

SPONSORSHIP OPPORTUNITIES
2017 Historic Naval Ships Association Conference
September 26 – 29, 2017
On board the USS YORKTOWN at Patriots Point

	CONFERENCE SPONSOR (Limited to 2)	BANQUET	RECEPTION (2 Total)	SESSION (6 Total)	MEETINGS (4 Total)	Exhibitor
	\$10,000	\$5,000	\$3,750	\$2,500	\$2,500 EACH or \$8,000 FOR ALL 4	\$400
SPONSOR ASSET						
Category Exclusivity	X					
Logo on registration website	X (Prime)	X	X	Listing	Listing	
Logo on press release	X	X	X	X	X	
Social Media	X	X	X	Listing	Listing	
Logo on registration materials, posters, and banners	X	X	X	Listing	Listing	Listing in Conference booklet
Logo on Yorktown “Jumbo-Tron”	X	X	X			
Exhibit Space	X	X	X	X	X	X
Banner placements	2	1	1			
Poster placements		2	1	1	1	
3-5 min. speaking opportunity	Sponsor’s choice	At Banquet	At Reception	At Session	At Meeting	
EVENT ASSETS						
Banquet Tickets	6	4	2	2	2	
Reception Tickets	4	4	4	2	2	
Session Tickets (all sessions)	6	4	3	2	2	1
Annual HNSA Associate Membership	X	X	X	X	X	

- This is the ONLY annual conference and networking function for Historic Naval Ship museum professionals.
- Attendees are representatives from Naval Ship museums and associated communities.
- The majority of attendees are decision makers with their respective museum.
- Attendees actively participate in sessions, receptions, and banquet.

For more information about conference sponsorships, or to confirm your investment, contact:

Marsha Ray, Executive Director
USS Yorktown Foundation
843-881-5925, mray@patriotspoint.org

For more information about the Historic Naval Ships Association (HNSA), visit hnsa.org or contact:

Dr. William Cogar, Executive Director at executivedirector@hnsa.org

HNSA CONFERENCE SCHEDULE

DATE	TIME	EVENT	LOCATION
Tuesday, September 26, 2017	1200-1600	Registration	Outside Hangar Bay 1
	1600-1800	Executive Director's Meeting	Leadership Training Facility
	1600-1800	Educator's Meeting	Wardroom
	1800-1900	Welcome Aboard New HNSA Members	Smokey Stover Theater
Wednesday, September 27, 2017	0800-0830	Registration	Outside Hangar Bay 1
	0830-0915	Welcome	Smokey Stover Theater
	0915-1215	Session 1 - Fundraising	Smokey Stover Theater
	1215-1320	Lunch	Hangar Bay 3
	1330-1600	Session 2 - Preservation	Smokey Stover Theater
	1630-1800	Board Meeting	Wardroom
	1830-2000	Reception	H.L. Hunley
Thursday, September 28, 2017	0900-1200	Session 3 - Sales & Marketing	Smokey Stover Theater
	1200-1300	Lunch	Hangar Bay 3
	1300-1600	Session 4 - Ship Talk	Smokey Stover Theater
	1615-1800	Annual Meeting	Smokey Stover Theater
	1830-2000	Reception	SpiritLine Dinner Cruise
Friday, September 29, 2017	0900-1200	Session 5 - Education & Programming	Smokey Stover Theater
	1200-1300	Lunch	CPO Galley
	1300-1600	Session 6 - Professionalism	Smokey Stover Theater
	1830-2000	Banquet <i>(featuring local cuisine from SC Lowcountry)</i>	Hangar Bay 3



SPONSOR RULES & REGULATIONS

1. **PAYMENT:** Payment in full, made payable to the USS Yorktown Foundation must be received in order to reserve exhibit space and/or an event sponsorship. You must fill out the sponsorship contract and mail with your payment to the address indicated on the form by **Friday, August 25, 2017**.
2. **REGISTRATION AND ADMISSION:** No one will be permitted without a HNSA Conference name badge. Any and all exhibitors must be registered with the Conference.
3. **EXHIBITOR PACKAGE:** The package includes the following: one (1) 8' rectangle table and two (2) chairs. Being a unique venue, an aircraft carrier, there is limited power available. **It is the responsibility of the exhibitor to let us know if power is needed.** Exhibitors are expected to bring their own extension cord.
4. **DISPLAYS:** Advertising displays, pop-up displays and any other pre-fabricated displays will be allowed provided they meet the height, width, and depth specifications below.

HEIGHT, WIDTH, & DEPTH

Exhibit fixtures, components, pop-up displays and identification signs will be permitted up to a maximum height of 10 feet, a maximum width of 6 feet, and a maximum depth of 4 feet. Any activity that results in excessive obstruction of aisles or passageways, or prevents ready access to nearby exhibits, exhibitors' booths or spaces shall be suspended as specified by Patriots Point. If movies, videos or demonstrations are shown, exhibits must be arranged so that they are completely within the allotted booth or space, with ample room for all exhibit personnel and visitors. Patriots Point reserves the right to reject a display that might detract from the overall appearance of, or that is not in keeping with, the general theme of the conference. Retail sales at the exhibit booth will not be allowed.

