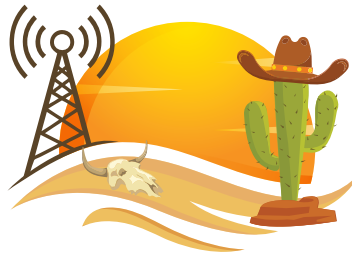


Sponsor & Exhibitor Planning Guide



AVALONTUF TECHNOLOGY USERS FORUM January 8th & 9th | Dallas — 2024 —

AvalonTUF 2024 is Avalon Test Equipment's technology users forum for infrastructure professionals. The forum will include tabletop exhibition, condensed training sessions, and technical discussions to provide valuable improvements to our network's technological performance.

Vision Statement

AvalonTUF's vision is to bring together wireless infrastructure professionals in an effort to improve the mobile network's technological performance via thoughtful collaboration, mutual respect, and the competitive spirit.

Mission Statement

AvalonTUF's mission is to increase the wireless infrastructure's success for the entire ecosystem through the vehicle of improving our network's technological performance

www.avalontuf.com

LOCATION

Renaissance Dallas Hotel
2222 N Stemmons Fwy
Dallas, TX 75219

DATE & TIME

Monday, January 8th
5 PM Networking Social
Tuesday, January 9th
8 AM - 5 PM

SPONSORSHIP DEADLINE

Friday, Dec 29th



Questions? Contact:
marketing@avalontest.com

SPONSORSHIPS



Contact marketing@avalontest.com to purchase a sponsorship

LEGENDARY SPONSOR	\$20,000
VISIONARY	\$17,000
INNOVATOR SOLD OUT	\$13,500
LEADER	\$7,500
REGISTRATION SPONSOR SOLD OUT	\$2,500
LUNCHEON SPONSOR SOLD OUT	\$1,500
NETWORKING SOCIAL SPONSOR	\$3,500
KEYNOTE SPONSOR	\$3,500
TOTE BAG SPONSOR SOLD OUT	\$3,000
EXHIBITOR	\$3,250

Drapery + Electricity is an additional \$300 mandatory charge*

Show Guide Advertising

Inside Front Cover	\$1,500
Inside Back Cover	\$1,500
Back Cover	\$1,500
Full Page	\$1,000
1/2 Page	\$500
1/4 Page	\$250

Sponsorship Benefits

- Company recognition during sponsored event
- Exclusive signage in sponsored event room/area
- Company name and/or logo recognition as event sponsor in AvalonTUF 2024 Show Guide

SPONSORSHIPS



LEGENDARY SPONSOR

Exclusive sponsor
Prominent signage throughout event
(4) Company banners
Full page ad on inside front cover of the show guide
Logo on elevators
Logo on pillars
Highlighted prominently on all promotional emails
Logo on t-shirts
10x10 booth space
(1) Training breakout session
15 Registration tickets

VISIONARY - 2 available

Prominent signage throughout event
(2) Company banners
Half page ad on back cover of the show guide
Logo on pillars
Highlighted prominently on all promotional emails
Logo on t-shirts
10x10 booth space
(1) Training breakout session
10 Registration Tickets

INNOVATOR - Sold Out

Prominent signage throughout event
5 Registration Tickets
Logo on pillars
Highlighted on all promotional emails
Logo on t-shirts
10x10 booth space
(1) Training breakout session
1/4 page ad on inside back cover of the show guide



LEADER - 3 available

Signage throughout event
Ad in the show guide
Logo on pillars
Highlighted on all promotional emails
10x10 booth space



REGISTRATION SPONSOR - Sold Out

Exclusive sponsor
Logo on main registration desk
Logo on attendee badges
Company banner near registration desk



LUNCHEON SPONSOR

Exclusive sponsor
Signs in the luncheon area
Signs on every dining table
Logo on napkins



