

Celebrating 10 Years

2021



Haystack Connect

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

May 4-6, 2021 / Virtual

SPONSOR PROSPECTUS

BECOME A SPONSOR

sharon@haystackconnect.org

www.haystackconnect.org





2021 SPONSOR PROGRAM

No cost attendee registration means more attendees, more brand recognition, and more leads. Sponsorship of the Haystack Connect 2021 event provides real value for you and your company by generating leads. One of the benefits of hosting Haystack Connect 2021 as a virtual event is the expanded worldwide reach that the virtual format provides. Registration for attendees is FREE! and all presentations will be recorded and available to all registered attendees even if they cannot attend the event.

The Haystack Connect Sponsor Program consists of four tiers, designed to provide 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 sponsorship 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?

- ✓ GENERATE LEADS!
- ✓ Support the important work of Project Haystack
- ✓ 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 TIERS (see chart on page 3 for more details)

Community Champion (\$7,500.00)

Community Champion is the highest and most comprehensive level of sponsorship, providing distinct recognition before, during, and after the event. The package encompasses the offerings from the other three sponsor levels with several noteworthy enhancements. These unique marketing opportunities include the ability to have a dedicated menu item showcasing your company on the meeting platform, the option to have a video posted on the meeting's social stream, and a full-page ad in *Connections Magazine** and special recognition in the keynote emphasizing the commitment of the Community Champion to support the work of the Haystack organization. To maintain the exclusivity of this offering, there is a limit of one Community Champion.

Platinum Sponsors (\$2,500.00)

The Platinum Sponsor level includes the benefits from the Silver and Gold level sponsorships, plus the opportunity to have an ad on the event platform social feed which will reach each individual attendee, making a mark on this target audience. Platinum Sponsors will also enjoy seeing their logo displayed prominently on meeting screens throughout the event and will receive a free 1/2-page ad in the pre-meeting issue of *Connections Magazine*.*

Gold Sponsors (\$1,000.00)

The Gold Sponsor level incorporates the features of a Silver Sponsorship, with several enhancements including a free 1/4-page ad in *Connections Magazine** and social media posts with your company description. In addition, Gold Sponsorship provides access to Meet Now, a live video chat feature that allows you to connect with attendees for real-time, face-to-face conversation.

Silver Sponsors (\$500.00)

Silver Sponsors will have their company logo displayed on the meeting platform, website, promotional emails, and in Project Haystack's *Connections Magazine*.* In addition, they will receive recognition via social media and be eligible to submit a proposal for possible inclusion in Pitchfest, Haystack Connect's exciting showcase of new products and services.

***Sign up by March 1 to guarantee inclusion in pre-meeting *Connections Magazine*.**



SPONSOR PACKAGES

	SILVER	GOLD	PLATINUM	CHAMPION
	Logo	1/4-page	1/2-page	Full-page
Ad in pre-meeting <i>Connections Magazine</i> *				
Opportunity to submit for inclusion in Pitchfest	✓	✓	✓	✓
Recognition with logo on the Haystack Connect meeting platform	✓	✓	✓	✓
Opportunity to post marketing materials in meeting platform	✓	✓	✓	✓
Recognition via social media	✓	✓	✓	✓
Company logo with link on the Haystack Connect website	✓	✓	✓	✓
Sponsor designation in emails and other marketing	✓	✓	✓	✓
Access to Meet Now private meeting feature		✓	✓	✓
Recognition via social media with company description		✓	✓	✓
Ad placement on platform social feed			✓	✓
Logo on screens during breaks and at day's end			✓	✓
Opportunity to have a dedicated menu item on meeting platform				✓
Logo included on conference videos				✓
Video posted on meeting platform social stream				✓
	\$500	\$1,000	\$2,500	\$7,500

***Sign up by March 1 to guarantee inclusion in pre-meeting *Connections Magazine*.**

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

For questions or additional information contact
sharon@haystackconnect.org



SPONSOR CONTRACT

AGREED: By submitting this Sponsorship Agreement ("Agreement") to Project Haystack, Sponsor agrees to sponsor the virtual event (the "Virtual Event") scheduled to be held virtually on the dates stated on the online sponsorship reservation form, pursuant to the terms set forth below.

This Agreement will be considered accepted by Project Haystack when Sponsor electronically completes the forms and acknowledgments and pays all fees at which time the Agreement will bind the parties, subjecting each to the following terms and conditions:

SPONSOR OF THE VIRTUAL EVENT: Sponsor agrees to the terms of Sponsorship described in this Agreement.

LOCATION, TIME, AND DATE: Project Haystack reserves the right to change time frame of the Virtual Event. Project Haystack reserves the right to reschedule or cancel the Virtual Event in its discretion, subject to its refund obligations set forth below. Project Haystack in no way guarantees attendance at the Virtual Event.

ASSIGNMENT: Unless written permission is obtained by Project Haystack at least one week prior to the event, Sponsor may not: (a) assign this Agreement; (b) sublet, assign, or apportion its reservation/space at the Event; and/or (c) use the Event to represent any other firm, individual, company, or party other than Sponsor's firm/company.

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 Project Haystack 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: Sponsor agrees to protect, save, and hold Project Haystack, its affiliated corporations, and its agents and employees and all beneficiaries and all agents thereof, and the Virtual Event platform and all agents and employees thereof (hereafter, collectively called "Indemnities") harmless for any damages or charges imposed for violations of any law, ordinance, and/or terms of this Agreement, whether occasioned by the negligence of the Sponsor or those holding under the Sponsor, and further, Sponsor shall at all times protect, indemnify, save, and hold harmless the Indemnities against and from any and all losses, costs (including attorney fees), damage, liability, or expense arising from or out of or by reason of any accident or bodily injury or other occurrence to any person or persons, including the Sponsor, its agents, employees, and business invitees which arises from or out of or by reason of said Sponsor's occupancy and/or use of the Virtual Event platform or a part thereof.

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

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

TERMS OF PAYMENT: Sponsor agrees to pay Project Haystack all fees associated with the sponsorship(s) selected within thirty days of the date of the applicable invoice or by the date of the event, whichever comes first.

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

CANCELLATION BY SPONSOR: All payments made to Project Haystack or agreed to under this Agreement shall be deemed fully earned and non-refundable in consideration for expenses incurred by Project Haystack. Cancellation notices must be in writing and sent to david@haystackconnect.org.

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 Project Haystack 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 Project Haystack concerning the subject matter of this Agreement. Project Haystack does not make any warranties or other agreements except as set forth above. Any amendment to this Agreement must be in writing signed by Project Haystack. 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 Project Haystack under this Agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of Project Haystack. 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.