



2019 Haystack Connect

Smart Data. Smart Devices. Smart Buildings. Smart Business.

May 13-15, 2019 / San Diego, California

SPONSOR & EXHIBITOR PROSPECTUS

**BECOME A SPONSOR/
EXHIBITOR**

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2019 SPONSOR/EXHIBITOR PROGRAM

The Haystack Connect Sponsor/Exhibitor Program is comprised of four tiers, as well as several à la carte sponsorship items. Sponsoring/Exhibiting provides the opportunity to build name recognition, brand loyalty, connect with your community, reach new customers, and sell your products and services. Whether you're looking to boost sales, bolster awareness or increase loyalty, Haystack Connect provides the context and credibility for achieving your goals. Haystack Connect sponsoring/exhibiting is one of the most effective ways you can spend your marketing dollars—giving you access to the people you need to reach.

Why Should You Become a Sponsor/Exhibitor?

- ✓ Set your company apart from your competitors
- ✓ Get your company noticed within the industry
- ✓ Develop and strengthen your brand
- ✓ Interact with key influencers and decision makers

SPONSOR/EXHIBITOR TIERS (see chart on page 3)

Community Champion (\$9,995.00)

Community Champion is the highest and most comprehensive level of sponsoring/exhibiting. It will provide recognition before, during and after the event. Packages include four full conference registrations, your choice of a premium exhibit hall location, as well as the opportunity to customize some portions of your package. To maintain the exclusivity of this offering, Community Champions are limited to four or less companies.

Platinum Sponsors/Exhibitors (\$5,995.00)

The Platinum Sponsor/Exhibitor level provides myriad benefits such as the opportunity to provide registration giveaways which allows companies to reach individual attendees and make their mark on this target audience. Platinum sponsors/exhibitors will also enjoy seeing their logo displayed prominently on meeting emails, signs, and more.

Gold Sponsors/Exhibitors (\$4,495.00)

The Gold Sponsor/Exhibitor level features exhibit booth space, two complimentary registrations, as well as recognition throughout the conference.

Silver Sponsors/Exhibitors (\$2,995.00)

Silver Sponsors/Exhibitors will receive complimentary exhibit space, one full registration and have their company name listed on some conference signage.

SPONSOR/EXHIBITOR PACKAGES

	SILVER	GOLD	PLATINUM	CHAMPION
Complimentary registrations to Haystack Connect 2019	1	2	3	4
Complimentary 8'x10' exhibit booth	✓	✓	✓	✓
Recognition as co-sponsor of the opening reception	✓	✓	✓	✓
Recognition as co-sponsor of both meeting breakfasts	✓	✓	✓	✓
Recognition on the Haystack Connect website	✓	✓	✓	✓
Recognition via signage	✓	✓	✓	✓
Listing in <i>Connections Magazine</i>	✓	✓	✓	✓
Company logo with link on the Haystack Connect website	✓	✓	✓	✓
Recognition as co-sponsor of all refreshment breaks		✓	✓	✓
Recognition via signage with company logo		✓	✓	✓
Listing in <i>Connections Magazine</i> with company logo		✓	✓	✓
Premium exhibit hall booth location			✓	✓
Recognition as co-sponsor of Tuesday evening reception and dinner			✓	✓
Sponsor designation in emails and other marketing			✓	✓
Logo on screens during breaks and at day's end			✓	✓
Access to private meeting space			✓	✓
Opportunity to provide giveaway at registration			✓	✓
Opportunity to introduce keynote				✓
Recognition as co-sponsor of Wednesday evening reception and dinner				✓
Logo included on conference videos				✓
Company logo on meeting schedule				✓
Customizable branding opportunities				✓
	\$2,995	\$4,495	\$5,995	\$9,995

A LA CARTE SPONSORSHIPS*

USB Stick	Two color logo imprinted on each USB Memory Stick	\$1,950
Entertainment	Be the sponsor of the IBB and closing party!!! One of the highlights of Haystack Connect. Logo displayed on on-site promotional signage (everyone will know!)	\$1,950
WiFi	Logo displayed on meeting screens before/after presentations and during breaks	\$1,950
Lanyards	On-site visibility, logo displayed on all Lanyards (one color logo printed)	\$1,950
Charging Stations	Charging station including company logo	\$1,950
Meeting App	Company logo featured on meeting app	\$1,950

*All à la carte sponsorships include one free registration, as well as a company name listing on the Haystack Connect website.

**Reserve your preferred sponsorship online at:
haystackconnect.org**

For questions or additional information contact us at:
david@haystackconnect.org / 434-960-6529

SPONSOR/EXHIBITOR CONTRACT

AGREED: Sponsor/Exhibitor (“Sponsor”) is bound to this Sponsor and Exhibitor Application and Contract, including the attached Participation Agreement (collectively, the “Agreement”) for Haystack Connect (“Conference” and/or “Event”). The undersigned has read and agrees to all terms and conditions of the Agreement. The undersigned represents and warrants that he/she is authorized to sign on behalf of the Sponsor listed above and that all information provided is complete and accurate.

