

# Cognitio's Second Annual Synergy Forum 2016

The Second Annual Synergy Forum 2016 brings together government and industry practitioners driving our collective technology futures.

This event is multi-disciplinary, examining the emerging fusion of physical and digital worlds. The attendees include policy-makers, architects, program managers and influencers in the federal government and the most forward thinking engineers, architects and innovators in the DC ecosystem.

Organized by Cognitio's highly regarded CTOvision and some of the area's leading Chief Technology Officers, this event will generate enduring conversations that will bring you and your team into close contact with senior decision-makers driving the future of their enterprises. Your sponsorship will help the community examine some of the most critically important issues of the day, including:

- ways to safely enable the growing connections between the cyber and physical worlds;
- the appropriate ways to influence the direction of the emerging Internet of Things;
- lessons learned regarding technology evaluation for enterprise decision makers;
- ways to modernize, generating optimal return on investment.

We are seeking engagement from companies with game-changing technologies to enhance mission impact across multiple sectors. This is your opportunity to provide hands-on demonstrations and have candid interactions with analysts and executives seeking dramatic improvements in the way analytics serve critical business and government mission outcomes.

**date:** October 4th, 2016

**time:** 8:00 AM - 7:00 PM

**place:** The Renaissance Hotel

999 9th St. NW | Washington, DC 20001

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## SPONSORSHIP OPPORTUNITIES

All sponsorships include recognition on signage and on select marketing materials as event sponsors. Additionally, Cognitio will include the organization's or sponsor's logo on TheSynergyForum.com with a link to the sponsor's website. Any additional perquisites for sponsorships are listed below, according to sponsorship level.

### Platinum Sponsorship - \$15,000

Become a Platinum Sponsor of the 2016 Synergy Forum and receive the following:

- Guaranteed speaker slot
- Co-sponsor of Networking Lounge
- Sponsor booth in a prime location in exhibition space
- Attendee list provided / Lead retrieval software included
- Co-sponsor of Platinum Sponsor Attendee Raffle for an Apple Watch or similar prize
- Full page ad in on-site brochure
- Featured logo and detailed company information on the Synergy Forum website
- CTOvision post highlighting your company
- Access to Sponsor lounge
- Access to Meeting Room for more discreet client interaction
- Access to demo space/meeting room for directed product demonstrations
- 5 event passes, plus up to 4 passes for exhibition staff

### Gold Sponsorship - \$10,000

Become a Gold Sponsor of the 2016 Synergy Forum and receive the following:

- Possible speaker slot, first come first served, limited slots available
- Co-sponsor of Breakfast
- 8' table in preferred location in exhibition space
- Lead retrieval software included
- Co-sponsor of Gold Sponsor Attendee Raffle for an iPad Mini or similar prize
- Half-page ad in on-site brochure
- Featured logo and company information on the Synergy Forum website
- CTOvision post highlighting your company
- Access to Meeting Room for more discreet client interaction
- Access to Sponsor lounge
- 3 event passes, plus up to 3 passes for exhibition staff

## Silver Sponsorship - \$5,000

Become a Silver Sponsor of the 2016 Synergy Forum and receive the following:

- Co-sponsor of Beverage Station
- 6' table in exhibition space
- Lead retrieval software included
- Co-sponsor of Silver Sponsor Attendee Raffle for an iPod Touch or similar prize
- Quarter-page ad in on-site brochure
- Featured logo on the Synergy Forum website
- CTOvision post highlighting your company
- Access to Sponsor Lounge
- 1 event pass, plus up to 2 passes for exhibition staff

## Bronze Sponsorship - \$2,500

Become a Bronze Sponsor of the 2016 Synergy Forum and receive the following:

- Quarter-page ad in on-site brochure
- Featured logo on the Synergy Forum website
- Access to Sponsor Lounge
- 1 event pass

## Custom Sponsorship Packages/Add-ons – Inquire about price

We have several custom options available for sponsorships. Due to the customized nature of these options, please inquire for pricing if interested. Possible options include:

- Sponsorship for Lunch
- Sponsorship of Morning Break
- Sponsorship of Afternoon Break
- Post-Event Reception Sponsor
- Barista Station with branded custom paper coffee cups and collars, or custom ceramic mugs
- Mobile App Sponsorship
- Wi-Fi Sponsorship and Connection Page
- Mobile device charging station
- T-Shirt cannon with custom designed shirts
- Branded seated massage station
- Branded hand sanitizer station
- Branded snack station
- Bob Gourley will provide and sign his book, which could have a custom branded cover

## TERMS AND CONDITIONS

### 1. Contract for Exhibit Space or Sponsorship.

This application for exhibit space or sponsorship (when signed by Cognito Corp. and upon return of a signed copy to you with notice of exhibit space and/or sponsorship assignment) constitutes a contract for the right to use the space or sponsorship.

