impressions. You'll also receive your own customizable virtual booth.



## CONFERENCE PASSES

Each sponsor will receive 3 complimentary conference packages. Additional passes will be available for purchase with a 20% discount.



## SWAG Box Promotion

You'll have the option to add an item\* to the SWAG box that will be sent before the conference. SWAG will be limited to those

who register prior to July 16, 2021.

\*Items must not exceed 4 inches in size or 8 ounces in weight. Must be shipped to the Applied Software office by July 23, 2021.



## REGISTRATION LIST

Sponsors will receive the registration list a week before the conference and at the start of the conference. Contact information will be included for registrants who opt-in. Full name, company name and job title will be included for all registrants. We encourage additional opt-in options on your booth landing page.



# PACKAGE DETAILS



## GRAPHICS PACKAGE

Applied Software will provide dual branded graphics for you to use on social media and email marketing to help promote MEP Force and your booth.



## EMAIL RECOGNITION

Your company will be listed in an MEP Force promotional email before the conference. It will also be listed in an email sent to all registrants.



## ON DEMAND BREAKOUT SESSIONS

Sponsored breakout sessions will be available on demand throughout the entire conference to give your team more time to focus on networking. You will receive the attendee list for your breakout session.



## GUEST BLOG POST

Gold sponsors have blog that will be featured on the Applied Software blog. The Applied Software blog receives 160,000 views each year with over 7 million appearances in Google search.



## GUEST WEBINAR

Gold sponsors have the option to host a webinar through Applied Software after MEP Force for even more exposure.

# PACKAGE DETAILS



## BRIDGING THE GAP PODCAST SPONSORSHIP

Gold sponsors will receive a 30 second commercial on the Award-winning construction podcast, Bridging the Gap.



## A LA CARTE OPTIONS

### LIVE BREAKOUT SESSION \$500

Sponsors can purchase live breakout sessions to be added to the MEP Force schedule. Live sponsored sessions are required to feature a customer story to show a solution.

### BLOCK PARTY ROOM SPONSOR \$500

Host a room discussion during the MEP Force virtual block party to get to help attendees get to know your team better.



**Pictured:** SWAG Box Promotion



# SPONSORSHIP AGREEMENT

The Organizer will provide the following promotional opportunities to the Sponsorship Partner:

## 1. Complimentary Registration

a. Your sponsorship includes conference registrations according to the allotments above.

## 2. Website & Email Promotion

a. Your company logo will appear prominently on the conference website as a Sponsorship Partner and be listed in one promotional email prior to the conference.

b. A 75 word description of your products and services will be placed on the "About our Sponsors" page of the website.

## 3. Program Recognition

a. Your company logo and website will appear in the conference program as a Sponsorship Partner.

b. Inclusion of a description of your products and services in the event program. (up to 75 words)

## 4. Breakout Session Presentation

a. Your company will have the opportunity to fulfill a one hour breakout session speaking engagement. The exact timing and content of this presentation is subject to the Program Directors' final approval.

b. Submit a class title, format, description, and at least one learning objective within two weeks of contract submission, for review and confirmation of alignment of the subject matter with conference objectives.

## 5. Exhibit Space

a. You will receive an exhibition space in the networking area.

b. The space will include two chairs and a table. The Organizer will work with you to

meet any specific booth needs prior to the event, but

all costs associated beyond what is outlined here must be paid by the sponsor to the specific supplier.

c. Exhibition hours will take place before and after conference sessions, as well as during breaks.

By agreeing to these terms and conditions, you are committing your company's participation at the fee listed above.

Should you wish to cancel your agreement, you may do so without penalty on or

# TERMS & CONDITIONS

The Organizer will provide the following promotional opportunities to the Sponsorship Partner:

## 1. Website Recognition & Virtual Booth

a. Your company logo will appear prominently on the conference website as a Sponsorship Partner.

b. Sponsors will provide a 75-word description of products and services to be used in conference marketing materials as needed. The Organizer reserves the right to shorten any descriptions over the 75-word limit.

c. Sponsors will have access to Teamflow to build their own virtual booth. The Organizer will provide booth examples and best practices, but Sponsors are responsible for their own booth materials.

