

ACT-ON PRESENTS

# i marketing

AN ADAPTIVE JOURNEYS™ ROADSHOW





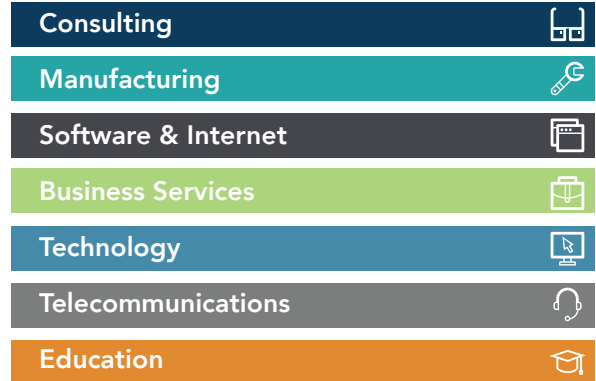
# HIGHLIGHTS

## ROLES OF REGISTRANTS



- 27% Executive
- 39% Marketing Manager/Director
- 19% Marketing Professionals & Agencies
- 15% Other

## TOP INDUSTRIES



## ATTENDEE GOALS



200 Attendees per event

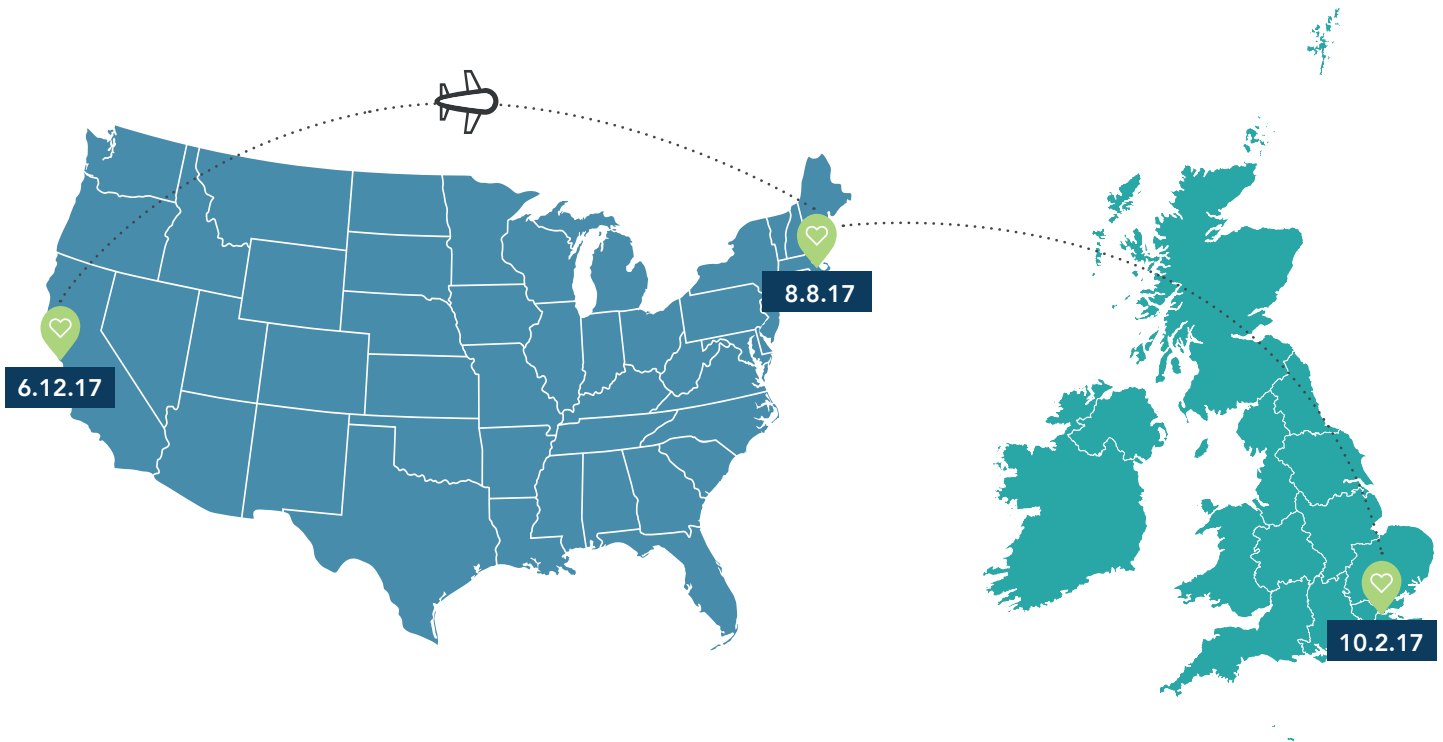
Attendance averages 60-80 Attendees (depending on location)



