



CITRIX®
Synergy '19

May 21–23, 2019
Georgia World Congress Center
Atlanta, Georgia

Sponsorship Opportunities

Bob Kennedy
Citrix Sponsorship Partner Manager
Tel: +1 763-445-3517
Email: bob.kennedy@one10marketing.com

Sponsorship Package Price Summary	Platinum*	Gold	Silver	Bronze	Expo
Investment 2019	\$100,000	\$80,000	\$25,000	\$16,000	\$10,000
Sponsorship Benefits	Platinum	Gold	Silver	Bronze	Expo
Event Passes Provided					
Full conference passes (Passes allowed for sponsoring company only)	30	18	10	5	2
Speaker conference pass	1				
Full conference passes at early bird rate (Passes allowed for sponsoring company only)	•	•	•	•	•
Registration discount code for customers and prospects	•	•	•	•	•
Networking and Exhibiting Opportunities					
Citrix-provided booth structure (includes booth structure, power and internet); footprint size	30' x 30'	20' x 20'	10' x 10'	8.6' x 5'	7' x 3'
Sponsor-provided booth (optional) (includes 5amp power and internet); footprint size	30' x 30'	20' x 20'	10' x 10'	NA	NA
Additional footprint on show floor	\$15,000	\$12,500	\$8,000	NA	NA
Lead retrieval units included	2	1	1	1	1
Sponsor meeting room	Exclusive	(4) 1 hour time slots			
Messaging and Speaking Opportunities					
45-minute sponsor breakout session	•				
30-minute Meet the Experts Theater presentation	•				
Sponsor Connect Program for Synergy attendees to schedule meetings with sponsors; incentive provided to Synergy attendees with five meetings booked and fulfilled	•				
Session highlighted on conference website and Synergy mobile app	•				
Direct access to event attendees with Synergy mobile app account	•	•	•	•	•
Branding					
Pre-Event					
Attendee marketing material features sponsor logo (time dependent)	•				
Sponsor logo, URL and 75-word description on conference website	•	•	•	•	•
On-Site					
Welcome Reception branding (Platinum co-branding)	•				
8.5" x 5" promotional piece to promote sponsor breakout session	•				
One push notification on event mobile app	•				
Sponsor logo included in Keynote walk-in loop	•	•			
Sponsor logo included on shared signage	•				
Sponsor-provided video (up to 30 seconds) to be played on monitors throughout the venue	•				
Reserved tables at lunches in Solutions Expo	•				
Conference break, breakfast or lunch branding; non-exclusive		•			
Sponsor logo, URL and 20-word description on event mobile app	•	•	•	•	•
Inclusion in Solutions Expo map	•	•	•	•	•
Synergy GameOn! sponsor with prize donation	•	•	•	•	•
Sponsor logo on Solutions Expo entrance panel	•	•	•	•	•
Mobile app banner	•				
Post-Event					
Citrix follow-up thank you email to attendees with sponsor listing	•				
Final sponsor breakout session presentation posted for attendee access in their Synergy personal My Account agendas	•				
Press Benefits					
Access to registered press list (post-event, upon request)	•	•			
Press kits displayed in Press Center	•	•	•		
Social Media and Co-Marketing					
Direct access to event attendees with social networking tools	•	•	•	•	•
Conference web banners with link to conference website	•	•	•	•	•
Acknowledgement of sponsor on Twitter from @Citrix	•	•			
Customizable invite provided to sponsor to distribute to selected guests	•	•	•	•	•

* Invitation only

Terms and Conditions

Acceptance/Entire Agreement: The participation of each sponsor ("Sponsor") in Synergy 2019 ("Conference") is subject to acceptance by Citrix Systems, Inc. ("Citrix"), through its conference management designee, One10 LLC. ("Conference Management") and Sponsor's compliance with these terms and conditions ("Agreement"). Except for these Terms and Conditions, no contract is created until Citrix or Conference Management, on behalf of Citrix, countersigns such contract ("Contract"); until such time, this Agreement will constitute the entire agreement between Sponsor, on the one hand, and Citrix and Conference Management, on the other hand, concerning its subject matter, and may only be modified in a writing signed by both parties. Citrix may withdraw its acceptance at any time prior to the Conference by providing a refund of the total fee paid to the Sponsor, if Citrix determines that Sponsor or its product is ineligible to participate. The exhibit dates, benefits, hours and venue may be modified by information provided by Citrix or Conference Management to the Sponsor in writing. By registering for this event, I am providing permission for Citrix to utilize my image and/or any feedback provided in future event marketing efforts.

