

CREATIVATION

WORKSHOP RULES & REGULATIONS

Creativation 2020
January 16-20

WORKSHOP DEFINITION

A Workshop is a hands-on product technique class (up to three hours in length) where attendees make one or more finished projects. Workshops are for serious buyers who want to gain knowledge on a new product, are looking to expand their customer base through new product types or for those who want to enhance their skills on the use of a product.

DEMOS

Demos are no longer hosted on the show floor stage. We encourage demonstrations to be held within your exhibit space. If you are going to host a booth demonstration, please reach out to us to fill out a Booth Activity Form. We will include your demo in our marketing efforts around booth activity.

SUBMISSIONS

Exhibiting sponsors are eligible to conduct up to 3 workshops. Non-exhibiting members are eligible to conduct 1 workshop. Sponsors can submit more than 3 workshops, but they will be subject to AFCI review and selection. Read the promotions and deadlines below.

SPONSORSHIP FEES

Workshops can be sponsored by any AFCI exhibiting member, non-member* exhibitor and AFCI member. Exhibiting members may submit their application even if membership fees and exhibiting contracts have not been finalized.*

WORKSHOP FEE TO PRESENT/SPONSOR:

Exhibiting Member fee: \$0

Exhibiting Non-member fee: \$350 for Single Workshop Sponsor

Non-exhibiting member: \$2500

* All contracts and fees associated to exhibiting must be completed and submitted to AFCI by the applicable deadline date. For more information on exhibiting, contact sales@afci.global.

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ATTENDEE PRICING

AFCI has a per class charge for workshops. Classes that do not require electric will have an AFCI base price of \$45 for members/\$75 for non-members. Workshop sponsors have the option to add an additional charge of either \$20 or \$40 to this base price to cover the costs of materials. The additional money charged will go back to the sponsor after the show. Attendees are limited to 2 attendees per company during pre-onsite registration, and may not register for more than one Workshop per time slot.

Manufacturers are allowed to buy out their class if they would like to offer the class free to members. The final price would be determined by multiplying \$45 times the final attendance. As always the class can be capped at a certain amount of attendees.

APPLICATION DEADLINES

Workshop Applications: received by **June 10, 2019** will be listed on the show website the last week of August and included in conference registration opening in September 2019. Notifications will be sent via email no later than August 1, 2019.

LATE Workshop Applications: received after **June 10, 2019** will only be considered if space allows. If accepted, the workshop will be listed on the website and added to registration opening.

MARKETING

To fully take advantage of AFCI's marketing efforts, including a preview guide, it is important to submit your workshop by the June 10 deadline. Historically, attendees choose the bulk of their classes within the first week of registration opening.

AFCI promotes classes to thousands of potential buyer attendees and sells class tickets directly to show attendees. The conference schedule section of AFCI's show website www.creativationshow.org will feature project photographs and class descriptions. Sponsors are encouraged to contact their customers to encourage attendance. A marketing kit will be provided to assist in your promotions.

FEE DISBURSEMENTS

For sponsors that add an additional charge to the base fee, disbursements will be made to the sponsor approximately 30 days after the show ends. AFCI will need to reconcile cancellations prior to sending out the final accounting and payment to the workshop sponsor.

AFCI requires a signed Workshop Sponsorship Agreement on file and a signed W-9 (US companies only) prior to the disbursement being made. The agreement is meant to protect both AFCI and the Workshop Sponsors, to ensure that all rules and regulations are followed and payment arrangements are understood.

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CANCELLATIONS

Cancellations by the Sponsor must be made in writing to the Education Department at education@afci.global. Cancellations penalties are as follows:

- Within seven (7) business days of receiving the email confirmation: No penalty
- Eight (8) business days through January 15, 2020: \$500
- Failure to perform the workshop at Creativation, January 16-20, 2020: 100% of revenue loss based on registered attendees.

WORKSHOP COORDINATOR RESPONSIBILITIES

ALL communication and payment must be coordinated through one coordinator, even if there are co-sponsors. Please designate one person who will be the PRIMARY contact person on behalf of the Workshop Sponsor (to include all phone and email contact from AFCI). All material regarding this workshop will be sent to the workshop coordinator, who will be solely responsible for informing the workshop instructor(s) and any co-sponsors. We request that all workshop related correspondence with AFCI staff be made through the Workshop Coordinator.

CHANGES

Changes to submitted Sponsorship Applications (i.e., title/description edits, set-up needs, number of attendees) must be made in writing to the Education Department at AFCI. Requests for changes will be subject to approval by AFCI.

CLASSROOM SET-UP

AFCI provides sponsors with a classroom, set schoolroom-style and equipped for 2/3 people per worktable, a 6-foot head table, one wireless microphone and one electrical outlet ONLY. Classes have seating 50, 75 or 100 (in meeting rooms) attendees based on room availability and time slot requested.

Custom classroom setup must be made in writing to AFCI at the time of submission, so AFCI can properly assign rooms at the Convention Center. Custom classroom setup requests made after the Workshop is confirmed may not be possible, or may incur additional fees.

