



# CYBER SECURITY SUMMIT

Security solutions through collaboration.™

## SPONSOR COMMITMENT FORM

CONTACT NAME \_\_\_\_\_ TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ COUNTRY \_\_\_\_\_

DIRECT PHONE \_\_\_\_\_ MOBILE PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

PLEASE CHECK YOUR DESIRED SUPPORTER LEVEL AND OPTIONAL ADDITIONS FOR THE 2020 SUMMIT:

- Title | \$50,000
- Presenting | \$27,500
- VIP Lounge | Exclusive Opportunity: \$20,000
- Platinum: | \$15,000
- Diamond: \$12,500
  - CISO Luncheon |1 Opportunity
  - General Counsel Luncheon|1 Opportunity
  - Private Luncheon Host |1 Opportunity
  - Visionary Award Dinner|1 Opportunity
  - Security Solutions Podcast Host |1 Opportunity
  - VIP Reception|1 Opportunity
  - Women in Cyber Security Luncheon Host|1 Opportunity
- RUBY: | \$10,000

- Half-Day Session Host: \$9,500
  - Women in Cyber – October 26
  - Healthcare & Med Device – October 26
  - Small Business – October 28
- Gold: \$7,500
  - Charging Station |3 Opportunities
  - Lanyard Sponsor| 1 Opportunity
  - Tech Track Supporter |5 Opportunities
  - App |1 Opportunity
  - International Dinner Host| 1 Opportunity
  - Pocket Guide | 1 Opportunity
  - Summit Guide |1 Opportunity
  - Notebook |1 Opportunity
- Silver: \$5,000
  - Expo Reception
  - Security Solutions Podcast Participant
  - Coffee Break

Half-Day Session Supporter: \$3,500

- Women in Cyber – October 26
- Healthcare & Med Device – October 26
- Small Business – October 28

- Visionary Leadership Award Dinner Corporate Table (standalone) | \$1,500
- International Dinner Corporate Table | \$750
- Additional exhibit staff pass 1-day | \$125

Please Read Carefully and Sign Below (Agreement is not valid without signature)

As an Exhibitor at Cyber Security Summit 2020, we agree to abide by the rules and regulations detailed in the attached Terms and Conditions for Sponsors & Exhibitors. As a Sponsor and/or Exhibitor, we hereby grant The Event Group, Incorporated and Cyber Security Summit 2020 a non-exclusive, limited license to use Sponsor/Exhibitor's name and logo for the purposes set forth in the Sponsorship/ Exhibitor Exposure Opportunities and Benefits attached hereto as Attachment. We also warrant that we have the authority to grant this license, and such license does not violate the intellectual property or contractual rights of any third party.

Each party shall be responsible for its own acts and behaviors and the results thereof. Sponsor/Exhibitor liability is governed by the Minnesota Torts Act, Minnesota Statutes 3.736.

We acknowledge and agree that this signed application becomes a binding contract when accepted by The Event Group, Incorporated on behalf of the Cyber Security Summit 2020. We understand that our space/sponsorship is only guaranteed upon receipt of the signed contract and full payment.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please submit your completed form by email to [Jennifer.Churchill@eventshows.com](mailto:Jennifer.Churchill@eventshows.com)

Thank you for your support. We look forward to collaborating with you at the 2020 Summit, October 26-28, 2020.

## SPONSOR/EXHIBITOR 2020 TERMS AND CONDITIONS

"The Event Group" refers to The Event Group, Incorporated, the Summit producer, in connection with the Cyber Security Summit (CSS).

### SPONSORS/EXHIBITORS

All sponsors and exhibitors shall be bound by the rules and regulations set forth herein and by such amendments or additional rules and regulations that may be established by The Event Group.

### PAYMENT

Space is confirmed with payment in full. Please contact your Representative Jennifer Churchill: 763-548-1306; [jennifer.churchill@eventshows.com](mailto:jennifer.churchill@eventshows.com) to discuss payment methods.

### ASSIGNMENT OF EXHIBIT SPACE

Exhibit space will be assigned based on the sponsorship level and date that The Event Group receives each sponsor/exhibitor's contract and payment. The Event Group reserves the right to modify the floor plan as necessary. In all instances, The Event Group reserves the right to determine final placement of the sponsor/exhibitor.

### SUBLETTING OF SPACE

Sponsors/Exhibitors shall not sublet or assign their exhibitor's space or any portion thereof. Sponsors/Exhibitors shall not share their exhibit space with any other person or entity without prior written consent of The Event Group which may be withheld for any reason. If The Event Group agrees to permit such sharing, such person or entity shall be required to execute a copy of this agreement.

