

## Thermal Imaging Conference

### SEPTEMBER 14-17, 2020 ♦ SOUTH LAKE TAHOE, NV ♦ USA

Dear Potential Exhibitor and Sponsor:

The 2020 [Thermal Imaging Conference](http://thermalimagingconference.com) will be held at the MontBleu Resort Casino and Spa in South Lake Tahoe, Nevada. Nestled between the Sierra and Lake Tahoe, the Montbleu Resort Casino & Spa opened in 2006. A \$25 million property-wide renovation completed in 2015 features the newest rooms and suites in the South Shore. Featuring 24/7 gaming action, several dining outlets, and the best entertainment and nightlife options, the MontBleu offers a unique and memorable experience.

The property is home to Ciera, the only AAA Four Diamond Award-winning steakhouse in Lake Tahoe, and to the MontBleu Showroom, the largest indoor entertainment venue in Lake Tahoe.

MontBleu is located at 55 Highway 50 in Stateline, NV. The resort is a short, one-hour drive from the Reno-Tahoe International Airport with regularly scheduled shuttle service from the airport direct to hotel (approx. \$59 round trip).

This premium resort has registered attendees referring to it as "The Infrared Edu-Vacation." In 2020, TIC will be the contractors' choice for Thermal Imaging Education dedicated to contractors and will be your opportunity to be right there with them. To view photos from our past conferences: [CLICK HERE](#)

Sponsoring the Thermal Imaging Conference is your chance to be at a place where you can network and integrate with both established *and* new thermographers, and building inspectors. You will have the opportunity to present your products not only personally at your booth but also in front of everyone at the conference during meals, breaks, and formal education sessions. Our attendees are highly motivated to know everything about your products, and we arrange the conference so that they will. Most of the attendees are small business owners who are contract thermographers and building inspectors, so every feature you offer means something to them. At TIC 2020, you will have the opportunity to showcase your products to an interested and engaged audience.

The exhibit hall is set in the main dining area so that attendees will access the exhibits at all breaks. Having meals and refreshments in the exhibit hall provides your company with maximum exposure to showcase your products. Below, find the information you need to take advantage of the exhibition and sponsorship opportunities, along with general information.

#### **This year's conference will focus on the use of thermography and related tools in the following application areas:**

- Building Surveying
  - Building Moisture Detection
  - Construction Defect Testing and Commissioning
  - Roof Moisture Surveying
  - Air Leak and Heat Loss Testing in Residential, Commercial and Institutional Buildings
- Electrical Predictive Maintenance
- HVAC and Mechanical Applications
- Medical IR Imaging - Veterinary
- Research and Development

Please consider participating in the TIC. We want to work with you to create the most successful event that you have ever been to. I think you will be pleased with what you see in this document. Please do not hesitate to contact me to discuss a customized solution for your company.

Sincerely,



Peter Hopkins, Vice President of Operations-United Infrared, Inc.

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## Exhibiting / Sponsoring General Information



### Overview of TIC

Thermal Imaging Conference (TIC) will be held Monday, September 14th – Thursday, September 17, 2020, at The Montbleu Resort Casino and Spa in South Lake Tahoe, NV. The conference is designed to provide an exciting format for professional development, education, and networking opportunities for all contractors interested in learning the technical and business aspects of contracting thermographic services and running a successful business.

### Conference Theme: “Elevate Your Vision”

Our conference is designed to teach our attendees the secrets of success from seasoned professionals who are experienced in building moisture, electrical problems, heat loss, and even medical applications. Thermography has proven to be an effective tool for the identification of common defects; however, in almost all cases, ancillary equipment and services are necessary. For example, moisture meters, amperage clamps, underground imaging equipment, ultrasound and including business support services like insurance and marketing support to name a few. Our conference is designed to help our attendees with the right tools and the knowledge of how to use them.

### What types of products and services appeal to our attendees?

Attendees will be interested in all products and services that help them succeed in the infrared and contracting business. IR imagers, specialty equipment that complements the contractor, infrared training, imaging software, hardware, the latest tools of the trade, instructional materials, books, business coaching are all things that will help our attendees succeed.