Code of Conduct: Sponsor understands that that this Agreement includes the Code of Conduct available at: <https://www.citrixsynergy.com/code-of-conduct.html>. Sponsor's participation in this event is subject to the Code of Conduct and is at sponsor's own risk. Sponsors may not use Citrix conferences to leverage or promote other events in which they are a sponsor, and agree that they will not, during the period from two days before until two days after a conference, conduct, promote, endorse or sponsor any functions, classes, seminars, exhibits, or similar marketing activities like those at the conference within 50 miles of the conference. Sponsors will ensure that their participation in the event is consistent with the Citrix purpose of the conference and in alignment with the Citrix go to market strategy. Sponsors shall not promote, endorse, market or sell, directly or indirectly, any products, services, solutions or other technologies at the conference or at the conference venue that in Citrix' sole discretion compete with the products, services, solutions or technologies recommended by Citrix. Sponsor agrees that it will not hold any of the following parties—Citrix Systems, Inc., its agency One10 LLC., or any of their respective affiliates, officers, directors, agents, employees, clients or representatives—liable for any claims arising from or related to participation in the event, except for claims for personal injury or death caused solely and directly by such party. TO THE EXTENT PERMITTED BY LAW, IN NO EVENT SHALL ANY SUCH PARTY BE LIABLE FOR ANY SPECIAL, INCIDENTAL, CONSEQUENTIAL OR INDIRECT DAMAGES. Citrix Synergy 2019 Sponsors may not use Social Media including but not limited to Twitter, Facebook, Instagram, etc. in a manner that denigrates Citrix Synergy 2019.

Event Rules: Sponsor agrees to be bound by the terms of this Agreement, including the Code of Conduct, as well as any Conference rules and regulations as may be established or provided from time to time by Citrix and/or Conference Management. Sponsor agrees that Citrix and/or Conference Management may terminate all rights and benefits associated with the Conference, without liability or refund, if Sponsor does not follow such rules and regulations, which are incorporated herein by this reference. Specifically, Sponsor shall comply with move in and move out deadlines. Sponsor acknowledges that a failure to comply with such deadlines may result in forfeiture of rights and benefits or the removal of Sponsor materials. Sponsor shall be liable for all storage and handling charges resulting from failure to remove Sponsor materials from the Conference after the move out deadline. Sponsor is responsible for keeping the aisles at the Conference free of congestion caused by its demonstrations or other promotional activities. Sponsor agrees not to damage or deface the walls or floors of the Conference venue. Citrix Synergy 2019 conference passes, as determined by sponsorship level, provided to the sponsoring company are solely intended for Sponsoring company only and may not be distributed to any other parties without Citrix consent. Failure to abide by this provision is a material breach of this agreement. Sponsor further agrees not to independently reserve or sponsor space within five (5) miles of the Conference venue for a hospitality suite, seminar or any other promotional or educational activity without the prior written consent of Citrix or Conference Management, which consent shall not be unreasonably withheld. Citrix and/or Conference Management reserves the right to terminate Sponsor participation for any action or behavior deemed inappropriate by Citrix in its sole discretion or for any breach of this Agreement or the Conference rules and regulations or local laws, and in such event all fees paid to Citrix by Sponsor will be considered nonrefundable.

Cancellation: Citrix may cancel all or any part of the Conference based on its assessment of market conditions or requirements, in its sole discretion, or due to any reason beyond its reasonable control, including but not limited to natural or public disaster, act of God, venue construction, insufficient participation, government regulation or similar reasons. In such case, Citrix will refund to Sponsor any space fees already paid as Sponsor's sole and exclusive remedy. Sponsor will have no further recourse against Citrix or Conference Management. Citrix may cancel Sponsor's participation for cause if Sponsor engages in any inappropriate behavior, violates any of the terms of this Agreement or violates the Conference rules and regulations or local laws. In either such case, any payments made by Sponsor are considered fully earned by Citrix and are nonrefundable. Sponsor will have no further recourse against Citrix or Conference Management. Sponsor may cancel participation in the Conference for convenience. All fees will be waived and any payments will be returned if cancellation occurs outside of sixty (60) days of the Conference. If cancellation occurs within sixty (60) days of the Conference, 50% of fees will continue to be due and any payments for the remainder of the fees will be returned.