2. Conference Passes: Your sponsorship includes conference registrations according to the allotments above.

3. SWAG Box Promotion: Sponsors can add one item to the SWAG box that will be sent to event registrants. Items must be shipped to arrive at the Applied Software

corporate office by July 23, 2021 and should not exceed the item size and weight limit (less than 4 inches and 8 ounces). Cost of SWAG is not included in the sponsorship and will be covered at the Sponsor's expense.

4. Registration list: Sponsors will receive the registration list a week before the conference and at the start of the conference. Contact information will be included for registrants who opt-in to sponsor marketing. Full name, company name and job title will be included for all registrants. Additional opt-in options on sponsor's virtual booth are encouraged.

5. Email recognition: Your company logo and 75-word description will be listed in an MEP Force promotional email before the conference, as well as in an email sent to all registrants. The Organizer reserves the right to shorten any descriptions over the 75-word limit.

## 6. On Demand Breakout Sessions

a. Sponsored breakout sessions will be prerecorded and available on demand throughout the entire conference and after the conclusion of MEP Force.

b. Sponsors are responsible for submitting a class title, description, and three learning objectives. All topics are subject to approval by the Organizer to ensure alignment of the subject matter with conference objectives.

c. Breakout session recordings are due Friday, August 20, 2021.

d. Sponsors will receive the attendee list for their breakout session.

7. Guest Blog Post: Gold sponsors are eligible to write and submit a blog to be posted on the Applied Software website.

a. Sponsors are responsible for writing the content. Applied Software reserves the right to edit the content before publishing.

b. Organizer will work with Gold Sponsors to determine publish date and will not guarantee that all blogs will be published before the conference.

8. Guest Webinar: Gold Sponsors are eligible to present a

# TERMS & CONDITIONS

guest webinar with Applied Software.

a. Sponsors are responsible for the presentation content, which must be approved by Applied Software.

b. Applied Software will work with Gold Sponsors to determine a webinar date and will not guarantee a date prior to the conference.

9. Referral Program: Gold Sponsors are eligible to save on sponsorship through the referral program. See page 8 for rules.

10. Bridging the Gap Podcast Sponsorship: Gold Sponsors can submit a 30 second commercial for the award-winning Bridging the Gap Podcast. Sponsors are responsible for submitting their recording. Recordings are subject to approval.

11. A La Carte Options: All Gold, Silver and Bronze Sponsors are eligible to purchase a la carte options at their own expense.

a. Live Breakout Session \$500 – Sponsors who wish to

host live breakout sessions during MEP Force can purchase sessions for \$500 each. Live sponsored sessions are required to feature a customer story to show a solution and will be subject to approval.

b. Block Party Room Sponsor \$500 – Sponsors can choose to purchase a virtual room during the virtual block party. Sponsor is responsible for the activity in their room, but the Organizer can offer suggestions.

## Sponsorship Terms and Conditions

These terms and conditions (“Terms”) along with the attached sponsorship agreement constitute the contract between us, Applied Software Technology, Inc. (“we” or “us”) and the sponsoring client company (“you”) specified as the Organization in the event agreement.

### 1. Appointment as Sponsor

1.1 Your acceptance to the Sponsorship Agreement (“Agreement”) constitutes your agreement to become a sponsor of the Event in accordance with these Terms, which apply to the Agreement to the exclusion of any

other terms that you seek to impose.

1.2 Subject to these Terms and in consideration of the Sponsorship Fee, we appoint you to be a Sponsor of the Event and grant you the Sponsorship Rights (as stated in the Agreement).

1.3 You acknowledge and agree that we are the owner and controller of all rights of a commercial nature connected with the Event, including without limitation, image rights, merchandise rights, licensing rights, advertising rights, and hospitality rights.