### What are the benefits of sponsoring TIC?

By sponsoring an event or exhibiting at TIC, your organization will be promoted to all attendees, and you get to participate and share in the success of this conference.

By exhibiting at TIC, you will increase your visibility in the thermal imaging community. You will have direct exposure with your target audience and a chance to talk one-on-one with those people who need your products and services. We ensure that you will have *multiple* opportunities to visit with attendees both privately and during your public displays and presentations.

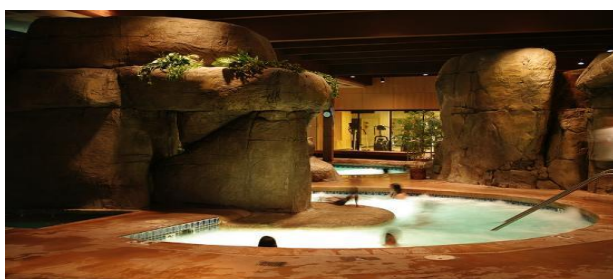
Day / Date	Exhibit Schedule	Times
Mon. Sept. 14, 2020	Registration & booth set-up	12:00pm – 4:00pm
	Welcome Reception TBD	6:00pm – 9:00pm
Tue. Sept. 15th, 2020	Exhibition booths with exhibit presentations and breakout sessions	7:00am – 5:00pm
Wed., Sept. 16th, 2020	Exhibition booths with exhibit presentations and breakout sessions	7:00am – 5:00pm
Thur., Sept. 17th, 2020	Exhibit presentations	7:00am – 10:30am
	Booth Breakdown	11:00am – 3:00pm
There are opportunities for after-hour hospitality suites and/or sponsorships on Tuesday and Wednesday nights.		

## Sponsorship and Exhibiting Options






Thermal Imaging Conference presents some great opportunities to showcase your products, profile your organization, and increase your corporate visibility. Various levels of sponsorship include opportunities for branding and promotion, including booth space, giveaways, and meal sponsor recognition, exhibitor speaking opportunities, and after-hour events or hospitality suites.

### All Levels of Sponsorship Include:

- Listing and links to your website on the [www.thermalimagingconference.com](http://www.thermalimagingconference.com) website, including level of sponsorship, until the 2021 conference program announcement.
- Acknowledgement during the opening reception and conference.
- Opportunity to provide a full color brochure (8½ x 11) included at conference registration.
- Distribution of giveaways and promotional items to attendees in handout bag (must be provided 30 days before the conference)
- Logo recognition in United Infrared's monthly newsletters to the public and members of United Infrared (est. distribution of 10,000 monthly).
- Opportunity for Gold and Platinum with a free banner advertisement in United Infrared's monthly newsletter "The Photon."
- All Bronze-Platinum Booth Spaces come with:
  - 10' booth space, Standard table, wastebasket and chairs
  - 110 volt, 10amp electrical service for Silver-platinum sponsorships, \$50 (value)
- Even if you are unable to attend the conference, you can still promote your organization to the well-targeted attendees by purchasing a Table-Top display (\$500). We will keep the table well-stocked with your materials and ship your display back to you at the conclusion of the event (return label required)
- Additional Staff registration >1 can be added at \$500 each (unlimited)
- **Product-for-Credit Opportunity: For our Strategic Partners, we will offer a portion of your sponsorship for product credit. Contact Peter Hopkins for more information.**



