

# Storage Decisions Chicago 2007: Sponsor/Exhibitor Conference Agreement

Date: \_\_\_\_\_  
Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_

Subject: Sponsor/Exhibitor Agreement

Dear: \_\_\_\_\_

This document is your agreement to participate in the **Storage Decisions Chicago 2007** conference, to be held at the Hyatt Regency Chicago on May 16-18, 2007. To ensure we are in agreement as to what your sponsorship participation entails, the following is a synopsis of what each party will do and agrees to:

## Event Level Sponsorship

Event Sponsorship .....\$175,000

**Details:** The Event Level Sponsorship includes a spectacular first night evening event, with options such as a dinner cruise aboard a luxurious boat, an exciting Las Vegas-style "Casino Night" or a "Sports Night" in the hotel (not all options are available in every city); an exclusive 20' x 20' exhibit hall display area; the entire database (available post-conference) of attending—and approved to attend—delegates; one joint house ad in *Storage Magazine*; dedicated project manager; delegate profile system rental; banner display in conference break area; e-mail invitation to your own VIP customer/prospect list; description and logo in the conference proceedings book; logos on the conference Web site; and access to private meeting rooms (scheduled). Sponsorships that include food and beverage are subject to substitutions and quantity determination on the part of conference management in its sole discretion.

## Platinum Level Sponsorships

- Second Evening Themed Reception with Themed Trip Raffle .....\$127,500
- Luxury Car Raffle Sponsorship (May 17th Raffle) .....\$127,500
- Super Bowl Raffle Sponsorship (May 16th Raffle) .....\$127,500
- Day Three Breakfast and Audience Research Polling Sponsorship .....\$127,500
- Welcome Reception, Registration and Badge Lanyard Sponsorship .....\$127,500

**Details:** Platinum Level Sponsorships include the sponsorship as selected above; a 10' x 20' exhibit hall display area; the entire database (available post-conference) of attending—and approved to attend—delegates; dedicated project manager; banner display in conference break area; e-mail invitation to your own VIP customer/prospect list; description and logo in conference proceedings; logos on Web site; and access to private meeting rooms (scheduled). Second Evening reception must be held at conference venue unless agreed upon by both parties. The luxury car raffle will be the final conference raffle on Day 2. Sponsorships that include food and beverage are subject to substitutions and quantity determination on the part of conference management in its sole discretion. For the platinum-level sponsorships described above that include a raffle, TechTarget will inform the sponsor of the date and time when the raffle drawing will occur.

## Gold Level Sponsorships

- Conference Proceeding with Sponsor-Branded 32 MB Memory Stick Sponsorship..... \$98,000
- May 16th Exhibit Hall Reception Sponsorship ..... \$98,000
- May 17th Exhibit Hall Reception Sponsorship ..... \$98,000
- Ask the Expert Sponsorship ..... \$98,000
- WiFi Sponsorship..... \$98,000
- Conference Bag Sponsorship ..... \$98,000

**Details:** Gold Level Sponsorships include the sponsorship as selected above; a 10' x 20' exhibit hall display area; the database of conference attendees (available post-conference); dedicated project manager; banner display in conference area; email invitation to your own VIP customer/prospect list; description and logo in conference proceedings; logos links on Web site; and access to private meeting rooms (scheduled). Sponsorships that include food and beverage are subject to substitutions and quantity determination on the part of conference management in its sole discretion.

## Silver Level Sponsorships

- May 16th Official Conference Prize Sponsorship (Two [2] Sponsorships Available) ..... \$75,000
- May 17th Official Conference Prize Sponsorship (Two [2] Sponsorships Available) ..... \$75,000
- Hotel Keycard and VIP Room Drop Sponsorship..... \$75,000

**Details:** Silver Level Sponsorships include the sponsorship as selected above; a 10' x 20' exhibit hall display area; available post-conference, you will receive access a two-time use of the attending delegates e-mail list within 120 days after the conference has concluded (Note: the above pricing does not include any fees or costs associated with the email transmission); banner display in conference area; e-mail invitation to your own VIP customer/prospect list; description and logo in conference proceedings; logos on Web site; and access to private meeting rooms (scheduled). For any of the silver level sponsorships described above which include a raffle, TechTarget will inform the sponsor of the date and time when the raffle drawing will occur.