## 2. Payment Terms

2.1 Payment is due upon registration. All sponsorship terms are considered null until payment is received.

2.2 Except in the circumstances set out in clause 5.1, the Sponsorship Fee is non-refundable. You acknowledge if you terminate the Agreement or withdraw from the Event:

2.2.1 no refund of the Sponsorship Fee will be payable to



# TERMS & CONDITIONS

you; and

2.2.2 any unpaid Sponsorship Fee will be due immediately in accordance with Clause 5.2.1.

## 3. Obligations of the Event Organizer

We undertake and agree with you:

t

3.2 You acknowledge that all rights in our trade names, marks, logos, and other intellectual property ("Rights") including any goodwill associate with such Rights, shall be our sole and exclusive property, and you shall not acquire any rights in such Rights or in any variations of them.

## 4. Obligations of Sponsor

4.1 You agree to pay the Sponsorship Fee and cooperate with us in performance of our duties. You also agree, at your own expense, to supply us with the finished artwork relating to your logo and trade name or mark in a suitable form for reproduction and any use in all media,

promotional material, and advertising.

4.2 You will indemnify us and keep us indemnified from and against all claims, damages, losses, costs (including all reasonable legal costs), expenses, demands or liabilities arising out of any claim that our use of your artwork, logo, trade name or mark in accordance with this Agreement infringes any intellectual property rights or moral rights of any third party.

## 5. Termination

5.1 We may cancel the Event at any time by giving no less than ten (10) days notice in writing to you for any reason. In the event of an emergency for reasons that constitute Force Majeure (see below), we may cancel an Event immediately. In the event of termination by us pursuant to this clause 5.1, you will be entitled to a refund of the Sponsorship Fee within 30 days of notification of cancellation of the Event.

### 5.2 On termination of the Agreement:

5.2.1 The Sponsorship Rights granted to you under the

Agreement shall immediately terminate and revert to us.

5.2.2 Termination of this Agreement shall operate without prejudice to any rights which may have accrued to either party under this Agreement.

## 6. Force Majeure

6.1 Except for your obligation to make payment, neither party shall be liable for any delay or failure to perform obligations under this Agreement if the delay or failure results from events, circumstances, or causes beyond its reasonable control. In such circumstances, either party may rely on the provisions of this Clause 6 for exemption from liability for non-performance, part performance, defective performance, or delay, and in the event that any such delay or failure continues for a period in excess of 90 consecutive days either party shall have the right to terminate the Agreement with immediate effect by giving written notice to the other party.

## 7. Additional Provisions

# TERMS & CONDITIONS

7.1 You acknowledge that we cannot guarantee any minimum attendance levels at an Event or the success of an Event.

7.2 We will be responsible for all aspects of the organization and administration of the Event and all decisions taken in relation to the Event shall be at our sole discretion. Any of your staff who virtually attends the Event agrees to comply with our reasonable requirements and directions.

## 8. General Provisions

8.1 This Agreement constitutes the entire agreement between us and supersedes any previous agreement, arrangement or understanding (whether oral or written) between us relating to its subject matter. You acknowledge that you have not relied on any statement, promise, or representation made or given by or on behalf of us that is not detailed in this Agreement.

8.2 It is mutually agreed that any financial or other material provisions of this Agreement will not be disclosed to any third party other than the party's

professional advisors or as may be required by law or as may be agreed between parties.

8.3 Nothing in this Agreement shall exclude or limit either party's liability for death or personal injury resulting from the negligence of that party or its employees or in relation to any fraudulent misrepresentation or fraudulent acts of its employees.

8.4 Subject to Clause 8.3, in no event shall either party be liable to the other or any third party, whether arising in contract, tort (including without limitation negligence and breach of statutory duty) or otherwise for any (i) loss of business, anticipated savings, opportunity, goodwill, contracts, profit, or data (whether or not such loss arises in the normal course of events or the possibility of such loss was known to the first party); or (ii) any consequential, special, or indirect losses.

8.5 Subject to Clause 8.3, each party's maximum total liability to the other shall not exceed the amount of the Sponsorship Fee.

8.6 The parties agree that the provisions of this Agree-

ment are personal to them and are not intended to confer any rights of the enforcement to any other third party. The Contracts (Rights of Third Parties) Act 1999 shall not apply to this Agreement or to any of its provisions.

8.7 Should any clause or provision of this Agreement be held to be invalid or unenforceable, such finding shall not affect the validity of the remaining clauses and provisions of this Agreement.

8.8 No variation of the Agreement shall be effective unless it is in writing and signed by both parties.

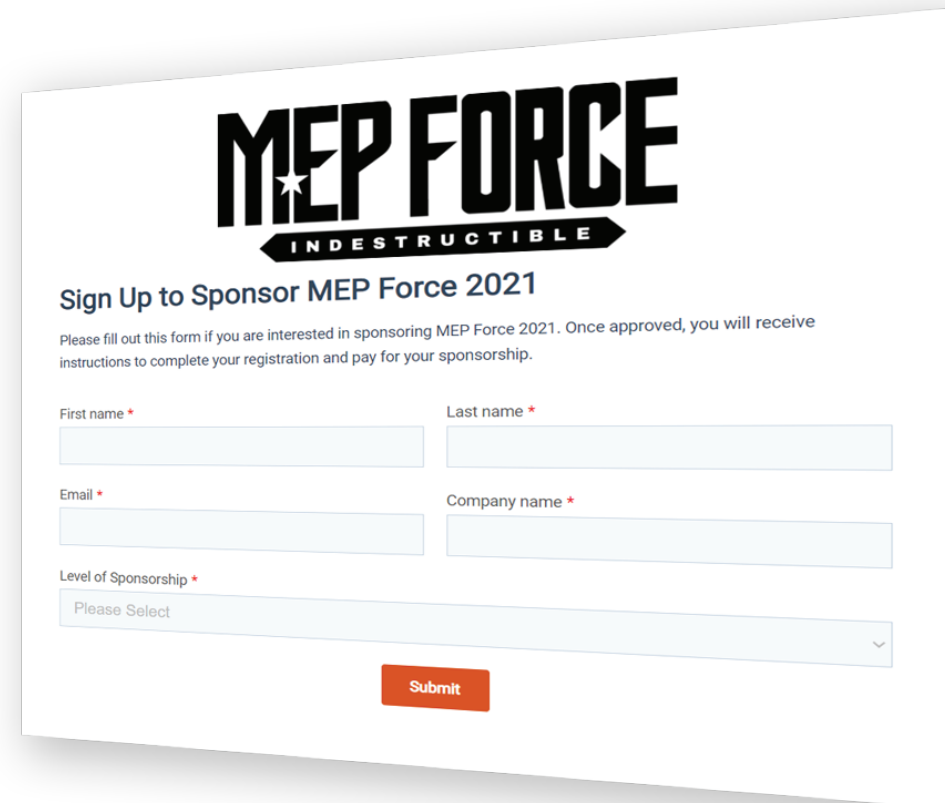
8.9 Any failure by us to exercise or enforce our rights under this Agreement shall not be a waiver of that right, nor prevent us from exercising or enforcing such rights at a later time.

8.10 This Agreement shall be governed by and construed in accordance with U.S. law and the U.S. courts shall have jurisdiction over any suit, action, proceedings, or dispute arising out of or in connection with this Agreement.

# SIGNUP

Complete [this form](#) to express sponsorship interest or email [mepforce@asti.com](mailto:mepforce@asti.com) for more information. Once approved, you will receive instructions to complete your registration and pay for your sponsorship.

CLICK HERE TO SIGN UP



The screenshot shows a web form titled "Sign Up to Sponsor MEP Force 2021". At the top is the "MEP FORCE INDESTRUCTIBLE" logo. Below the title is a paragraph: "Please fill out this form if you are interested in sponsoring MEP Force 2021. Once approved, you will receive instructions to complete your registration and pay for your sponsorship." The form contains four input fields: "First name \*" and "Last name \*" (text boxes), "Email \*" (text box), and "Company name \*" (text box). Below these is a dropdown menu for "Level of Sponsorship \*" with "Please Select" as the current option. A red "Submit" button is located at the bottom right of the form.



# MEP FORCE