# EVENT DETAILS

## UPCOMING EVENTS

San Francisco, CA - June 12 | New York, NY - August 8 | London, UK- October 2

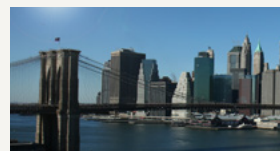
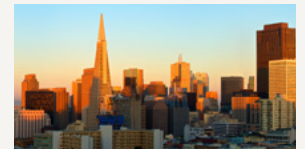


### PROGRAM AGENDA

8:00am - 10:00am	PreCon Training
9:30am - 10:15am	General Registration & Power Breakfast
10:15am - 12:15pm	General Session
12:15pm - 1:00pm	Lunch & Networking
1:00pm - 2:25pm	Breakout Sessions
2:25pm - 2:45 pm	Snack Break
2:45pm - 4:15pm	General Session
4:15pm - 6:00pm	Networking Reception

### VENUES

SAN FRANCISCO  
 San Francisco Marriott  
 Union Square  
 480 Sutter Street  
 San Francisco, CA 94108



NEW YORK  
 New York Marriott Marquis  
 1535 Broadway  
 New York, NY, 10036

LONDON  
 30 Euston Square  
 London Euston,  
 30 Euston Square, Kings Cross,  
 London NW1, UK



# SPONSORSHIP

## I <3 MARKETING ADAPTIVE ROADSHOW SPONSOR PACKAGE

**\$5,000 for 1 event**  
 - OR -  
**\$8,000 for 2 events**  
 - OR -  
**\$12,000 for 3 events**



- Prominent positioning of company logo around general session room
- Acknowledgement in title slide
- Logo placement in pre and post-event marketing promotions and on event landing page
- Logo placement in onsite printed materials
- Opportunity to place an item as a giveaway at registration
- (3) social mentions highlighting company as an Adapt! sponsor across - Twitter, Facebook & LinkedIn
- 6' skirted table (or table top), electrical drop & WiFi

## A LA CART ADD-ONS

**MAIN STAGE SPEAKER SESSION**  
**\$1,000**  
 (ONE PER EVENT)

**BREAK/LUNCH SPONSOR**  
**\$3,000 FOR 1**  
 -OR- **\$7,000 for 3**

- Prominent positioning of company logo around event
- Logo placement in pre and post-event marketing promotions and on event landing page
- Logo placement in onsite printed materials

**LANYARD\* SPONSOR**  
**\$1,000**  
 (ONE PER EVENT)

- Color logo on lanyards
- Logo placement in pre and post-event marketing promotions and on event landing page
- Logo placement in onsite printed materials

*\*Sponsor to provide branded lanyards - must be approved by Act-On*

**WIFI SPONSOR**  
**\$1,000**  
 (ONE PER EVENT)

- Logo placement in pre & post-event marketing
- Logo placement in onsite printed materials

# SPONSOR FORM

## COMPANY DETAILS

Company Name	Contact Name	Contact Title	
Contact Email	Contact Phone		
Address	City	State	Zip/Postal Code

## SPONSORSHIP & A LA CART OPTIONS (Check One)

Adapt! Sponsor	Break/Lunch	WiFi
	Lanyard	

## ADAPT TOUR CITIES (Choose 1)

San Francisco, CA	New York, NY	London, UK
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## BILLING