NETWORKING SOCIAL SPONSOR

Exclusive sponsor
Signs in the reception area
Logo on napkins and drink tickets
Signs on reception bars
Signs on tables
5 Registration Tickets

KEYNOTE SPONSOR

Exclusive sponsor
Signs in keynote presentation room
5 Registration Tickets

TOTE BAG SPONSOR - Sold Out

Exclusive sponsor
Logo on tote bags given to attendees
3 Registration Tickets



EXHIBITOR

10x10 booth space
2 Exhibitor Passes



RULES & REGULATIONS



1. General Information

This show is sponsored and managed by AVALON TEST EQUIPMENT. The words "Show Management" used herein shall mean the officers of AVALON TEST EQUIPMENT, the Conference Chairman, or Conference and Exposition Managers. All matters and questions not covered by these Rules and Regulations are subject to the decision of Show Management. These Rules and Regulations may be amended or supplemented at any time by Show Management as Show Management may deem to be reasonably necessary or required to comply with applicable law, regulations or the requirements of any venue to be utilized for a show, and all such amendments or additions shall, upon 10 business days' notice, be as equally binding on all parties affected as the original Rules and Regulations.

2. Qualifications

Eligibility is open to ALL individuals or firms engaged in the diverse telecommunications/wireless/broad-cast industry. Applicants may be required to submit the nature of their business and the scope and nature of items to be exhibited. Show Management reserves the right to accept or reject any application to exhibit that does not promptly and properly provide the required information, that does not meet the foregoing qualifications, that Show Management determines has previously violated or is likely to violate these Rules and Regulations, or that Show Management determines has otherwise acted or is likely in the future act in violation of applicable law or regulations in connection with a show.

3. Assignment of Space

Exhibitors submitting completed contract and full payment of space cost, and that are accepted by Show Management, will be assigned space based on factors determined by AVALON TEST EQUIPMENT.

4. Use of Space

The space contracted for is to be used solely by and for the benefit of the Exhibitor whose name appears on the contract, and it is agreed the Exhibitor will not sublet nor assign any portion of same without the prior written consent of Show Management. Each Exhibitor will have 100 square feet of contracted exhibit space.

5. Cancellation

A cancellation fee of 50% of the total space cost shall be assessed in the event of contract cancellation that is received by Show Management 60 days or more prior to the first move-in day. No refunds are available for cancellations received less than 60 days prior to first move-in day. All cancellation notices must be received in writing on or before the applicable date. In the event of cancellation, Show Management reserves the right to reassign canceled exhibit space and sponsored items. Notwithstanding the foregoing, please note that payments made for sponsorship packages are non-refundable.

6. Default

Any Exhibitor failing to occupy by 9:00 a.m. on Tuesday, January 9, 2024, any space contracted for but not canceled, is obligated for the full cost of the space and is not entitled to any rebate. Show Management shall have the right to use said space to suit its own convenience, including selling the space to another Exhibitor without any rebate or allowance to the defaulting Exhibitor, and without incurring any obligation of any kind to said prospective Exhibitor.

7. Hold Harmless, Disclaimer of Liability and Insurance

Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury to the Exhibitor's employees, agents or guests, or damage to Exhibitor's displays, equipment, and other property brought upon the premises of the exhibit hall. Exhibitors shall indemnify and hold harmless the exhibit hall, Show Management and/or AVALON TEST EQUIPMENT, their agents and employees from losses, damages and claims inside or outside the exhibit hall that may arise as a result of actions or omissions of the Exhibitor, its employees or agents.

THE EXHIBIT HALL, SHOW MANAGEMENT AND/OR AVALON TEST EQUIPMENT HEREBY DISCLAIM AND WILL NOT BE LIABLE TO THE EXHIBITOR, ITS EMPLOYEES, AGENTS OR GUESTS FOR ANY DAMAGES, LOSS OR INJURY FROM FIRE, ELECTRICITY, WATER, STORM, RIOT, SMOKE, THEFT, ACCIDENT OR ANY OTHER CAUSE.

