

Call for Proposals
Product Presentation

2012 Climbing Wall Summit



Boulder, Colorado, USA
May 17 - May 20, 2012

2012 Climbing Wall Summit Call for Product Presentation Proposals

The Climbing Wall Association is excited for another successful annual conference. We invite you to join us as part of a select group of industry speakers, presenters, and experts to help produce the 2012 Climbing Wall Summit.

In 2011 we received positive feedback, from attendees and sponsors alike, requesting sessions specifically for presenting product and service information. Attendees crave information about the goods and services available in their marketplace. However, attendees report that “sales-pitches” disguised as educational Sessions and Workshops are unfavorable and may actually undermine a brand’s image.

New for 2012, we have scheduled specific Product Presentations to help attendees learn about the products they plan to purchase, meanwhile helping vendors connect with the most qualified, interested leads. Product Presentations will be scheduled to not conflict with conference Workshops or Sessions and will be on site at the conference venue.

Product Presentations are available exclusively to Sponsors and Exhibitors, slots are limited (approx. 15), and applications are required and subject to space and approval by CWA.

Presentation Goals

Product Presentations are intended to:

- Build awareness of your products and services;
- Inform attendees of the benefits of your offerings ;
- provide accurate and definitive information for customers to make purchase decisions about your products;
- Develop a positive brand image and showcase recent partnerships and successes;
- Help customers use your product to its fullest benefit;
- Establish your company as an industry leader by promoting constructive and healthy dialogue within the climbing community.

Product Presentation Scheduling and Logistics:

- scheduled by CWA on May 18th and 19th, 2012;
- approximately 30-minute duration;
- scheduled during exhibit hall open hours (plan to staff accordingly);
- conference rooms are provided and include access to basic A/V equipment;
- located on-site in main conference facility

Product Presentation Fee: Product Presentations are available only to Sponsors and Exhibitors. Each presenter must be registered as an attendee per his company’s sponsor/exhibitor contract. Please see the 2012 Exhibitor Prospectus for rates.

- Sponsor: included
- Exhibitor: \$500

Deadline + Instructions: Please complete the attached application and submit **by email**, with subject line: “Product Demo Proposal” to: events@climbingwallindustry.org. Space is limited and selection criteria include, but are not limited to: sponsorship level, contract date, and presentation content. Applications will be accepted on a rolling basis until all product presentation spaces are filled. Selection will begin **March 1, 2012**.

Climbing Wall Summit – Product Presentation Proposal

Primary Presenter's Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Company's Role at Summit:

- Sponsor (Presentation included)
- Exhibitor (\$500 fee)

Presentation Title: _____

Presentation Goals (expected outcomes for attendees):

Narrative Description of Presentation: (150 words maximum). Please provide a description of the products/services you'll showcase or a success you'll highlight, and who might benefit from attending. Do not include language deprecating other products/companies. If your proposal is approved this description will appear in the conference program.

Qualifications: Please briefly describe any expertise in the subject area for each presenter. No résumés please.

Biographical Information: (75 words maximum). Please provide a brief biographical description for the presenter/company, including information that may be of interest to a potential attendee, for example your background, qualifications, or relevant experience. If your proposal is selected this description will appear in the conference program.

Presentation Format:

- Panel Discussion
- Facilitated Round Table Discussion
- Hands-on
- Lecture & Discussion

AV Requirements:

- LCD Projection Device/screen
- White Board/Markers
- Flip Chart/Markers
- Microphone
- TV/DVD Player
- Other: _____

**Letter of Agreement
Between the Climbing Wall Association, Inc.
and the Product Presenter**

This Agreement is made between the Climbing Wall Association (hereinafter referred to as "CWA"), and the Product Presenter (hereinafter referred to as "Presenter"). For consideration, and the mutual understandings described below, CWA will offer and publish a Product Presentation in conjunction with the Climbing Wall Summit under the following terms and conditions:

1. Product Presentations are available only to Summit Sponsors and Exhibitors. Sponsors present for no additional fee; Exhibitors agree to an additional \$500 fee.
2. The Presenter will register for the conference as an attendee through his company's Sponsor / Exhibitor contract.
3. The Presenter will offer a Presentation as described in the Presentation application.
4. The Presenter will offer the Presentation on the date and time assigned by the CWA.
5. Presenter will conduct session activities to the best of the Presenters' ability according to the Presenters' professional training, experience, and judgment, and if appropriate, in accordance with the Climbing Wall Association's applicable standards. The Presentation shall contain no language, images or other media defaming or causing injury to any other party or competitor or its products.
6. Presenter shall not attend other Product Presentations without advance permission of the other Presenter.
7. Presenter shall be solely and entirely responsible for all debts and other obligations incurred in connection with the conference event. Transportation, lodging, and other related costs and expenses shall be the sole responsibility of the Presenter.
8. CWA will market and advertise the Presentation as an integral part of the conference. Presenter may assist in the marketing and advertising of conference events with the prior consent and approval of the CWA.
9. CWA will serve as the sole registrar for the conference.
10. Presenters of sessions involving climbing, bouldering, route-setting, or other physical activities, will provide, at their own expense, general liability insurance coverage (and other insurance as necessary) on an "occurrence based" form, with a minimum coverage of \$1,000,000 per occurrence and \$2,000,000.00 aggregate limit. Provider will name CWA as an additionally insured and provide CWA a certificate of insurance so stating.
11. Presenter shall not create or allow any nuisance, or unlawful activity, to exist at the conference event.
12. Should Presenter default in any of the terms and/or conditions of this Agreement, CWA may void Presenter's right to conduct an event in conjunction with the conference and shall retain all fees collected.

Presenter Company Name: _____

Presenter Name(s): _____

Presenter Signature: _____

Date: _____