



2023 Haystack Connect

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

June 5-7, 2023 / Nashville, Tennessee

SPONSOR & EXHIBITOR PROSPECTUS

Nashville

**BECOME A SPONSOR/
EXHIBITOR**

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www.haystackconnect.org



2023 SPONSOR/EXHIBITOR PROGRAM

The Haystack Connect Sponsor/Exhibitor Program is comprised of four tiers that offer 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.

This year's event will take place at the Embassy Suites by Hilton Nashville Downtown. With an unparalleled location in the center of Nashville, the 30-story hotel extends high into Nashville's skyline, offering breathtaking views from all angles and is within steps of the city's top attractions. The new-build hotel, which opened in late 2022, is the largest Embassy Suites in the United States. This prime destination is sure to help drive attendance.

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 (\$10,500.00)

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 (\$6,500.00)

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 (\$5,000.00)

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

Silver Sponsors/Exhibitors (\$3,500.00)

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

SPONSOR/EXHIBITOR PACKAGES

	SILVER	GOLD	PLATINUM	CHAMPION
Complimentary registrations to Haystack Connect 2023	1	2	3	4
Complimentary 8'x10' exhibit booth	✓	✓	✓	✓
Recognition on the Haystack Connect website	✓	✓	✓	✓
Recognition via signage	✓	✓	✓	✓
Listing in <i>Connections</i> Magazine	✓	✓	✓	✓
Inclusion in the sponsor slide show	✓	✓	✓	✓
Company logo with link on the Haystack Connect website		✓	✓	✓
Recognition via signage with company logo		✓	✓	✓
Listing in <i>Connections</i> Magazine with company logo		✓	✓	✓
Logo on screens during breaks and at day's end		✓	✓	✓
Premium exhibit hall booth location			✓	✓
Access to private meeting space			✓	✓
Opportunity to provide giveaway at registration			✓	✓
Chance to create a custom slide for inclusion in exhibitor slide show			✓	✓
Opportunity to submit a promotional video (up to 1-minute) to be played during the event				✓
Option to select a double booth space				✓
Opportunity to moderate or present a session				✓
Logo included on conference videos				✓
Customizable branding opportunities				✓
	\$3,500	\$5,000	\$6,500	\$10,500

Reserve your preferred sponsorship online at: haystackconnect.org

For questions or additional information contact us at:
danielle@haystackconnect.org / 804-683-8376

PAST HAYSTACK CONNECT SPONSOR/EXHIBITORS

ActiveLogix
AIC Wireless
Airmaster
Altura
Automated Buildings
Automation.com
BAS Services Graphics
Bernhard
Blue Box Smart City
BrainBox AI
BTIB
Bueno
BuildingFit
Buildings IOT
Buildings.com
CABA
Can2Go
CBRE | ESI
Cimetrics
Clockworks Analytics
Cochrane Supply
Connect Air
Connexx Energy
Conserve It
Contemporary Controls
Control Trends
Convergence Wireless
Cor Advisors
CTA
Daintree Networks
Dell
e-Magic
Eagle Technology
EasyIO
Engineered Systems
Energy Advantage / U&S Services
Energy Management Association (EMA)
EntroCIM
Fantom Factory
Global Control 5
Intel
Intellastar
Intellienergy Tech SRL
IoTium
J2Innovations
Johnson Controls
Key2Act
KMC Controls
Kodaro
Legrand
LOBOS by Enerliance / Yardi
Lynxspring
Mamac Systems
Measurlogic
Memoori
Mission Critical
MondayLive!
Nexus Labs
Novant
NOVO Integration
Onicon Incorporated
Optigo Networks
Pacific Controls
Realcomm
SensorFact
Siemens
SkyFoundry
Smart Buildings Academy
Smartcom
StackHub
Tosibox
Tridium
Veris Industries
Viconics
Watt Stopper
Wind River
Yorkland Controls

SPONSOR/EXHIBITOR CONTRACT

AGREED: Sponsor/Exhibitor (“Sponsor”) is bound to this Sponsor and Exhibitor Application and Contract (“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. Exhibitors and their agents shall not injure or deface walls, floors, or any part of the exhibit building, or booth materials and equipment of another exhibitor. When such damage appears, the exhibitor causing such damage is liable, to the owner of the property damaged.

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. To the fullest extent permitted by law, the person/legal entity described as “Exhibitor” in this clause and in this exhibitor contract (regardless whether such person/legal entity is also described as “Exhibitor” in this contract) hereby assumes full responsibility

and agrees to indemnify, defend and hold harmless Embassy Suites by Hilton Nashville Downtown (“Hotel”) and Hotel’s owners, managers, subsidiaries, affiliates, employees and agents (collectively, “Hotel Parties”), as well as Project Haystack (“Group”), from and against any and all claims or expenses arising out of Exhibitor’s use of the Hotel’s exhibition premises. Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Exhibitor’s indemnity obligations in this clause. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Hotel Parties and Group shall be named as additional insureds on such policy, and Exhibitor shall supply the Hotel with a Certificate of Insurance at least 30 days prior to the use of the exhibition premises. The Exhibitor understands that neither the Group nor the Hotel Parties maintain insurance covering the Exhibitor’s property and it is the sole responsibility of the Exhibitor to obtain such insurance.

LIABILITY AND INSURANCE: All property of the exhibitor will remain under his or her custody and control in transit to, from, and within the facility, subject to the rules and regulations of the exposition. Exhibitors are advised to carry appropriate insurance to cover display materials against damage or loss, and public liability insurance against injury to the person and property of others.

OBSERVANCE OF LAWS: Sponsor shall abide by and observe all laws, rules and regulations, and ordinances pertaining to health, fire prevention and public safety 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 Danielle Strother at danielle@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.