Indemnity: Under no circumstances will Citrix, Conference Management, their respective employees, officers, directors, agents and subcontractors and all of their respective affiliates or the Conference venue (collectively the "Conference Providers") be liable for lost profits or other indirect, incidental, consequential or exemplary damages for any acts or omissions with respect to the Conference, nor will they be liable for any errors in any listing or descriptions or for omitting any Sponsor from the Conference guide or any other materials.

Limitation of liability: None of Conference Providers shall have any liability whatsoever to Sponsor for any losses, injury (including death) expenses or damage to Sponsor, its agents, representatives, contractors, guests, invitees or any of their property, relating to or arising out of the acts of any sponsor, or their respective agents, representatives, contractors, participants, guests or invitees. In no event shall Citrix's or Conference Management's total liability hereunder exceed the amounts paid by Sponsor hereunder.

Hold harmless: Sponsor agrees to defend, indemnify, and hold harmless the Conference Providers and those lawfully in the venue from and against any claim, loss, liability, or damage suffered due to Sponsor construction or maintenance of an unsafe exhibit, and/or the negligence or misconduct of Sponsor or its agents, or Sponsor's breach of any commitment made, or due to any other act of omission of Sponsor.

Insurance: Sponsor shall maintain proper insurance coverage for its property and liability, and represents and warrants that it has obtained adequate insurance of at least \$1 million to cover its potential liability hereunder.

Release: Sponsor acknowledges that the Conference may be reproduced or recorded and authorizes Citrix and its designees to record, transcribe, modify or reproduce and distribute in any form and for any purpose any such recording of the Conference which may include Sponsor, its employees or agents, and Sponsor agrees to execute any additional release presented by Citrix. Sponsor hereby releases Citrix and its designees from and waives all claims it or its employees or agents may possess, now or in the future, about such activities, and specifically waives any statutory restriction on future claims or moral rights.

Benefits and license: Citrix will provide exhibit space ("Space") at the Conference for the Sponsor to display its qualified products and services in the Solutions Expo ("Exhibit"). The Total Space Fee includes the use of the Space and any of the benefits as specified on the Contract or as detailed in the Sponsorship Toolkit ("Toolkit") and Exhibitor Service Kit ("Exhibitor Kit"), each as maybe amended from time to time by Citrix. Sponsor grants to Conference Providers the right to use the Sponsor name and logo in promotion and production of the Conference.

Terms and Conditions (Continued)

Space assignment: Citrix or Conference Management will assign the Space, and Citrix and Conference Management reserve the right to change or modify the Space at any time. The Space is for the Sponsor use only, and Sponsor may not assign or sublease any portion of the Space (including to an affiliated company) without Citrix's prior written consent. Sponsor must fully occupy the Space and provide displays and equipment meeting Citrix's standards. At the Conference, Sponsor cannot exchange money or goods without the prior written consent of Citrix, nor may it assist other parties in soliciting business without that consent.

Presentations by entertainers, spokespersons, or models will be allowed, pending advance Conference Management approval. They must be confined to the Sponsor's contracted booth space, or the 4' aisle area directly in front of Sponsor's booth. No staff, presenters, or entertainers will be allowed to represent Sponsor in other areas of the Solutions Expo or overall conference property. If they are found outside contracted booth space they will be removed from the Conference.

Own risk: Sponsor shall have the sole responsibility for any loss of its equipment, materials or proprietary information, or any loss including any subrogation claims by its insurers. Persons visiting, viewing or otherwise participating in Sponsor's Space shall be deemed invitees of the Sponsor and not those of any of the Conference Providers.