## Sponsorship and Exhibiting Options

Sponsorship Type	Benefits	Price
<b>PLATINUM</b> (1) available 	<ul style="list-style-type: none"> <li>20' prime booth space in main exhibit area w/electric 120v 10a (PRIORITY SELECTION)</li> <li>Core Sponsor of opening welcome reception</li> <li>Up to 3 30-minute presentations during core conference (education &amp; product based)</li> <li>1 break sponsorships (breakfast, lunch or AM/PM break) including 5-minute speaking opportunity</li> <li>10 ft. Banner space at registration hall (exhibitor-provided)</li> <li>4 Full Conference registrations with Platinum designation</li> <li>10 Discount Registration Certificates to give to your clients</li> <li>Free Banner ad placement in United Infrared's monthly newsletter</li> <li>Free Logo with live link in United Infrared's monthly newsletter</li> <li>Additional 10' Booth+1 Registration: \$500 (based on availability)</li> <li>Conference Bag Sponsor (exhibitor-provided)</li> </ul>	<del>\$12,500</del> <b>SOLD</b>
<b>GOLD</b> (4) available  Gold Educator option See next page 	<ul style="list-style-type: none"> <li>10' prime booth space in main exhibit area w/Electric 120v 10a</li> <li>Up to 2 30-minute presentations during core conference (education &amp; product-based with approval)</li> <li>1 break sponsorship (breakfast, lunch or AM/PM break) including 5-minute speaking opportunity</li> <li>3 Full Conference registrations with Gold designation</li> <li>5 Discount Registration Certificates to give to your clients</li> <li>Free Banner ad placement in United Infrared's monthly newsletter</li> <li>Free Logo with live link in United Infrared's monthly newsletter</li> <li>Additional 10' Booth+1 Registration: \$995 (based on availability)</li> </ul>	\$4,950
<b>SILVER</b> (4) available 	<ul style="list-style-type: none"> <li>10' booth space in main exhibit area w/Electric 120v 10a</li> <li>1-45-minute presentation during core conference (education &amp; product-based with approval) as available</li> <li>1 break sponsorship +5-minute speaking opportunity</li> <li>2 Full Conference registration with Silver designation</li> <li>5 Discount Registration Certificates to give to your clients</li> <li>Free Logo with live link in United Infrared's monthly newsletter</li> <li>Additional 10' Booth+1 Registration: \$995 (based on availability)</li> </ul>	\$2,950
<b>BRONZE</b> (15) available 	<ul style="list-style-type: none"> <li>10' booth space in main exhibit area</li> <li>1-30-minute presentations during core conference (education &amp; product-based with approval) as available</li> <li>1 Full Conference registration with Bronze designation</li> <li>2 Discount Registration Certificates to give to your clients</li> <li>Free Logo with live link in United Infrared's monthly newsletter</li> </ul>	\$1,950  120v 10a Electric +\$50
<b>TABLE TOP</b> (6) available 	<ul style="list-style-type: none"> <li>1 6' table top display in entrance hallway</li> <li>Discount of 25% off for any full conference attendee (limit 1) Note: Can be used towards company attendance</li> <li>Opportunity to offer gift in hand out bag to attendees</li> <li>Free Logo with live link in United Infrared's monthly newsletter</li> </ul>	Table only \$500  Table and (1) attendee \$1170
<b>SPECIALTY SPONSORSHIP</b> TIC 2020 is open to having additional sponsorship opportunities and/or evening receptions.	MEETING SPACE INTERNET WIFI SPONSOR: \$500 NAME BADGE SPONSOR: \$500 BREAK SPONSOR + 5 min speaking: \$500 EVENING RECEPTION (Tue or Wed): Blu Nightclub, \$10-\$40 pp (100-200 attendance)	

## Gold Educator Sponsorship (co-locate)

The Gold Educator Sponsor is a partnership with United Infrared to organizations that wish to co-locate their conference with the Thermal Imaging Conference and can bring 20+ attendees. The Gold Educator Sponsor receives all the benefits of a Gold Sponsor plus the ability to hold their own education conference within their own meeting room at the same time as TIC for one fixed price (\$4,950) with no obligation for food & beverage minimums or hotel room stays. Gold Educator Sponsor sells and retains 100% of their own education registration fees for their event. Gold Educator attendees will only have attendance at their meeting unless full TIC20 conference registration elected.

**\*TIC 2020 available opportunities:** 1 Gold Educator Room with availability of up to 180 attendees Classroom Style, 2 Gold Educator Rooms available with up to 50 attendees Classroom Style.

### Gold Educator requirements:

- 20 or more attendees (Educator promotes their own event and sells registrations & sponsorships)
- Access to Gold Educator conference education sessions for TIC attendees
- Set up booth display within TIC Exhibit area and present speaking session
- Signed agreement w/\$4,950 sponsorship fee
- Meals and Breaks held in main exhibit hall unless otherwise agreed.

### Gold Educator Benefits / Options: *All benefits listed under Gold Sponsor plus*

- Your own conference space pre-negotiated and finalized (room size based on attendance)
- Discounted Montbleu hotel rate of \$59/night + resort/local fee \$30 per night (w/room block limits)
- No minimums for food/beverage or hotel night stays (attendees can stay at any hotel or take advantage of our prenegotiated rate)
- A larger audience for your exhibitors and classes (TIC Registrants will have access to your sessions to audit and potentially buy your products).
- Ability to sell TIC Full Conference Registration or Sponsorships and retain 20%-25% of the fee (sales commission). (20% for 0-20 educator registrants; 25% for 20+ educator registrants). Educator provides weekly updates on registrants including meal plans selected. Full TIC attendees/sponsors will have access to the entire conference including exhibitor venues (limits may apply) and all benefits, including the Welcome Reception and TIC education.

### Ala Carte Options for Gold Educator: (Payment from Gold Educator required 7 days prior to conference)

<b>SELECT ONE OPTION</b>	<input type="radio"/> ___\$250 per person ( <b>Total Fee Inclusive</b> ): Full TIC20 Exhibit, Welcome Reception and Meals access: Includes: Welcome reception, Tue & Wed: full breakfast, am break, buffet lunch & pm break. Thur. full breakfast
	<input type="radio"/> ___\$50 per person, per day: Low Cost simple Continental breakfast/ Box lunch option & Exhibit access.
	<input type="radio"/> ___\$ ? per person, Per day: Custom Meal or Voucher Option provided & Exhibit access. (contact us for more information in this regard).

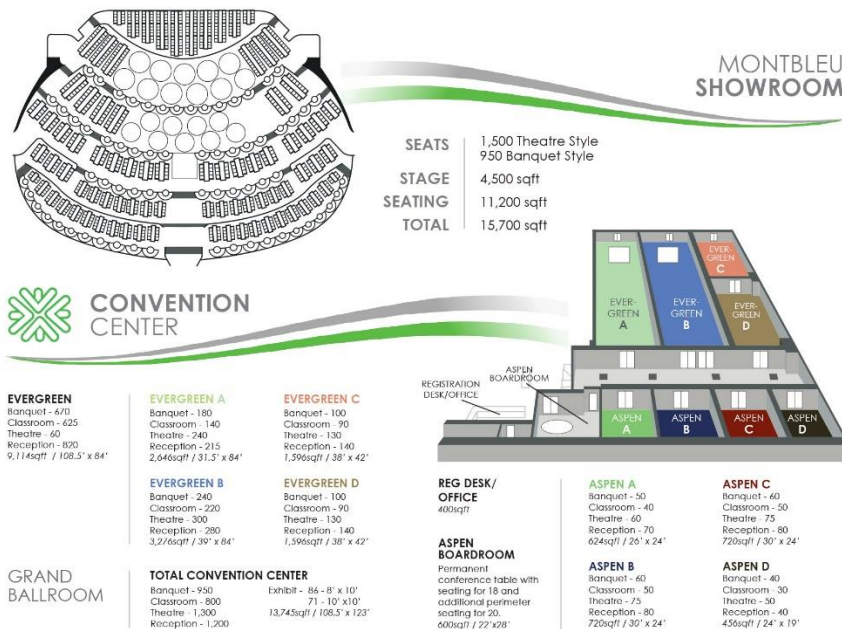
- Welcome Reception tickets at \$75 each (TBD) (ala carte option for low cost or custom meal).
- Option to purchase custom food and beverage through TIC account. Note: No outside food or beverage allowed per hotel policy.

## Conference Layout as of November 1, 2019

### EXHIBIT HALL AND MEETING SPACE LAYOUT NOT SET UNTIL INITIAL SPONSORSHIPS ESTABLISHED



**PLEASE NOTE:** Booth priority selections given to exhibitors will be based on sponsorship level and contract/payment date. We estimate the final layout and booth selection will be Aug/Sept 2020.



**EVERGREEN A/B Combined:** Exhibit Hall-Reception (Est. 25 exhibitors + Reception Seating)

**EVERGREEN C/D Combined:** Gold Educator 100+ attendees

**ASPEN C or D:** Gold Educator 20+ attendees

**ASPEN A or B:** TIC Education Tracts

**ASPEN Boardroom:** TIC Education Tracts