### COMPETING EVENTS

The Cyber Security Summit organizers will be hosting a Pre-Summit VIP Reception on Monday, October 26, 2020 and the Visionary Leadership Award Dinner on Tuesday, October 27, 2020. Because these events are associated with the Cyber Security Summit, no conflicting (competing) events may be hosted those evenings. Other hospitality events hosted by sponsors/exhibitors are permitted on the evenings during the Cyber Security Summit AFTER all programming is complete (after 9:00 p.m.). Specifically, competing events may NOT be hosted during the times of the Cyber Security Summit operation (7:00 a.m. to 9:00 p.m.).

### CANCELLATION OF SPACE or ADDITIONAL OPTIONS

In the event you need to cancel your space reservation or any additional options, a portion of your fees will be refunded if written notification is received by The Event Group as per the following schedule: By March 31, 2020 – 75%; by May 31, 2020 – 50%; by July 31, 2020, 25%. No refunds will be given for cancellations after July 31, 2020.

### INSTALLATION / DISMANTLING

**Exhibitor move-in time is 12:00 p.m. on Monday, October 26 and exhibit must be fully installed by 5:00 p.m.** After this time, installation work will NOT be permitted. If any sponsor/exhibitor is not set up and in order by the specified time, the Cyber Security Summit reserves the right to direct the Official Service Contractor to set up the exhibit at the sole expense of the exhibitor, or make such other use of space as deemed necessary

or appropriate, with no refund made to the original exhibitor. **Please bring all your exhibit materials with you to CSS.**

**EXHIBITS SHALL NOT BE DISMANTLED BEFORE THE OFFICIAL CLOSING OF THE EXHIBIT AREA on the final day of the Summit. A PENALTY OF \$100 WILL BE ASSESSED IF DISMANTLE BEGINS BEFORE OFFICIAL CLOSING.** Packing of equipment or materials shall NOT begin until that time. After the CSS, the Sponsor/Exhibitor is liable for any handling charges resulting from failure to remove exhibit material as and when required. If needed, the facility will have a vendor for your shipping convenience. All exhibits must be removed from the site by TBD time on the final day of the Summit. All costs for freight movement, installation/dismantling, and shipment charges are the exhibitor's.

#### STANDARD EXHIBIT

Each Sponsor/Exhibitor Space includes exhibit space with table, chairs and company name signage

ELECTRICITY and DEDICATED INTERNET are available for purchase through the Facility.

#### EXHIBITOR SERVICES AND MATERIAL HANDLING

Shipping will be handled by our exhibit services provider. You will receive a kit with instructions closer to the event.

#### EXHIBIT CONSTRUCTION AND DISPLAY

Sponsor/Exhibitors are encouraged to offer information that is educational, professional, and instructive. Over-the-counter sales of goods for onsite delivery are expressly prohibited without having a proper sales tax ID number. **EXHIBITOR'S ACTIVITIES MUST BE CONFINED TO THE LIMITS OF THE RENTED SPACE AND MUST NOT IMPEDE TRAFFIC OR INTERFERE WITH THE ACTIVITY OF OTHER SPONSORS/EXHIBITORS. A PENALTY OF \$500 WILL BE ASSESSED IF THE EXHIBITOR VIOLATES THIS.** The sponsor/exhibitors shall finish or drape the back of unfinished or unsightly structures at their own expense. No homemade signs may be displayed. All tables will be professionally skirted. Electricity, water, and special cleaning service are at the exhibitor's expense. Unless approved by The Event Group, publicizing and/or maintaining any extraneous activities, including hospitality suites, inducements, demonstrations, or displays away from the exhibit area during exhibit hours is prohibited. The Event Group reserves the right to prohibit such activities or require revisions, at the exhibitor's expense, to comply with these guidelines.

## STAFFING

Sponsors/Exhibitors must open their exhibits on time and staff their table at all times during Cyber Security Summit exhibit hours. The designated representative shall represent the exhibitor in connection with installation, operation, and dismantling of the exhibit. Only representatives who are employed by the exhibiting company and who will be working the Exhibit Table are to be registered as table/booth personnel. False certification of individuals as exhibitor's representatives, sharing of exhibitor's badges, or any other method used to assist unauthorized persons to gain admission to the exhibit area will be just cause for expelling the violator from the Summit.

## AMERICANS WITH DISABILITIES ACT

Each exhibitor shall comply with the Americans with Disabilities Act (ADA), and shall modify policies, practices and procedures as necessary to enable individuals with disabilities to participate equally within the confines of the exhibitor's exhibit space. This includes, but is not limited to, setting up exhibits, seating and access ways in an accessible manner, and otherwise removing physical barriers created in connection with the event and providing auxiliary aids and services where necessary to ensure effective communication to individuals with disabilities who participate or desire to participate. Each sponsor/exhibitor shall be responsible for compliance with the ADA within its exhibit space, including the provision of auxiliary aids and services as needed.

## MUSIC AND AUDIOVISUAL EFFECTS

Sponsor/Exhibitors' use of music or audiovisual devices with sound is permitted only in those locations and at such decibel intensity as not to interfere with the activities of other sponsors/exhibitors.