Contact Name	Contact Email	Contact Phone	
Address	City	State	Zip/Postal Code



# TERMS & CONDITIONS

**SPONSORSHIP AGREEMENT:** This Sponsorship Agreement (the "Agreement") is between Act-On Software, Inc. ("Act-On") and the entity listed in the signature block below ("Sponsor"). The Sponsor has agreed to sponsor I <3 Marketing, An Adaptive Journeys Roadshow (the "Events"), including by occupying an exhibit space or participating in speaking sessions, as further detailed herein. The Act-ON Tour "Adapt" is scheduled on June, August, and October 2017. Act-On Software, Inc. reserves the right, at its sole discretion, to change the site, hours or dates of the Events. Act-On Software, Inc. will attempt to notify Sponsors of any such changes as far in advance as possible.

**APPLICATIONS:** All Sponsors must sign this Agreement. Once the Agreement is executed by both parties it is considered binding and fees are non-refundable except as otherwise set forth herein.

**PAYMENT:** Upon execution of this Agreement, Act-On will invoice Sponsor for the fees for the Event as set forth in Exhibit A ("Sponsorship Fee"). Payment of the Sponsorship Fee is due net 30 days from the invoice date. Except as otherwise set forth herein, the Sponsorship Fee is nonrefundable and non-cancelable.

**CANCELLATION:** In the event Sponsor wishes to cancel all or part of its participation in the Event, Sponsor must send notice of cancellation in writing to [noelle.nolan@act-on.com](mailto:noelle.nolan@act-on.com). Sponsor shall be liable for one-hundred percent (100%) of the total Sponsorship Fee. Sponsor is responsible for payment of the Sponsorship Fee irrespective of the reason for Sponsor's cancellation. In the event of cancellation by Sponsor, Act-On shall have the right to use Sponsor's allocated space / session or rent such space / session to another Sponsor. Act-On's re-allocation of Sponsor's space / session shall not excuse Sponsor from payment of the Sponsorship Fees assessed hereunder. Act-On reserves the right to cancel the Event or to terminate the Agreement for any reason at any time upon written notice to Sponsor. Act-On's sole liability and Sponsor's sole remedy for Act-On's cancellation or termination shall be a refund of Sponsorship Fees paid by Sponsor under the Agreement.

**DEMAND GENERATION AND CONTENT:** Sponsor acknowledges and agrees that lead information provided to Sponsor pursuant to its Sponsorship Level shall be limited to those leads generated by the Event in Sponsor's geographical location only, in either the United States, the European Union or Asia Pacific. Sponsor shall comply with all privacy and data protection laws and regulations applicable to its location and operations in the collection or use of such lead information. Act-On shall have the right to hold the Event environment open on an on-demand basis for a period of three months from the Event date and make available publicly all pre-recorded presentations, sessions, booths, content and materials.

**FORCE MAJEURE:** Act-On shall not be responsible for any loss or damage resulting from failure to perform under the Agreement or to conduct the Event as currently scheduled in whole or part as a result of riot, strike, civil disorder, act of war, failure of facilities, earthquake, storm, fire, flood, or other acts of God, or any reason of any kind what so ever beyond the reasonable control of Act-On. In such event, Act-On will make reasonable efforts to reschedule the Event. Notwithstanding any other terms or conditions of the Agreement, should it ultimately be impossible to hold the Event for a force majeure event, Act-On may retain or will be due such portion of the Sponsorship Fee as necessary to compensate Act-On for expenses reasonably incurred up to the time the force majeure event occurred. All payments in excess of such expenses shall be refunded.

**CONDUCT OF SPONSOR:** Sponsor shall conduct its booth/ content/session in a professional manner so as not to be objectionable to Act-On, other Sponsors or participants, or the public. Act-On reserves the right to restrict or prohibit exhibits/ content which, because of noise, method of operation, content, or any other reason, are objectionable or otherwise detract from or are out of keeping with the character of the Event as a whole. Act-On may prohibit installation or request removal or discontinuance of any exhibit or promotion that, if continued, deviates substantially from the design and description given advance approval. Act-On and the venue reserve the right to close, remove or require changes in any exhibit or to remove any of Sponsor's personnel, agents, representatives, independent contractors, invitees or guests who are deemed detrimental to Act-On, the Event, other Sponsors, the venue, or the public. If Sponsor or its representatives fail to observe the terms and conditions of the Agreement, or, in the opinion of Act-On, conduct themselves unethically or detrimentally to Act-On, Sponsor may be dismissed from Event without refund or other appeal.

**INDEMNIFICATION:** Sponsor will defend Act-On and its officers, directors, agents and employees (the "Indemnitees"), against any claim or legal action brought by a third party, and Sponsor will indemnify and hold harmless the Indemnitees against any expense (including attorney's fees) and other liabilities of any kind or nature, whether in contract, tort, or otherwise, in connection with claims or actions: (a) arising out of a bodily injury or death of any party, except if cause by Act-On's sole negligence; or (b) arising out of Sponsor's breach of this Agreement, negligent act or omission, intentional misconduct, or violation of any applicable law. Sponsor will not enter into any settlement that obligates Act-On to take any action or incur any expense without its prior written consent, and Jive will have the right to be represented by independent counsel of its own choosing, at its own expense, in connection with any such claim or suit.

# TERMS & CONDITIONS

**CONFIDENTIALITY:** Sponsor acknowledges that performance of this Sponsorship Agreement may give it access to information owned or controlled by Act-On, disclosure of which would cause substantial or irreparable harm to Act-On, including the financial terms of this Sponsorship Agreement and all other information relating to Act-On's business, whether disclosed before, on or after the date of this Sponsorship Agreement, regardless of the medium on which the information is stored, recorded, conveyed or communicated, and whether or not specifically identified as "Confidential" (collectively, "Confidential Information"). Sponsor will hold all Confidential Information in strict confidence and will not (i) use such information except as strictly necessary to perform its obligations under this Agreement or (ii) disclose, without Act-On's prior written consent, any Confidential Information to any person other than to Sponsor's employees or other representatives who (a) have a "need to know"; (ii) have been advised of the confidential and proprietary nature of the Confidential Information; and (iii) are bound by obligations that are at least as restrictive as those described in this Agreement. Sponsor will be responsible for any use or disclosure of Confidential Information by its representatives that is not permitted pursuant to this Section.

**DISCLAIMER; LIMITATION OF LIABILITY:** ACT-ON DISCLAIMS ALL WARRANTIES RELATED TO THE EVENT AND ANY LEAD INFORMATION, WHETHER EXPRESSED OR IMPLIED. Act-On shall in no event be liable for any indirect, incidental, special or consequential damages, or damages for loss of profits, revenue, data, or use, incurred by Sponsor, whether in an action in contract or tort, even if Act-On has been advised of the possibility of such damages. Act-On's liability for damages hereunder shall in no event exceed the Sponsorship Fee paid by Sponsor under the Agreement.

**INSURANCE:** Without limiting Sponsor's obligations under this Agreement (including its obligation to indemnify Act-On), Sponsor will maintain at its own expense, and will ensure that all of its subcontractors maintain, the following insurance policies throughout the term of this Agreement: Workers' compensation insurance with statutory limits, and employer's liability insurance with limits of not less than one million dollars (\$1,000,000); and Commercial General Liability insurance which covers liability arising from premises, operations, independent contractors, products-completed operations, personal injury, and advertising injury, bodily injury liability and contractual liability, with a limit of not less than three million dollars (\$3,000,000) each occurrence.

**NO ASSIGNMENT:** The rights granted by the Agreement are personal in nature. Sponsor may not assign the Agreement to any third party without the written consent of Act-On.

**AUTHORIZATION:** By signing the Agreement you are authorizing Act-On to provide contact information including your address, phone number, fax number and contact person to any service vendor contracted to conduct work at the Event.

**JURISDICTION:** The Agreement and all matters arising out of or relating to it shall be governed by the procedural and substantive laws of the State of Oregon. Any legal action relating to the Agreement shall be instituted in the state or federal courts located in Multnomah County, Oregon.

**ACT-ON SOFTWARE, INC.**

**SPONSOR\*:**

\*provide company name

By:

By:

Name:

Name:

Title:

Title:

Date:

Date: