

2016-17 Sales Co-op Event & Tradeshow Agreement

MCCVB Co-op Events and Tradeshows are designed to allow for a collaborative effort amongst attending co-op partners and MCCVB staff in representing and promoting Monterey as a destination in the best possible regard to our clients.

Commitment to Excellence

It is in a spirit of collaboration and contribution that produces the greatest excellence and measurable amount of success.

Co-op partners are requested to participate at the highest degree in the following areas:

- Pre-planning conference calls and meetings with MCCVB staff, as scheduled
- Enhancing invitation list(s) by making client recommendations
- Involvement with arranging client appointments
- Contribution for giveaways and/or client gifts
- Participation in set-up and break-down of tradeshow booth and/or client event venue
- Post –event wrap-up and survey

Terms of Agreement

Co-op participation rate is for one (1) representative from your organization to attend the event. If any additional representatives from your organization will be attending the same event, there will be additional co-op rates assessed at the discretion of MCCVB.

Co-op participation rates include tradeshow or event venue and facility fees, tradeshow registration rates, booth exhibition cost and other logistic costs. Transportation, lodging accommodations, shipping or other program expenses incurred is the responsibility of the co-op participant in attendance. Payment of the co-op pre-registration and/or registration rate is payable by payment due date as indicated for each tradeshow/event.

Cancellations are refunded in full up until payment due date unless another co-op participant is substituted for your organization. For emergency or unforeseeable circumstances, credits or refunds will be granted at the discretion of MCCVB.

I wish to participate in the events and tradeshows as specified in this agreement. Signing this agreement indicates my organization's commitment to the following terms and commitment of excellence from the individual that will be in attendance. **Only one signed agreement is required for the 2016-17 fiscal year from each organization.**

Director of Sales/General Manager Approval

Organization: _____

Printed Name: _____

Signature: _____

Date: _____