By submitting an application for exhibit space or sponsorship, the applicant releases Cognito Corp., the Renaissance, and official event contractors and their respective affiliates, employees, officers, mortgagors and contractors (the “Indemnitees”) from any and all liabilities to applicant, its agents, contractors, licensees, or employees that may arise or be asserted as a result of submission of an application or of participation in this exhibit. Cognito Corp., at its sole discretion has the right to determine eligibility of any company or product for inclusion in the event and retains the right to rescind the contract within 30 days if the exhibit is deemed to be contrary to the best interests of the event. Upon such rescission, Cognito Corp.’s sole obligation will be to refund exhibit fees paid and received, except exhibitor will receive no refund in the event of an exhibitor’s breach or repudiation of these terms and conditions. Without obligation to exhibitor (including, without limitation, any obligation to adjust the exhibit fee or compensate exhibitor for relocation costs), Cognito Corp., at its sole discretion has the right to move any exhibitor’s location in the exhibit hall for any reason.

### 2. Payment.

Sponsor will pay the fees quoted in this agreement within fifteen (15) days of presentation of invoice.

#### 2.1 Nondisclosure of Promotional Discounts

A special discount may have been extended to Sponsor for this sponsorship. Sponsor agrees that pricing terms are subject to nondisclosure obligations.

### 3. Liability.

Cognito Corp.’s liability to Sponsor under any cause of action shall not exceed the amount of the sponsorship fee paid. Neither Cognito nor its representatives will be responsible for any injury, loss, harm, or damage that may occur to the Sponsor from any cause whatsoever. Under no circumstances will Cognito Corp. be liable for lost profits or other special or consequential damage. The foregoing will apply regardless of how any claim is brought or how damages are characterized, including whether brought in contract, tort or otherwise.

#### 4. Exhibit Booths.

Standard booth package for Select sponsorship includes one six-foot table, two chairs, Internet, and electricity; for Premier, substitute an eight-foot table, and for Prestige, substitute a booth.

All exhibits must be set up between 6:30 AM and 8:00 AM on October 4, 2016. All exhibits must be removed in their entirety between the hours of 5:00 PM and 6:00 PM on October 4, 2016.

#### 5. Use of Exhibit Space.

No exhibitor may sublet, assign, or apportion any part of the space allotted, or represent, advertise, or distribute literature for the products or services of any other firm or individual except as expressly approved in writing by Cognito Corp. The purposes of the exhibit are to inform and educate the community regarding characteristics and uses of the products of the Sponsor. All exhibit activities must be confined to exhibitor's contracted exhibition space.

#### 6. Dismantling.

Exhibits may not be dismantled before the close of the workshop. Exhibits must be removed by the exhibitor from the premises no later than the time indicated in Item 4, "Exhibit Booths". The premises must be left broom clean by the exhibitor. Exhibitor shall be liable for all expenses, including, but not limited to, all storage and handling charges, resulting from the failure to remove exhibit material from the exhibit hall prior to the conclusion of the dismantling period as specified by Cognito Corp.

#### 7. Booth Representatives.

Exhibitor's booth representatives shall be restricted to employees of the exhibiting companies who are actually working in the exhibitor's booth. Booth representatives shall wear badge identification furnished by Cognito Corp. at all times.

#### 8. Proper Attire and Conduct.

Exhibitor's representatives' manner or appearance and dress must be conservative and professional at all times during event hours.

## 8.1. Multi-media.

Exhibitors operating sound motion picture equipment, record players, loudspeakers, or any other noise-creating devices shall do so only at a level which will not interfere with other exhibitors or add unduly to general acoustic inconvenience, and Cognitio Corp. reserves the right, at its sole discretion, to require discontinuance of their use. Should the wording on any sign or area in Exhibitor's booth be deemed by Cognitio Corp., in its sole discretion, to be contrary in any way to the best interests of the event, exhibitor shall make at its own expense such changes as are requested.

