

# SEAT CONFERENCE & EVENT

## 2016-17 APPLICATION FOR SPONSORSHIP

### SPONSOR APPLICATION INFORMATION DETAILS

*We are thrilled you have decided to complete & submit a Sponsor Application Form.*

***Please read the important SEAT Policy Information:***

- \*\* SEAT does not offer single Vendor Attendee Passes.
- \*\* Vendors will be required to "attend" SEAT through a sponsorship. There are no exceptions to this policy.
- \*\* Vendors are identified as a person, organization or commercial company whom sells products/services or consults to teams, colleges, leagues, world sports events, entertainment, casino or hospitality organizations.
- \*\* We are offering limited number of sponsorships for SEAT events.
- \*\* All potential sponsors will be required to submit the following information for consideration.
- \*\* Please read "Terms and Conditions" on the last page of the application form.

Today's Date

**SEAT Conference & Event You are Interested to Become a Sponsor**

- SEAT 2017 Atlanta** Sports & Entertainment Conference
- SEAT 2017 Europe** Sport & Entertainment Technology Summit - London
- We are interested to hear about additional SEAT events & sponsorship opportunities

**Salutation:**

- Mr.     Mrs.     Ms.     Miss     Prof     Dr.

**Name (First, Last)**

**Title**

**Organization Name**

**Country:**

**E-mail:**

**Phone:**

**Address:**

**City:**

**State/Province**

**Postal Code:**

**Why Should Your Company Be Approved as a SEAT Sponsor?** Describe the value your company brings to the sports & entertainment industry AND the value your organization can bring to the discussions and collaboration at SEAT? *Take time to answer this question.... your answer is very important to the sponsorship approval process.*

**Conference Track Preference: Choose up to 2. (NOTE:**  
*During the conference, you will be able to go to any session in any track you desire. This is simply to understand which track best fits your organization's core interest of the conference*

- CXO/Technology Leader Track 1 - Strategy
- CIO/Technology Leader Track 2- Stadium/Arena & Venue Technology
- CRM/Database Marketing/Loyalty & Analytics
- Digital Marketing/Social Media/Mobile & Analytics
- Collegiate Industry Group (For USA Based Conferences Only)

**Type of Business:** *Select Up to Two that matches close to your type of business*

- Technology Wi-Fi Provider Technology
- DAS Provider DAS/Wi-Fi Provider
- CRM Solution Provider Loyalty Solutions
- Mobile App Provider
- BI/Analytics Solution Provider
- Digital Marketing Solutions/Consultant
- Social Media Solutions/Consultant
- Core Infrastructure Technology
- Industry Specific Technology Consultant
- Start-up Company (Less than 3 employees/No investors/Restrictions Apply)
- Venue Design/Architect
- Digital Signage Solution Provider
- Telecom Carrier
- Data Center Technology Provider
- Cloud Solution Provider
- Leadership/Coaching Consultant
- Fan Engagement Solutions/Consultant
- Other

## TELL US ABOUT YOUR COMPANY

**We want to get to know you and understand your company offerings to the sports & entertainment industry.**

Have you been a SEAT sponsor at prior SEAT sanctioned conferences?

- Yes  No

How many SEAT conferences have you sponsored?

- None  One  Two  Three  Four or more

**Please provide a description of your product/services offering**

**How long have you been involved in providing solutions to the sports & entertainment industry.** *This is for informational purposes only and will have NO bearing on your sponsorship approval status . SEAT loves start-up companies as well as seasoned/experienced companies as Sponsors.*

- Less than 1 year  1-3 years  4-7 years  8 years or more

What other industries, if any, outside of sports & entertainment to provide your products /services to?

**Executive Representation:** If selected to become a SEAT sponsor, please understand that SEAT is an executive level, thought-leadership conference; are you prepared to send your Executive Team members to the conference?

- Yes, I agree to this request.  
 No, I will not be able to send Executive Level organizational members to SEAT.

**SEAT is a "relationship" conference, NOT a hard-sales environment.** With this, if selected to become a SEAT Sponsor, do you agree that your company's representative would attend the conference with the goal of building relationships with the Attendees, sharing experiences, sharing case-studies, bringing your customers to share their success stories and demonstrating your thought-leadership and subject matter expertise in your identified industry specialty.

- Yes, I agree that SEAT is a "relationship" conference and will adhere to the SEAT policy of no hard-sales practices. I agree that representatives from my company will not perform unauthorized/unrequested direct mass marketing emails to the SEAT Attendees. We agree to market strategically with thought and consideration.  
 No. I cannot agree to this. We are a company built on aggressive sales incentives and may NOT be a good fit for the SEAT audience.

**Case Study/Customer Success Story:** If selected to be a SEAT Sponsor, would you be interested and willing to bring your customers to the conference and co-present your customer case study success story at SEAT?

- Yes  No

**Exhibit Space.** If selected to become a SEAT Sponsor, please select the answer that best fits for your company.

- My company PREFERS to attend conferences with exhibit booth space offering.  
 No exhibit space needed or required as part of being a sponsor.  
 My company REQUIRES exhibit space to be a sponsor at conferences and events..

## YOUR COMMUNITY INVOLVEMENT

The Sports and Entertainment industry places a significant importance of giving back to the community ie community involvement and philanthropic efforts. We value these ideals at SEAT as well.

Help us get to know you better by sharing answers to the following questions.

**Please tell us what type of community involvement or philanthropic endeavors your organization participates?**

Have you hire or employed Veterans in your organization?

Yes

No

**If yes, please provide us more details.**

## YOUR CUSTOMERS' RECOMMENDATION/ TESTIMONIALS

**All potential sponsors will be required to have at least 4 or more recommendations from the sports & entertainment industry.** This is to verify that you have built successful relationships in this industry and have demonstrated to be a company which your customer's value and recommend to their peers in the industry.

**Customer Recommendations/Testimonials:** How many customer recommendation testimonials do you plan to submit?

The minimum requirement of 4 Customer testimonials

5 or more Customer Testimonials that will be submitted separately.

We are a new company and may not be able to meet the minimum requirements.

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**CUSTOMER #1 Recommendation - Company Name**

**Customer #1 Recommendation POC Name: ( First, Last)**

**Customer #1 Recommendation POC TITLE**

**Customer #1 Recommendation - POC E-Mail Address**

**Customer #1 Recommendation - POC Phone#**

**Customer # 1 Recommendation/Testimonial.** *This is where you can copy your customer's testimonial as to the relationship you have with them, the project you implemented and why your company is a valuable asset to the sports & entertainment industry.*

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**CUSTOMER #2 Recommendation - Company Name**

**Customer #2 Recommendation POC Name: ( First, Last)**

**Customer #2 Recommendation POC TITLE**

**Customer #2 Recommendation - POC E-Mail Address**

**Customer #2 Recommendation - POC Phone#**

**Customer # 2 Recommendation/Testimonial.** *This is where you can copy your customer's testimonial as to the relationship you have with them, the project you implemented and why your company is a valuable asset to the sports & entertainment industry.*

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**CUSTOMER #3 Recommendation - Company Name**

**Customer #3 Recommendation POC Name: ( First, Last)**

**Customer #3 Recommendation POC TITLE**

**Customer #3 Recommendation - POC E-Mail Address**

**Customer #3 Recommendation - POC Phone#**

**Customer # 3 Recommendation/Testimonial.** *This is where you can copy your customer's testimonial as to the relationship you have with them, the project you implemented and why your company is a valuable asset to the sports & entertainment industry.*

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**CUSTOMER #4 Recommendation - Company Name**

**Customer #4 Recommendation POC Name: (First, Last)**

**Customer #4 Recommendation POC TITLE**

**Customer #4 Recommendation - POC E-Mail Address**

**Customer #4 Recommendation - POC Phone#**

**Customer # 4 Recommendation/Testimonial.** *This is where you can copy your customer's testimonial as to the relationship you have with them, the project you implemented and why your company is a valuable asset to the sports & entertainment industry.*

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**TERMS & CONDITIONS: PLEASE READ CAREFULLY. SEAT POLICIES**

**\*\* By selecting the below box and submitting this application to SEAT, you are agreeing this information may be reviewed and verified by the SEAT Management Team and SEAT Steering Committee Members/Advisory Board Members as part of the approval process for SEAT sponsorship.**

**\*\* By submitting this application, this does NOT guarantee that you will be approved to be a SEAT sponsor.**

**\*\* If you are approved to be a SEAT sponsor, upon notification of your approval, you will be provided a list of sponsorship opportunities. You will be required to select a sponsorship package within 2 weeks of the date of notification.**

**\*\* Sponsorship packages are on a first-come, first serve basis. Payment in full is required in order to confirm/hold your selected sponsorship package. There are no exceptions. Any sponsorships not paid within 45 days of invoice will be cancelled and released to the list of approved sponsor applicants.**

**If any information submitted has been falsified, you accept full responsibility and accept that your company will be banned from attending or sponsoring a SEAT sanctioned conference, summit or event until further notice.**

**Check box for agreement to Terms & Conditions and to continue processing your application. Please submit the completed application to [haylees@seatconsortium.com](mailto:haylees@seatconsortium.com)**

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