



Strategic Partner Agreement – Association Pavilion

KANSAS CITY ITEC

**· OCTOBER 25-26,
2006 ·**

OVERLAND PARK CONVENTION CENTER

Event

Date

Location

The following represents the agreement and understanding between Centric Events (ITEC) and the **Kansas City Linux Users Group** (The Partner). This is the full and complete agreement between the parties. Any amendment, or addition, to this agreement must be in writing and agreed to by both parties.

ITEC and The Partner agree to work together and exchange certain capabilities, assets and benefits – each of which the respective party is capable of granting and performing – to foster the development and success of the ITEC event. This agreement takes effect upon signing and will continue through the final day of the ITEC event except for any benefits and activities that take place subsequent to the completion of the event.

ITEC will provide to The Partner’s membership the following:

Education Benefits

- All Partner members will be given complimentary access to the two-day ITEC Conference. This is a \$200 value. Admission to the Solution**Builder** Conference Program also includes complimentary access to all other aspects of the ITEC event, including industry insight sessions, vendor strategy sessions, and the exhibit floor.

Marketing Benefits:

- The Partner will be provided with a space in the Association Pavilion on the ITEC Exhibit Floor. The Pavilion will contain skirted tables, chairs, electric and a wastebasket.
- The Partner will be highlighted as a strategic partner (with logo) in all direct mail and applicable electronic promotion conducted subsequent to the execution of this agreement.
- The Partner will be highlighted as a strategic partner on the ITEC web site, which will include The Partner’s logo, 50-word description and direct hyperlink to The Partner’s Web site.
- ITEC will highlight The Partner’s participation with 50-word description and special logo treatment within the printed onsite ITEC Event Guide
- The Partner logo will be included on the entrance unit to the ITEC exhibit area, plus on special sponsor and partner onsite signage.

The Partner’s Requirements/Deliverables

In consideration of the benefits outlined above, ITEC would ask the following of The Partner to aggressively promote the event and the free conference pass offer to your membership:

1. Post a listing for ITEC on The Partner’s website in the chapter event section promoting the free conference pass admission and linking to the ITEC website. ITEC will provide draft copy, logo and hyperlink. Listing to be posted no later than 2 weeks following signing of agreement.
2. Send a minimum of three (3) dedicated emails promoting the event, with ITEC providing draft copy per The Partner’s guidelines. Messages to be sent one (1) week, six (6) weeks and eight (8) weeks prior to the ITEC event.
3. Forward an ITEC eTicket (electronic guest ticket) to the Partner’s membership list at least two (2) times, at one (1) month and two (2) weeks prior to the start of the ITEC show.
4. Insert notices in any regularly scheduled The Partner communications produced following the signing of an agreement between ITEC and The Partner.

Stephanie Schutlzler
General Manager
Centric Events, LLC

Date

Name: Chris Bier
Title:
Organization: KCLUG

Date