ASSIGNMENT OF SPACE: Haystack Connect shall assign the booth space as agreed to under this Agreement for the period of the display. Location assignments will be based on sponsorship level and date sponsor agreement was received. All assignments may be modified by Haystack Connect due to changes in Event layout, venue or other factors, and will be made solely at the discretion of Haystack Connect. Booth assignments may include specific non-negotiable instructions on how to orient the booth.

USE OF SPACE: Sponsor is allowed to distribute literature, run demonstrations and distribute products within the boundaries of the Sponsor’s assigned space. Sponsor’s product demonstration, placement or handing out of literature, signage, all booth furnishings and lighting must be well within the confines of the assigned space at all times and may in no way interfere with adjacent space. It is recommended that demonstrations using audio use headsets to demonstrate audio capabilities. All booth furnishings, equipment and displays are the responsibility of Sponsor, must be constructed safely, and must be installed, occupied and dismantled in accordance with Haystack Connect’s schedule. Haystack Connect may refuse permission to exhibit any products or services Haystack Connect deems objectionable or unsuitable for the Event. Sponsor shall not assign to a third party its space or any portion of that space without the prior written consent of Haystack Connect, which Haystack Connect may grant or withhold at its sole discretion. This includes needing specific authorization for participation by third parties designated as your partners. Areas requiring authorization include displaying logos, signage, third party branded giveaways or handouts, and any other representation bearing a brand other than that of the Sponsor. If such permission is given, Sponsor assumes full responsibility for the conduct of the assignee and all its representatives. Sponsor may not distribute or sell food or beverage at the assigned space or anywhere on event premises without prior permission from Haystack Connect.

SPONSOR EVENTS: Sponsor shall not schedule or sponsor any event in connection with the Conference, including without limitation evening events, during a time that overlaps or conflicts with any Conference event published in Haystack Connect’s Conference schedule. All events must be pre-authorized by Haystack Connect to avoid such conflicts. Events can only be listed as official conference events and promoted by Haystack Connect if they are sponsored exclusively by event sponsors.

INDEMNITY AND LIMITATION OF LIABILITY: Neither Haystack Connect, any co-sponsor, venue provider nor any of their respective officers, agents, employees, contractors, facilities, representatives or assigns shall be liable for, and Sponsor hereby releases them from, any claims for damage, loss, expense, harm, or injury or death to the person, property or business of the Sponsor and/or any of its visitors, officers, agents, employees, contractors, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, uncontrollable events, third parties, accident or any other reason in connection with the display at the Conference. Sponsor hereby indemnifies, and shall defend, and protect Haystack Connect and hold Haystack Connect, any co-sponsor and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney’s fees, and expenses which might result or arise from Sponsor’s participation in the Conference or any actions of Sponsor’s officers, agents, employees, contractors, or other representatives. Under no circumstance will Haystack Connect, any co-sponsor, or the venue provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall Haystack Connect’s liability, under any circumstance, exceed the amount actually paid to it by Sponsor. Haystack Connect makes no representations or warranties regarding the number or identity of persons who will attend the Conference.

OBSERVANCE OF LAWS: Sponsor shall abide by and observe all laws, rules and regulations, and ordinances in connection with the Conference and this Agreement.

CANCELLATION OR TERMINATION BY HAYSTACK CONNECT: If for any reason beyond its reasonable control, including without limitation fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, or act of God (“Force Majeure”), Haystack Connect shall determine that the Conference or any part will not be held, Haystack Connect may cancel the Conference or any part thereof. In that event, the liability of Haystack Connect is limited to the amount of fees paid, and Haystack Connect shall determine and refund to Sponsor its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by Haystack Connect. In the event that Haystack Connect cancels the Conference for any reason other than Force Majeure, Haystack Connect shall refund to Sponsor the full amount of the fees paid by Sponsor.

CANCELLATION BY SPONSOR: All payments made to Haystack Connect or agreed to under this Agreement shall be deemed fully earned and non-refundable in consideration for expenses incurred by Haystack Connect and Haystack Connect’s lost or deferred opportunity to provide space and/or sponsorship opportunities to others. Cancellation notices must be in writing and sent to David Utz at david@haystackconnect.org.

SPONSOR CONDUCT: Sponsor and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. Haystack Connect reserves the right to eject from the Conference Sponsor or any Sponsor representative(s) violating those standards.

AGREEMENT TO TERMS, CONDITIONS AND RULES: Sponsor agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by Haystack Connect from time to time for the efficient and safe operation of the Conference. This Agreement represents the final, complete and exclusive agreement between Sponsor and Haystack Connect concerning the subject matter of this Agreement. Haystack Connect does not make any warranties or other agreements except as set forth above. Any amendment to this Agreement must be in writing signed by Haystack Connect. No business forms (including without limitation any Sponsor purchase order terms and conditions) shall modify, interpret, supplement or alter in any manner the express terms of this Agreement. The rights of Haystack Connect under this Agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of Haystack Connect. If any term of this Agreement shall be declared invalid or unenforceable, the remainder of the Agreement shall continue in full force and effect. This Agreement shall be binding upon the heirs, successors, and assigns of the Sponsor subject to the terms of this Agreement regarding consent to assignment.