Warranties disclaimer: SPONSOR ACKNOWLEDGES THAT ACCESS TO THE SPACE IS PROVIDED "AS IS" AND NEITHER CITRIX NOR CONFERENCE MANAGEMENT MAKES ANY REPRESENTATIONS OR WARRANTIES, ORAL OR WRITTEN, EXPRESSED OR IMPLIED, ABOUT THE SPACE OR CONFERENCE, INCLUDING, WITHOUT LIMITATION, ANY WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

Relationship of the parties: Nothing in this Agreement or any Contract shall be construed as creating an employer-employee relationship, a partnership or joint venture between Sponsor, on the one hand, and Citrix and/or Conference Management, on the other hand. The parties shall always have an independent contractor relationship.

Third Party Contractors: Citrix or Conference Management may require the Sponsor to use third party contractors designated by Citrix or Conference Management ("Designated Contractors," as listed in the Toolkit and Exhibitor Kit). Those Designated Contractors act solely as independent contractors. Citrix and Conference Management are not responsible for any performance, acts or omissions of such Designated Contractors.

Conference materials: The Toolkit and Exhibitor Kit and any other planning and marketing material or methodologies distributed to the Sponsor related to the planning or execution of this Conference are owned exclusively by Citrix or Conference Management. Sponsor is responsible for obtaining the Toolkit and Exhibitor Kit from Conference Management. The Toolkit and Exhibitor Kit will be available from Conference Management prior to the Conference. Conference passes that are included in the sponsorship package are allowed for the sponsoring company only.

Laws and rules: Sponsor shall comply with all applicable laws, regulations, and ordinances about its participation in the Conference, including but not limited to rules of the venue and any relevant labor union, construction of the Exhibit in compliance with the ADA or its local equivalent, and the terms, conditions, and rules issued by Conference Management.

Third party proprietary rights: Sponsor will not violate the proprietary rights of third parties about its participation with the Conference.

Taxes and licenses: Sponsor shall be solely responsible for obtaining any licenses and permits, and payment of all taxes (including sales and use taxes), license fees or other charges applicable to its participation in the Conference.

Miscellaneous: Citrix's and/or Conference Management's rights in this Agreement may not be waived without Citrix's and/or Conference Management's (as applicable) prior written consent in writing. Sponsor may not assign the Agreement without prior written consent from Citrix and Conference Management. If any term of this Agreement is declared invalid or unenforceable, the remainder shall continue in full force and effect. This Agreement shall be binding upon the permitted successors, and assignees of the Sponsor.

Governing law: This Agreement shall be governed by and construed under the laws of the State of Florida without regard to its conflicts of law rules. The Ninth Judicial Court in and for the County of Orange, Florida, or the Federal District Court for the Southern District in Miami, Florida, shall have exclusive jurisdiction over the matters pertaining to this Agreement in any action or suit to enforce any right or remedy under this Agreement or to interpret any provision of this Agreement. The prevailing party shall be entitled to recover costs, including reasonable attorney's fees.

Payment: Sponsor will receive invoice upon receipt of contract. Payments will be made to One10 LLC. Forms of payment will be included with the invoice. Failure to make all scheduled payments as agreed amounts to breach in contract. Sponsoring companies will NOT be able to set-up in the Solutions Expo until full payment is received.

Application Contract for Sponsorship

All requests are subject to Citrix approval.

Company name:

Primary event contact:

Email: Phone:

Mailing address:

City: State: Postal code: Country:

Billing and invoicing information (if different than above):

Primary billing contact:

Email:

Billing address:

City: State: Postal code: Country:

Sponsorship Packages

All requests are subject to Citrix approval.

Citrix Synergy 2019 Sponsorship Package

Platinum \$100,000 Gold \$80,000 Silver \$25,000 Bronze \$16,000 Expo \$10,000

PAYMENT TERMS:

I have read and agree to the terms of this Agreement. I am authorized to execute this Agreement for Sponsor.

Location in the Solutions Expo is based on payment receipt date followed by contract date. Payment for Citrix Synergy should be made to One10 LLC. The billing contact will receive an invoice with payment options and details. 50% of total payment is due upon receipt of invoice and remaining payment must be received three days prior to conference, to set up in the Solutions Expo. This will be strictly enforced.

Authorized signature: Date:

Name printed:

Citrix approval: Date:

Please scan/email or fax (+1 763-322-9004) this page to Bob Kennedy, Citrix Sponsorship Partner Manager.