## 9. Damage to Property.

Exhibitor is liable for any damage or loss to any property (including, without limitation, that of Cognitio Corp., The Renaissance, or any other exhibitor) caused by exhibitor or its agents, contractors, licensees, invitees or employees. Exhibitor may not apply paint, lacquer, adhesive, or other coating to building walls, ceilings, columns, or floors, or to standard booth equipment.

## 10. Failure to Hold Event.

Should anything prevent holding of the Event, this agreement shall terminate, and the exhibitor waives any claim for damages or compensation, and neither party shall have any further obligation against the other, except that Cognitio Corp. shall refund to the exhibitor the amounts paid under this agreement.

## 11. PAYMENT & CANCELLATION POLICY.

Sponsors must submit cancellations in writing to Cognitio Corp. No refunds will be given.

### 11.1. Rescheduling/Cancellation of Event.

Additionally, Cognitio Corp. reserves the right to reschedule or cancel this event if necessary for any reason, including: (i) weather; (ii) failure to receive commitments from the necessary number of sponsors; (iii) failure to reach agreement with venue owner or any governmental authorities on any issue related to the event; or (iv) acts of God or any other cause beyond Cognitio Corp.'s reasonable control, e.g. war, fire, strike, change of law or regulation, public catastrophe. If the event is canceled in whole, Cognitio Corp. will issue refunds based on sponsorship amounts actually paid. No further refunds or other amounts will be due from Cognitio Corp. for any reason. In no case will the amount of refund to a Sponsor exceed the amount of the sponsorship fee paid.

## 12. MISCELLANEOUS.

All legal matters pertaining to this Sponsorship Agreement will be governed by and construed under the laws of the Commonwealth of Virginia without regard to any provision of Virginia law that would require or permit the application of the substantive law of another jurisdiction. Sponsor irrevocably consents and submits to the personal jurisdiction of the courts in and for Fairfax County Virginia for any actions arising out of or relating to this Sponsorship Agreement.

When Cognito Corp. has accepted this application, it and the terms and conditions set forth below become a legally binding contract.

In the event that an organization cancels all or part of their sponsorship, the organization must do so in writing and will be obligated to pay Cognito Corp. the total cost for the contracted sponsorship.

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## APPLICATION & CONTRACT

Please complete, sign and return this application to: [katie@cognitiocorp.com](mailto:katie@cognitiocorp.com)

Due to limited space availability of sponsorships, Cognito Corp. cannot guarantee that your application will be accepted. Cognito Corp. will return your deposit if your application is not accepted for any reason. Otherwise, a copy of this application will be returned to you after it has been accepted by Cognito Corp. and a sponsorship has been assigned. At that point, this application, together with the terms and conditions, will become a legally binding contract between you and Cognito Corp.

Signature of this form implies compliance with the rules stated in this document.

We confirm to Cognito Corp. our participation as a sponsor at the Second Annual Synergy Forum 2016 on October 4, 2016 at the Renaissance Hotel, and reaffirm that we have read and agreed to general terms and conditions.

### Sponsor Contact Information

Organization

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URL

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Primary point of contact

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Job title

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Email

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Phone

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Address

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### Sponsorship:

- Platinum
- Gold
- Silver
- Bronze

### Custom package options:

- Sponsor of Lunch
- Sponsor of Morning Break
- Sponsor of Afternoon Break
- Post-Event Reception Sponsor
- Barista Station with branded custom paper coffee cups and collars, or custom ceramic mugs (additional charge may apply)
- Mobile App Sponsorship
- Wi-Fi Sponsorship and Connection Page
- Mobile device charging Station
- T-Shirt cannon with custom designed shirts
- Branded seated massage station
- Branded hand sanitizer station
- Branded snack station
- Bob Gourley will provide and sign his book, which could have a custom branded cover

This application, including all terms and conditions, only becomes a binding contract when it is received and accepted by Cognitio Corp. By signature above, the individual signing this application hereby accepts the attached terms and conditions, and represents and warrants that he/she is duly authorized to execute binding contracts on behalf of the above listed organization.

Agreed and accepted

Signature:

Signature:

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Name:

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Name:

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Title:

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Title:

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Date:

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Date: