



Thank you for your interest in holding a meeting or event in conjunction with ELEVATE 2024! NALP welcomes peer groups and networks, franchisee meetings, company meetings, user conferences, exhibitors and/or sponsors to meet and host functions during NALP-approved dates and times in conjunction with ELEVATE 2024.

NALP requires all organizations that wish to hold functions in any location within the same metropolitan area as ELEVATE to submit an official request and receive NALP approval prior to promotion and implementation of the function. We strongly recommend that organizations do not contract meeting space directly with venues until they have received approval from NALP to hold an event during ELEVATE.

What is an In Conjunction With (ICW) event?

An In Conjunction With (ICW) event is any meeting or event held adjacent to ELEVATE 2024 by an organization other than NALP. All events must receive approval from NALP, regardless of meeting location.

In general, the following activities are not permitted:

- Events hosted by companies or individuals who do not support ELEVATE by either exhibiting, sponsoring, or advertising, or whom are not directly affiliated with NALP;
- External education programs without prior approval;
- Content resembling existing NALP or ELEVATE programs or purporting to be supported by NALP without NALP written approval.

ICWs **may** be held before 5:00 p.m. on Sunday, November 3 or after 11:30 a.m. on Wednesday, November 6. Monday, November 4 is an open evening. Approved events **may** take place after 7:45 p.m. on this date.

ICWs **may not** be held after 5:00 p.m. on Sunday, November 3 through 11:30 a.m. on Wednesday, November 6.

No ICW events may be held at the NASCAR Hall of Fame.

Request Approval for your ICW Event

Please [click here](#) to register your ICW Event.

Once an ICW request is submitted, you will receive a confirmation email stating that NALP has received your request. It will take NALP up to 5 business days to review your submission. If your event is approved, you will receive an additional confirmation email from NALP stating your approval along with venue location and contact information. **After you receive this approval, you may work directly with the venue on the details of your meeting.** You may not alter or change your event or location after approval from NALP. If you do wish to alter or change your event or your event location, you must submit a new ICW Request Form. If your event is not approved, you will receive an email from NALP stating that the application has been denied. Your event may be approved or denied in NALP's sole discretion.

The ICW organization is responsible for all costs associated with the approved ICW event (e.g., food and beverage, audiovisual, room rental, set up fees, signage, etc.).

No company or individual is permitted to reserve event or meeting space directly without NALP's written approval.

Logistics and Promotion for Approved ICWs

- Companies and groups hosting approved ICWs will be provided with an official ELEVATE ICW logo to use on all marketing and promotional materials.
- If requested by the organizers on the ICW Request Form, NALP will list ICW events on the ELEVATE website, provided the following criteria are met:
 - The ICW event host has its own registration process, which abides by applicable data protection regulations (including GDPR) and includes clear opt-out directions/language;
 - The ICW event host provides a contact person and information (website, email, phone number) – NALP will not respond to inquiries about ICW details; and
 - If the ICW is not open to all registered NALP attendees, ICW event host may identify criteria for invitations/attendance and provide a mechanism to apply for admission.
- All costs associated with the ICW event (e.g., food and beverage, audiovisual equipment and labor, meeting room rental) are the responsibility of the participating organization or individual.
- Promotional materials (e.g., announcements, invitations, publicity, on-site materials, signage) must not imply that the event is part of official ELEVATE activities produced or provided by NALP, nor imply that the event is endorsed by NALP.
- ICW event contacts may be required to submit a copy of the brochure, invitation, agenda, or other material for approval, and a member of the NALP staff may attend your ICW at any time during the meeting.
- Use of the NALP's name and logo is prohibited on any ICW promotional materials. You may not use NALP's trademarks, logos, tradenames, or other intellectual property without NALP prior written consent.

Rules & Regulations

1. Code of Conduct: ICW event organizers, sponsors, attendees, and content must adhere to the [NALP Code of Conduct](#).
2. Sponsorship, Partners, and Branding: ICW events may not display or promote any sponsors, partners, co-hosts, or brands that directly compete with NALP or ELEVATE.
3. Venue/Location: Event venues must be within the specified ELEVATE event boundaries and approved by ELEVATE organizers.
4. Marketing and Promotion: All promotional materials and marketing campaigns related to your ICW event must receive prior approval from ELEVATE organizers to avoid misrepresentation or conflicts with the ELEVATE brand. Unauthorized use of ELEVATE and/or NALP branding or logos is prohibited.
5. Security and Safety: You are solely responsible for ensuring the safety and security of event attendees. Compliance with local laws, regulations, and safety standards is mandatory.
6. Insurance and Liability: Event hosts must carry appropriate insurance coverage for their events and assume all liability for any incidents or accidents that occur during the event. Proof of insurance must be provided upon request by NALP.
7. Compliance with ELEVATE Schedule: ICW events must adhere to the specified date and time slots allotted by NALP. Event hosts may not schedule their events in direct competition with ELEVATE programming, sessions, exhibit hall, or events.
8. Financial Obligations: Event hosts are responsible for all event costs, including venue rental, equipment, staffing, and marketing. They should not expect financial support or resources from NALP.

9. Feedback and Evaluation: ELEVATE may request feedback from your event attendees to assess the quality and relevance of in conjunction events. Cooperation with such requests is expected.
10. Compliance Review: ELEVATE organizers reserve the right to review and evaluate ICW events to ensure they adhere to these rules and regulations.

Non-Compliance

Entities that hold events that are not approved may have their events shut down, lose priority points that would have been earned for participation at ELEVATE 2024, and/or may not be permitted to hold events at future ELEVATE events. NALP will not be responsible for expenses or losses resulting from the cancellation or termination of said event(s).

Failure to comply with the Rules and Regulations may result in the cancellation of your ICW event and could affect your participation in current and future NALP and ELEVATE events.

Please review this document carefully and contact ELEVATE event organizers for any clarifications or to request approval for specific activities. It is essential to maintain the integrity and reputation of ELEVATE while delivering an engaging and valuable experience to attendees.

Contact

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