

2022 Haystack Connect

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

Sept. 13-15 | Sept. 28 | Oct. 12 | Nov. 9
VIRTUAL EVENT SERIES

SPONSOR PROSPECTUS

BECOME A SPONSOR

debbie@haystackconnect.org

www.haystackconnect.org



2022 SPONSOR PROGRAM

No cost attendee registration means more attendees, more brand recognition, and more leads. Sponsorship of the Haystack Connect 2022 event provides real value for you and your company by strengthening your brand and generating leads. As a virtual event, Haystack Connect benefits from an expanded worldwide reach. Registration for attendees is FREE and includes all events in the series. All presentations will be recorded and available to registered attendees even if they cannot attend the event.

The Haystack Connect Sponsor Program consists of two 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?

- ✓ Increase brand awareness
- ✓ Generate leads
- ✓ Support the important work of Project Haystack
- ✓ Set your company apart from your competitors
- ✓ Get your company noticed within the industry
- ✓ Interact with key influencers and decision makers

SPONSORSHIPS

Haystack Connect features two levels of sponsorship, each providing recognition before, during and after the event:

SUPPORTERS (\$500)

Supporter packages include:

- Company logo with link on the Haystack Connect website
- Company profile with opportunity to post marketing materials in the meeting platform
- Recognition in the post-meeting edition of *Connections* magazine
- Recognition via social media
- Sponsor designation in meeting emails
- Logo displayed during sponsor slideshow

PATRONS (\$2,000)

Patrons receive all the benefits of sponsorship listed above, plus:

- Branded slide during sponsor slideshow
- Complimentary ½ page ad in the post-meeting edition of *Connections* magazine
- Enhanced social media post with company information
- Opportunity to play a one-minute video during event

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

For questions or additional information contact
debbie@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.