CLASSROOM ELECTRICAL

One electrical outlet will be available in each classroom without charge. Sponsors who require additional electrical outlets MUST specify at the time of their application the wattage for the tool and indicate if giving one tool per person or one per table. **NOTE: Electrical hook-up requests above one outlet per every 2 person table, or added after confirmations are sent may incur a fee and/or may alter the scheduled workshop time and/or room. Any workshops submitted after June 10 which require electrical may incur the full electrical pricing as dictated by the convention center unless AFCI can place your workshop in a designated electrical room. Electrical rooms are limited, so submit early for placement of your Workshop.**

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CLASSROOM AUDIO VISUAL

If you require additional AV for your Workshop that AFCI does not supply (LCD projectors, screens, etc.) you can order these directly from AFCI's Audio Visual supply company, the sponsoring company is responsible for all fees associated with ordering additional AV equipment. The AV order form will be available by October 2019.

WORKSHOP STAFFING

There must be a minimum of two representatives (instructor & assistant) per Workshop. Also, additional assistance is suggested for large classes (one assistant for every 25 people). A representative from each sponsoring company is encouraged to be present during the class; however, trade show booths may not be left un-staffed. As the workshop coordinator, please ensure that all instructors, co-sponsors, and additional workshop staff receive and understand all instructions.

PHOTO / IMAGE OF WORKSHOP PROJECT

An electronic high resolution 2" wide x 3" high (300dpi) image of your project, company logo or headshot must be attached to the application, for inclusion in print and/or online marketing. Photos of the finished project or the supplies used in the class are preferred. If the project sample photo is not available upon application submission, email it to education@afci.global no later than **June 10, 2019**. Please note AFCI's Workshops with project photos, on average, receive the highest ticket sales – especially for new Workshop sponsors and less-known Instructors. A replacement photo can be sent to education@afci.global.

PRODUCT SHIPPING, STORAGE & DELIVERY TO CLASSROOM

A Workshop Shipping Kit will be emailed to you no later than October 2019. Coordinators will receive an email when the shipping kit is available for download. This Shipping Kit will include instructions for labeling and shipping materials for your Workshop to the Phoenix Convention Center. Please adhere to these instructions to ensure a smooth workshop experience.

A. AFCI will provide, free of charge, all Workshop drayage if the exhibiting sponsor(s) use the provided labels within the Shipping Kit. Sponsors who do not use these labels will be responsible for all costs associated with moving products from their booths to the classroom and will be billed separately for any labor used. **NOTE:** Shipping workshop materials separately from the booth materials will lessen confusion and save money during set-up.

B. AFCI will provide free storage of Workshop materials before and after classes. It is the sponsor's responsibility to ensure that all materials have arrived before the class. Sponsors are also responsible for picking up their materials on January 20th before 12:00 pm. AFCI is not responsible for any materials or product samples left in the storage room after 12:00 pm on January 20th, 2020.

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C. Cartons will be delivered directly to the workshop storage room in the Phoenix Convention Center. All boxes of materials will be delivered to the appropriate classroom 60 minutes prior to start time for that class. Since time is at a premium, we strongly recommend that all project supplies and instructions be pre-collated into sealed, plastic bags, as much as possible, for quick distribution when the workshop begins. Also, numbering workshop boxes and keeping a separate list to correspond to what is packed in each one will help the instructor and assistants locate items more quickly.

D. AFCI staff, including temp staff, is not responsible for damaged, lost or stolen items before, during, or after the workshop.

REGISTRATION

Workshop registration will be limited to 2 people per company during pre-onsite registration. This is to maximize your workshop exposure to multiple companies and avoid a single company reserving multiple seats.

DAMAGE TO THE MEETING SPACE

Sponsors will be liable for any damage caused to the convention center's building, floors, walls and columns, or to the property of any other company.

SALES/ORDER SOLICITATION

Sales or order solicitation is not permitted during the session. All project materials and related literature must be supplied at NO CHARGE to the attendees.

INDEMNIFICATION

The Exhibitor agrees to indemnify and hold AFCI and its directors, officers, employees, agents and members, harmless with respect to any and all claims, losses, damages, liabilities, judgments, or settlements, including reasonable attorney's fees, costs, and other expenses incurred by AFCI arising or related to: (i) the violation or breach of any term or condition of the agreement between the parties or any of the Trade Show Rules & Regulations by the Exhibitor its employees and agents; (ii) any activities, including copyright infringement, defamation, or slanderous content, conducted by the Exhibitor during the Trade Show; or (iii) negligent acts or gross misconduct of the Exhibitor while in attendance at the Trade Show. The rights and responsibilities established in this paragraph shall survive indefinitely the termination of the Agreement.

ATTENDEE LISTS

We encourage workshop sponsors to collect contact information in the event that the instructors/workshop sponsors wish to send class participants materials after the workshop. Upon request, AFCI can provide contact name, company name, city, state, email address, and buyer type. However, we do not support the use of attendee lists to be used for purposes not directly associated to the workshop.