INSURANCE PROTECTION AGAINST FIRE, THEFT OR DAMAGE TO THE EXHIBITOR'S MATERIALS MUST BE CARRIED AT THE EXHIBITOR'S EXPENSE. Exhibitor shall provide Show Management with a copy of and will maintain the following insurance for the entire duration of the Exposition, including exposition set-up, exposition hours, and exposition dismantle, naming Show Management as additional insureds:

(a) General Liability Insurance with minimum limits of \$2,000,000.00 combined single limit per occurrence, covering any loss or liability resulting from personal injury, death or property damage arising from or in connection with your exhibit; and (b) Worker's Compensation Insurance as required by applicable law, and Employer's Liability Insurance with minimum limits of \$1,000,000.00 per occurrence. The Certificates of Insurance must be furnished to Show Management by no later than December 1, 2023. NOTE: Exhibitor Appointed Contractors (EAC) will be informed of these Rules and Regulations and will agree to be bound by them along with the exhibiting company and are required to provide the same Certificate of Insurance to Show Management. The Exhibitor will be responsible for any failure by their EACs to abide by these Rules and Regulations. The Certificates of Insurance must be furnished to Show Management by no later than December 1, 2023. NOTE: Exhibitor Appointed Contractors (EAC) are bound by this contract along with the exhibiting company and are required to provide the same Certificate of insurance to Show Management.

8. Taxes and Fees

Exhibitor assumes responsibility for all state, federal and local taxes associated with sales activities.

9. Use of Copyrighted Material

Exhibitor assumes responsibility for obtaining any licenses that may be required in association with its use of copyrighted material or other intellectual property or third parties, and for the consequences of any infringement on any third party's intellectual property rights that may result from the failure to do so. Exhibitor shall indemnify and defend AVALON TEST EQUIPMENT and Show Management from any claim of infringement that may be brought as a result of an Exhibitor's failure to respect the intellectual property rights of third parties.

10. ADA Compliance

Exhibitor understands that the Americans with Disabilities Act (ADA) requires that its display must be accessible to persons with disabilities, and the Exhibitor agrees that it is solely responsible for assuring that its display complies with the ADA. The Exhibitor hereby warrants that it will provide auxiliary aids and services to individuals with disabilities suitable for effective communication between all parties in accordance with the requirements of the ADA, and that the Exhibitor's display will be physically set up and accessible, as defined in the ADA, to persons with disabilities. The Exhibitor further warrants that where the provision of such auxiliary aids would fundamentally alter the nature of the goods and/or services provided by the Exhibitor, the Exhibitor will notify AVALON TEST EQUIPMENT of that fact at least two weeks in advance of the Exposition and of the alternative measures it intends to take to assure compliance with the ADA during the period of the Exposition. The Exhibitor agreed to indemnify and hold Show Management and AVALON TEST EQUIPMENT harmless for any claims arising out of or in connection with the Exhibitor's display's failure to comply with the ADA.

11. Installation and Dismantling

Exhibitors have move-in and move-out times as indicated in the AVALON TEST EQUIPMENT Exposition information. In the event of a failure to remove an exhibit in the allowed time, Show Management will have the right to remove and place the same in a warehouse, subject to the Exhibitor's disposition, with all charges to be the responsibility of Exhibitor with no liability to Show Management. All exhibits must remain intact until the Exposition is officially closed.

12. Gifts, Contests, Food and Beverage

Show Management reserves the right to prohibit, limit or discontinue the distribution of gifts, giveaways or similar promotions. Contests, raffles and drawings, if permitted under state or local laws, will be subject to the approval of Show Management. There will be no announcement of separate Exhibitor's contests, drawings or raffle winners during the Exposition that are not part of the official Avalon Test Equipment 2024 prize drawings. All food and beverage items must be approved, or prepared and provided by the Exposition facility.