## COPYRIGHT LAW

No copyrighted music or materials may be played, displayed or performed in the exhibition area in any fashion (including, but not limited to, background music on video or audio presentations) without obtaining appropriate licensing. The exhibitor is solely responsible for obtaining licenses for music originating in the exhibitor's table/display area. The exhibitor shall indemnify Cyber Security Summit and The Event Group and their officers and employees, and shall hold them harmless from any and all liability whatsoever for any infringement of or other violation arising out of the use of copyrighted music or materials.

## PHOTOGRAPHY AND VIDEO RECORDING

Photography and video recording, other than by official Cyber Security Summit photographers, is prohibited in the exhibit hall at all times, including during installation and dismantling.

## SMOKING

The exhibitor shall comply with all federal, state, and local laws and ordinances and regulations concerning the environment and hazardous materials.

## ELECTRICAL REGULATIONS

Sponsor/Exhibitor is responsible for knowledge and compliance with all union requirements and Fire and Safety Codes. Table decorations must be flame-proofed. Electrical wiring must conform with all federal, state, and municipal government's requirements and to National Electrical Codes. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, The Event Group reserves the right to cancel, at exhibitor expense, all or such part of the exhibit that may be non-compliant.

## SAFETY REGULATIONS

The exhibitor must comply with all federal, state, and local laws and ordinances and regulations concerning the environment and hazardous materials.

## LIABILITY

Each exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of damage to exhibitor's displays, equipment, and other property brought upon the premises of the Facility, and shall indemnify and hold harmless Cyber Security Summit, The Event Group, the Facility, and any authorized agent, representatives, or employees of the foregoing for any and all losses, damages, and claims for any cause whatsoever by reason of the use or occupancy of the exhibit space by the exhibitor or its employees and representatives. If a sponsor's/exhibitor's materials fail to arrive, the sponsors/exhibitors are, nevertheless, responsible for all amounts due hereunder. In holding the CSS, The Event Group does not act as the agent of the exhibitor or the Facility. Claims against any party shall be submitted directly to the party involved.

## INSURANCE

Sponsors/Exhibitors must make provision for safeguarding their materials, equipment, and displays at all times. Sponsors/Exhibitors are advised to carry special insurance to cover exhibit material against loss or damage, and public liability insurance against injury to the persons and property of others. As a courtesy to exhibitors, perimeter security for the exhibit hall may be furnished during installation, dismantling, and show day. Provision of perimeter security does not constitute a guarantee or an agreement to indemnify against loss or theft.

## USE OF EXHIBITOR-APPOINTED CONTRACTORS

Sponsors/Exhibitors must use labor services provided through the Facility and should engage them in advance of move-in day.

## TERMINATION OF RIGHT TO EXHIBIT

As the producer, The Event Group reserves the right to terminate an exhibit if an exhibitor or any of its representatives fail to observe the conditions of this contract or in the opinion of The Event Group, engage in unethical or unprofessional conduct. Such sponsors/exhibitors will be dismissed without refund.

## CYBER SECURITY SUMMIT CANCELLATION

Neither Party shall be liable for the non-performance of its obligation under this Agreement if such performance is caused by weather, natural disasters, strikes, war, terrorism, utility outages, communication outages, or any other circumstances which could not have been reasonably foreseen and avoided by commercially reasonable action or are beyond the reasonable control of a Party ("Force Majeure"). A Party shall be excused from performance under this Agreement for the duration of the effects of such Force Majeure circumstances.

## LINKING TERMS AND CONDITIONS

The Event Group has the right to use the sponsors/exhibitor's logo and link to sponsor/exhibitor's site from websites associated with the event ("Event Websites"). The Event Group grants sponsor the right to link to [www.cybersecuritysummit.org](http://www.cybersecuritysummit.org). Sponsor agrees that its website will not contain libelous, defamatory, obscene, pornographic, abusive, or unlawful material. The Event Website, including any content or information contained therein are provided "AS IS" with no representation or warranties of any kind, either expressed or implied, including, but not limited to, the implied warranties of merchantability, fitness for a particular purpose, and non-infringement.

"The Event Group" refers to The Event Group, Incorporated, the event producer, in connection with the Cyber Security Summit. Cyber Security Summit 2020 will be held October 26-28, 2020 at the Minneapolis Convention Center.

## CONTACT

Sponsorship Sales and Coordination

Jennifer Churchill

The Event Group, Incorporated

Direct: 763-548-1306

[Jennifer.churchill@eventshows.com](mailto:Jennifer.churchill@eventshows.com)

Registration

Benjamin Cook

The Event Group, Incorporated

Direct: 763-548-1309

[Benjamin.Cook@eventshows.com](mailto:Benjamin.Cook@eventshows.com)