## Industry Partner Packages

- Industry Partner Package..... \$39,000

**Details:** Industry Partner Packages include a 10' x 10' exhibit hall display area; available post-conference, you will receive access a two-time use of the attending delegates postal mailing list using a third-party bonded mail house within 120 days after the conference has concluded (Note: the above pricing does not include any fees or costs associated with the postal mailing from the third-party mail house); your company's name will be listed (along with the other exhibitors and sponsors) in the post-conference round-up e-mail created and transmitted by TechTarget to the delegates of this conference; description and logo in conference proceedings; logos on Web site; and access to private meeting rooms (scheduled).

## VAR Partner Packages

- VAR Partner Package..... \$50,000

**Details:** VAR Partner Packages include a 10' x 10' exhibit hall display area; a 10 minute speaking slot during the general session of the conference(TechTarget reserves the right to review and edit all presentations); available post-conference, you will receive access to a two-time use of the attending delegates postal mailing list using a third-party bonded mail house within 120 days after the conference has concluded (Note: the VAR Partner Package's pricing does not include any fees or costs associated with the postal mailing from the third-party mail house); your company's name will be listed (along with the other exhibitors and sponsors) in the post-conference round-up e-mail created and transmitted by TechTarget to the delegates of this conference; description and logo in conference proceedings and signage; logos and reciprocal links on Web site; and access to private meeting rooms (scheduled).

## Emerging Technology Showcase

Emerging Technology Showcase..... \$20,500

**Details:** Emerging Technology Showcases include one space in the exhibit hall ETS pavilion; One (1) small table and (3) three chairs; 10-minute speaking slot in the general session; One (1) kiosk banner with company logo; description and logo in conference proceedings and signage; logos and reciprocal links on the conference Web site; unlimited use of exhibitors lounge and access to private meeting rooms (scheduled).

## Delegate Profile System Rental

Delegate Profile System Rental ..... \$995 †

† Early bird pricing is valid until three (3) weeks prior to event. Within three (3) weeks of event, the cost to rent is \$1,495.

## Additional Marketing Opportunities

- Conference Presentation Download Track Sponsorship..... \$20,000
- White Paper Sponsorships on the Storage Decisions' Research Center Web site..... \$5,000
- Storage Decisions Resource Center Preview Webcast ..... \$7,500
- Pre-Conference Full Color Ad in May 2007's edition of *Storage Magazine*..... \$18,145
- Post-Conference Full Color Ad in June 2007's edition of *Storage Magazine*..... \$18,145
- Belly-Band Advertising on Storage Decision Show issue May 2007 ..... \$25,000

## Conference Premiums

- Custom Focus Group Research ..... \$20,000
- Chair Drop (Six [6] Available)..... \$5,500
- VIP Hotel Room Drop on the night of May 15th (Two [2] Available)\*..... \$5,500
- VIP Hotel Room Drop on the day of May 16th (Two [2] Available)\*\* ..... \$5,500
- VIP Hotel Room Drop on the night of May 16th (Two [2] Available)\*..... \$5,500
- VIP Hotel Room Drop on the day of May 17th (Two [2] Available)\*\* ..... \$5,500
- Exclusive Conference Pen ..... \$10,000
- Exclusive Mini Conference Guide ..... \$10,000
- Exclusive Conference Padfolio..... \$23,000

\* Night time notes: TechTarget will place one piece of your company's supplied material (white paper, case study, demo CD, ad, etc.) under the door of the selected VIP's.

\*\* Day time notes: TechTarget will place one piece of your company's supplied material (whitepaper, case study, demo CD, ad, gift, etc.) under the door or in the room of the selected VIP's.

**Sponsor's Specific Objectives To Be Achieved At The Event**

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**Special Notes and Requests**

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**Exhibit Hall Booth Selection**

1<sup>st</sup> Requested Booth Choice: \_\_\_\_\_

2<sup>nd</sup> Requested Booth Choice: \_\_\_\_\_

3<sup>rd</sup> Requested Booth Choice: \_\_\_\_\_

**Cost**

Total Cost: \$ \_\_\_\_\_

## Agreement Terms

### Payment Terms:

All payments are non-refundable and must be made in accordance with the payment schedule outlined below. Please note, all sponsorship and booth selection is on a first-come, first-served basis.

- 33.3% of total sponsorship cost is due 30 days after execution of this contract.
- 33.3% of total sponsorship cost is due 120 days prior to the commencement of the conference.
- 33.4% of total sponsorship cost is due 60 days prior to the commencement of the conference.

Emerging Technology Showcase sponsorships will be billed in full at the time of application acceptance. Payment in full is due no later than 30 days from the date of invoice.

The sponsor will not be permitted to move-in and/or set up unless the total sponsorship fee has been paid in full.

All payments due pursuant to this agreement must be timely. All late payments will incur a 1.5% late fee for every month payment remains past due.

We expect to be paid the amounts agreed to pursuant to this agreement. We reserve the right to hold you responsible for all monies due payable under this agreement, including, but not limited to all costs of collection including reasonable attorneys' fees. You also understand that TechTarget is a Massachusetts corporation. In the event there is a dispute over any aspect of this agreement you agree to submit to the jurisdiction of Massachusetts and its courts.

### Cancellation Clause:

Sponsor agrees that should it cancel its sponsorship for the mentioned conference for any reason, that TechTarget will suffer damages and it will be responsible for liquidation damages to TechTarget. Written notice is required to be received by TechTarget for all cancellations related to Conference sponsorships.

The parties agree that the sponsor will pay the following as liquidation damages to TechTarget:

- Cancellation up to 270 days prior to the conference—20% of the contract price
- Cancellation 269 - 180 days prior to the conference—33% of the contract price
- Cancellation 179 - 120 days prior to the conference—50% of the contract price
- Cancellation 119 - 90 days prior to the conference—75% of the contract price
- Cancellation less than 90 days prior to the conference—100% of the contract price

Subsequent reassignment of cancelled sponsorships does not relieve the sponsor of the obligation to pay the liquidation damages stated above. All liquidation damages are due within 30 days of TechTarget receiving the written cancellation notice.

If a sponsor does not notify TechTarget of cancellation and fails to set up by the commencement of the conference, TechTarget will deem that the sponsor has cancelled its sponsorship and the sponsor will be responsible for the full sponsorship amount. Liquidation fees may not be applied towards other products and services offered by TechTarget.

Your signature acknowledges your understanding and acceptance of TechTarget's complete terms and conditions contained herein in addition to the conditions found at [http://www.techtarget.com/html/faas\\_resources.htm](http://www.techtarget.com/html/faas_resources.htm). Failure to meet the agreed payment schedule may, at TechTarget's sole option, result in the termination of this agreement and forfeiture of all payments made without waiving the cancellation penalties.

If the sponsor received pricing discounts as a result of contracting to sponsor multiple TechTarget events, the sponsor will be obligated to refund TechTarget any additional discounts received if the sponsor should cancel or modify any or all of the related event contracts. The refund amount due TechTarget will be calculated and included in any cancellation fees due TechTarget. TechTarget will not consider notice of cancellation valid until payment of the liquidated cancellation damages is received, therefore delay in payment may result in higher damages owed.

#### **Confidentiality Clause:**

The Sponsor agrees to keep the pricing, terms, conditions and contents of this Sponsorship Agreement confidential and will not publicize or disclose the pricing, terms, conditions or contents of this to any third party without the prior written permission of TechTarget. Reasonable and industry standard practices associated with the Sponsor's marketing or promotion of the event are excluded from this confidentiality clause (except for press releases). Press releases stating any part of the sponsor's involvement with a TechTarget conference must receive written approval from TechTarget prior to the release. Under no circumstances is the Sponsor permitted to disclose the pricing of this agreement.

#### **Liability of Sponsor:**

(a) Sponsor's Property. Sponsor is solely responsible for its own demonstration materials and products, and for insuring its property from all loss or damage. Sponsor acknowledges that all of its property is in its care, custody, and control in transit to and from, or within the confines of, the Event Site. Sponsor agrees not to make any claims against TechTarget for loss, theft, damage, or destruction of property, or injury, including death, to itself, its employees, agents, or representatives, unless caused by the sole negligence or willful misconduct of TechTarget.

(b) Property of Others. Sponsor is solely liable for any damage caused by its employees, agents or equipment to building floors, walls, or columns, or to standard booth equipment, or to other property belonging to the Event Site or other Event participants or attendees, including, without limitation any injury or damage resulting from Sponsor's failure to comply with any of the Event Rules and Regulations.

**Indemnification:**

Sponsor agrees to indemnify and hold harmless TechTarget, its directors, officers, employees and agents from and against all claims, losses, expenses, liabilities and damages arising out of or relating to any breach of this Agreement by Sponsor or the negligence or willful misconduct of Sponsor, its employees, agents or representatives in performing this Agreement or otherwise in connection with the Event. Sponsor agrees to protect, indemnify, defend and save harmless, TechTarget and the Event Site, and their respective employees, officers, directors and agents, against all claims, losses and damages to persons or property, governmental charges or fines and attorneys fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the Event Site or a part thereof, excluding any liability caused by the sole negligence of TechTarget, the Event Site or their respective employees and agents.

**Limitation of Liability:**

TechTarget's entire liability to sponsor company arising out of or relating to this agreement shall be limited to the fee paid hereunder. In no event shall TechTarget be liable to sponsor for any consequential, incidental, special reliance or indirect damages arising out of or relating to the event, its cancellation or any changes thereto in location, date or otherwise, whether such claim is based in contract or tort, and whether or not TechTarget has been advised of the possibility of such damages.

Sponsors and Exhibitors expressly agree not to hold any activity that, in the sole opinion of the conference director creates a material adverse effect on attendance during the conference hours. The conference reserves the right to control all suites and meeting rooms in the conference hotel. No entertainment, meetings tours, special events, hospitality suite functions, or other private functions will be permitted during the conference activities unless approved by the conference director. Companies who are not in accordance with the stated rules may lose their privilege of exhibiting at this and future conferences.

Please sign, date and fax a copy of this agreement to me and then mail the signed and dated original document to my attention. I will then sign, date and send you an executed copy of the agreement.

Again, thank you for your commitment to Storage Decisions Chicago. If you have any questions, please feel free to contact me directly.

Sincerely,

**In witness hereof**, the parties have executed this agreement as of the date written below:

**TechTarget**

**Sponsor**

TechTarget  
117 Kendrick Street  
Needham, MA 02494  
Phone: 781-657-1000  
Fax: 781-449-0983

Company Name:  
Address 1:  
Address 2:  
City, State, ZIP:  
Phone:  
Fax:  
E-mail:

[Sales Person]  
Name:  
Title:

[Sponsor]  
Name:  
Title:

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(TechTarget Authorized Signature/Title) (Sponsor Authorized Signature/Title)

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(Date) (Date)

Indicate below the event coordinator contact, accounts payable contact information and billing address where all invoices related to this contract should be sent.

Event Coordinator contact:  
\_\_\_\_\_  
Phone #:  
\_\_\_\_\_  
E-mail address:  
\_\_\_\_\_

Purchase order # (if required):  
\_\_\_\_\_

Company Name:  
\_\_\_\_\_  
Billing Address 1:  
\_\_\_\_\_  
Billing Address 2:  
\_\_\_\_\_

Accounts Payable contact name:  
\_\_\_\_\_  
Phone #:  
\_\_\_\_\_  
Fax #:  
\_\_\_\_\_  
E-mail address:  
\_\_\_\_\_

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