RULES & REGULATIONS



13. Exhibit Design and Inclusions

Standard 10' x 10' booths will be provided with back drape and side rails, which must be utilized. No exhibit construction or signage may exceed 8' in overall height on these booths. In-line booths may display actual product in excess of 8' provided the product is not used as signage. Exhibit construction and/or signage may not exceed 12' on perimeter booths. All exhibits must remain in the confines of their own spaces and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, occasion injury or disadvantageously affect the display of other Exhibitors. One standard 7"x44" identification sign will be provided for each Exhibitor. All exhibit booths are required to have carpet.

14. Exhibit Materials

The Exhibitor is solely responsible for ordering all materials including electricity, furnishings, giveaways, and promotional materials. The Exhibitor is also responsible for shipping and handling all materials to and from the show.

15. Use of Aisles and Common Areas

The aisles, passageways and overhead spaces remain strictly under control of Show Management and no signs, decorations, banners, advertising matter or special exhibits will be permitted in them except by special written permission of Show Management. Uniformed attendants, models and other employees must remain within the booths occupied by their employers. Any and all advertising distribution must be made from the Exhibitor's booth space. The Exhibitor codes, which may be in effect.

16. Restrictions

Show Management reserves the right, in its sole discretion, to restrict exhibits that Show Management determines may have been falsely characterized or may contain false information, are unsuitable or objectionable, or include content that is not related to the types of services or products that are the subject of these Rules and Regulations. The foregoing restrictions may be applied by Show Management to noise, persons, apparel, conduct, objects or items, printed matter that Show Management determines, in its sole discretion, to fall within the restricted categories in this Section 16. Public address systems are specifically prohibited. Electric or electronic amplification of music instruments is specifically prohibited. Children under the age of 18 are specifically prohibited from being on the trade floor at any time.

17. Service Organizations

In the interest of making available the best-quality of the services necessary for the operation of the Exposition, Show Management has contracted, on such services. Service companies other than the designated contractors will not be allowed to work Show Management.

18. Rights in the Event Exposition Is Not Held

Should Show Management elect to cancel the Exposition, Show Management's liability to the Exhibitor shall be the refund of any payments for booth space previously received. Show Management shall not be liable for any consequential damages, which may arise from such cancellation. Should the Exposition be canceled due to circumstances beyond the commercially reasonable control of Show Management including, but not limited to, acts of God, acts of war or terrorism, protests or riots, pandemics, labor strike or destruction of exhibit facility, Show Management shall return each Exhibitor's space payment less a pro rata share of costs and expenses incurred.

19. Changes in Floor Plan

Show Management reserves the right to make appropriate changes to the floor plan and booth locations at any time as it deems necessary for the overall success of the Exposition.

20. Outside Exhibits/Hospitality Suites

By executing this contract, Exhibitors agree that their entire exhibit and display will be confined to the exhibit hall and the booth space assigned. This prohibits Exhibitors from displaying products/services and/or other advertising materials in areas outside their booth space such as, but not limited to, parking lots and hotel lobbies. This prohibition includes sales closing areas and unauthorized facility tours. The use of AVALON TEST EQUIPMENT and/or Show Management established billboards for advertising is acceptable. (Exception: Upon Show Management approval of written request, telecommunication satellite earth terminals positioned outside exhibit facility for clear transmission path may be permitted.) Exhibitors, by executing this contract, also expressly agree not to operate hospitality suites during hours in which the Exposition is open or when any official AVALON TEST EQUIPMENT sponsored events are in progress unless otherwise approved by written consent of Show Management.

21. Violations of Rules and Regulations

Violations of these Rules and Regulations will cause Show Management to incur significant costs and potential liability. Accordingly, violations of these Rules and Regulations will afford Show Management the right to execute one or more of the following remedies: 1) The Exhibitor may be prohibited from exhibiting at the current year's Exposition and will forfeit all booth payments; 2) The Exhibitor's "points" for the following year's space assignment may be taken away; 3) The Exhibitor may be prohibited from exhibiting at the following year's Exposition. The imposition of one or more of these remedies by Show Management shall not in any way limit available remedies provided in or by virtue of other provisions of this contract or by law.