5. **INSTALLATION AND DISMANTLING:** All booths must be set-up by 9am on Wednesday, September 26. All booths must be dismantled by 5pm on Friday, September 29. Any items left by the sponsor after 3pm on Friday will be thrown away. **It is your responsibility to let us know if you will need a lift for your booth items.** *Please note: Special load-in and load-out times will be scheduled 1 week in advance if a lift will be needed. *We strongly suggest using our passenger elevator, if possible.*

INSTALLATION HOURS:

Tuesday, September 26 and Wednesday, September 27: 7am – 9am

EXHIBIT HOURS:

Tuesday, September 26: 12pm – 4pm

Wednesday, September 27 and Thursday, September 28: 8am – 4pm

Friday, September 29: 8am – 3:30pm

DISMANTLE HOURS:

Friday, September 29 3:30pm – 5pm

6. **PROTECTION OF HOST PROPERTY:** Sponsors will not be allowed to attach anything to walls or columns (decorations, signs, banners, etc.) without approval of host property. The use of scotch tape or decals on exhibits, walls, floors, partitions, doors, windows, or furniture is strictly prohibited. The use of nails, tacks, brads, or other driven fasteners is prohibited. Exhibitors violating this regulation are expressly bound, at their expense, to repair any such damage, which they may cause.
7. **SUB-LEASING/RELOCATION OF EXHIBITS:** No subletting or sharing of exhibit space is permitted. Patriots Point reserves the right to reassign space as necessary and reserves the right to alter the location of the exhibit space(s) shown on the official floor plan. The conference committee also reserves the right to determine eligibility of any company or product for inclusion in the exhibit space.
8. **LIABILITY:** The exhibitor agrees to assume all risk of loss, injury, theft or damage of any kind or nature whatsoever to any exhibit or component thereof, including any goods, merchandise, and business records or other property which may be in or come into exhibitor's possession during the course of the exhibit, or in the course of assembling or disassembling the exhibit and to assume all incidental to the movement and operation of the exhibit and hereby releases the Historic Naval Ships Association & Patriots Point Naval & Maritime Museum from any liability whatsoever.
9. **TERMINATION OR INTERRUPTION OF TRADE SHOW:** In the event the tradeshow site becomes unfit for occupancy or is substantially interfered with by reason of picketing, strike, embargo, injunction, act of war, act of God, fire, emergency declared by any government agency by virtue of any ordinance or law of any Municipality, State or Federal government agency or any act beyond the control of Patriots Point, this contract may be terminated by Patriots Point. The determination required by this paragraph shall be within the sole, reasonable discretion of Patriots Point. In the event the tradeshow is interrupted for any reason including, but not limited to, emergencies of any type, failure of utilities or other public services, the exhibitor waives any and all claims against the Historic Naval Ships Association & Patriots Point Naval & Maritime Museum.
10. **REGULATION ENFORCEMENT:** Patriots Point has full power to interpret and enforce all regulations for the conference and the power to make amendments and/or further regulations that are considered necessary for the proper conduct of the show. Such decisions are binding on exhibitors. The Conference Committee reserves the right to reject any exhibits or parts of exhibit activity which is, in its opinion, unsuitable.
11. **SPONSORSHIP:** *All sponsorships will be on a first-come, first-served basis.* To reserve a sponsorship, you must fill out and sign the SPONSORSHIP CONTRACT FORM on page 4 of this document and make full payment by **Friday, August 25, 2017. Unsigned applications will not be accepted.** This is the only way to reserve a sponsorship for the HNSA Conference. **Please see detailed information on Sponsorship Opportunities and Levels located on the first page of this document.**



SPONSORSHIP CONTRACT

Contact Name _____

Title _____

Sponsoring Company _____

Address _____

City, State, Zip _____

Telephone _____ Fax _____

E-mail Address _____

Organization Type _____

Description of Product or Service _____

Please let us know if either power and/or a cargo lift will be needed. ***NOTE:** Power is limited! We have a passenger elevator on board and we strongly encourage using this over the cargo lift.

Power needed

Cargo Lift needed

SPONSORSHIP LEVEL

Conference (\$10,00)

Reception (\$3,750)

Meeting (\$2,500)

Banquet (\$5,000)

Session (\$2,500)

Exhibitor (\$400)

Event you wish to sponsor (if applicable) _____

Date/Time _____ Dollar amount of sponsorship \$ _____

I have read and agree to the specific Rules & Regulations as stated on pages 3 & 4 of this document. I also understand that sponsorship opportunities are available on a first-come, first-served basis and that the HNSA Conference Committee must receive this contract along with full payment by **Friday, August 25, 2017** in order to reserve sponsorship.

Signature _____ Date _____

(Unsigned applications will not be accepted.)

Please make checks payable to the USS Yorktown Foundation and return with this form to:

Marsha Ray
USS Yorktown Foundation
40 Patriots Point Road
Mount Pleasant, SC 29464

Please feel free to e-mail mray@patriotspoint.org or call 843-881-5925 with any questions or comments.

Visit our website at www.patriotspoint.org/hnsa.