22. Governing Law and Jurisdiction

This Agreement shall be interpreted and construed, and the legal relations created herein shall be determined, in accordance with the laws of the State of California without reference to any conflicts of law principles that would require application of the laws of another state. The federal and state courts within San Diego County, California shall have exclusive jurisdiction to adjudicate any dispute arising out of this Agreement. Each party hereto expressly consents to the personal jurisdiction of, and venue in, such courts.

23. Entire Agreement

These Rules and Regulations are incorporated into the contract between AVALON TEST EQUIPMENT and Exhibitor in relation to the Exposition. The contract and the documents incorporated into the contract or executed in connection therewith contain the entire agreement between the parties and supersede all prior and contemporaneous oral agreements. No promise or agreement that is not expressed in the contract materials has been made by one party to the other and neither party is relying upon any other statement or representation of the other party, its employees or agents. Any addendum or modification hereto or thereto must be in writing and signed by both parties and attached hereto. In the event of any conflict between AVALON TEST EQUIPMENT and the Exhibitor in relation to the Exposition, these Rules and Regulations will control.

EXHIBIT SPACE & SPONSORSHIP CONTRACT



Please complete the contract to reserve a sponsorship or exhibit space at AvalonTUF 2024 to be held on January 8-9, 2024 at the Renaissance, Dallas. By signing the contract, we agree to abide by the contract, rules and regulations published in the AvalonTUF 2024 Sponsor & Exhibitor Planning Guide.

Upon receipt of contract, Avalon will send you an invoice. Full payment is required to reserve the sponsorship or exhibit space by December 1, 2023.

Please email the signed contract to marketing@avalontest.com.

Company: _____

Contact: _____

Title: _____

Address: _____

City: _____

State: _____ Zip: _____

Email: _____

Phone: _____

Website: _____

Company Description:

Sponsor <input type="checkbox"/>	Exhibitor <input type="checkbox"/>
LEGENDARY SPONSOR <input type="checkbox"/>	
VISIONARY <input type="checkbox"/>	
INNOVATOR <input type="checkbox"/>	
LEADER <input type="checkbox"/>	
REGISTRATION SPONSOR <input type="checkbox"/>	
LUNCHEON SPONSOR <input type="checkbox"/>	
NETWORKING SOCIAL SPONSOR <input type="checkbox"/>	
KEYNOTE SPONSOR <input type="checkbox"/>	
TOTE BAG SPONSOR <input type="checkbox"/>	

Name: _____

Date: _____

Signature: _____

EXHIBIT SPACE & SPONSORSHIP CONTRACT



CREDIT CARD AUTHORIZATION

Credit Card Type: VISA MASTERCARD AMEX
Credit Card Number: _____ **Exp. Date:** _____ **Val. Code:** _____
Name of Card Holder (as shown on card): _____

Billing Address:	Shipping Address: <input type="checkbox"/> same as billing
Street: _____	Street: _____
_____	_____
City: _____	City: _____
State: _____ Zip Code: _____	State: _____ Zip Code: _____
Billing Phone: _____	Shipping Phone: _____
Billing Email: _____	

I understand, by signing this authorization, I am authorizing Avalon to charge my credit card for all invoices and/or specific Purchase Orders relating to my account. If the above credit card is declined for any reason, I may be subject to a \$50.00 NSF fee and all unpaid balances due on my account will incur an interest charge at the rate of 1.5% per month until paid. I further understand that all credit card transactions are subject to a 3% convenience fee.

I understand that I am bound by this agreement both jointly and severally with my company, and I am legally authorized to make this commitment.

Signature: _____ **Date:** _____