



AFCEA BELVOIR INDUSTRY DAYS

NOVEMBER 17-19, 2020 · VIRTUAL EVENT

Sponsorship Contract

Federal Business Council

9800 Patuxent Woods Drive Suite H, Columbia, MD 21046 | (800) 878-2940 | Fax (301) 206-2950

This constitutes an agreement between FBC and _____ (to be referred to as Sponsor) to sponsor the following item(s) listed below at the given cost(s).

| Package Sponsorships | Session Sponsorships | Item & Branding Sponsorships | Additional Sponsorships |
|----------------------|----------------------|------------------------------|-------------------------|
| \$6,500 - \$12,000 | \$1,500 - \$2,500 | \$2,000 - \$8,500 | \$500 - \$2,500 |

*Due to current events, the VIP reception is being planned as a small, outdoor event. Tickets included in sponsorships depend on the status of the reception as we move closer to the event.

PACKAGE SPONSORSHIPS

~~Virtual Diamond Sponsor – \$12,000 (SOLD OUT)~~ **Sold Out – World Wide Technology**

| Pre-Event Marketing | Onsite Marketing | Inclusions |
|---|--|--|
| <ul style="list-style-type: none"> Company logo on event website Banner ad on event website Logo and 100-word description in the mobile app Customized social media kit including sponsor-specific graphics & content Company name on attendee update/promotional emails | <ul style="list-style-type: none"> Full-page ad in the conference program Company logo printed in the conference program 2 pop-up banner ads during the event Premium logo placement on event website sponsor page identifying you as a Diamond Sponsor Premium logo placement on pre-session slideshow playing before General Sessions Opportunity to introduce two keynotes assigned by AFCEA Belvoir Company logo on agenda session that links to your booth and banner along the top of your session page | <ul style="list-style-type: none"> One virtual booth Premium booth location in the virtual exhibit hall 3 Additional Conference Attendee Passes 7 tickets to the VIP reception* 30-minute prerecorded session on the agenda A one-page company profile sheet included in the Swag in a Bag |

~~Virtual Platinum Sponsor – \$7,500 (SOLD OUT)~~ **Sold Out - Akima | AT&T | ID Technologies | IronBow | Wildflower**

International

| Pre-Event Marketing | Onsite Marketing | Inclusions |
|---|---|---|
| <ul style="list-style-type: none"> Company logo on event website Banner ad on event website Logo and 100-word description in the mobile app Customized social media kit including sponsor-specific graphics & content Company name on attendee update/promotional emails | <ul style="list-style-type: none"> Full-page ad in the conference program Company logo printed in the conference program 1 pop-up banner ad during the event Premium logo placement on event website sponsor page identifying you as a Platinum Sponsor Company logo on pre-session slideshow playing before General Sessions Company logo on agenda session that links to your booth and banner along the top of your session page | <ul style="list-style-type: none"> One virtual booth Premium booth location in the virtual exhibit hall 2 Additional Conference Attendee Passes 5 tickets to the VIP reception* 15-minute prerecorded demo session on the agenda A one-page company profile sheet included in the Swag in a Bag |



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Virtual Gold Sponsor - \$5,500 (5 Remaining) 1 Sold - CACI

| Pre-Event Marketing | Onsite Marketing | Inclusions |
|---|--|---|
| <ul style="list-style-type: none"> Company logo on event website Banner ad on event website Logo and 100-word description in the mobile app Customized social media kit including sponsor-specific graphics & content Company name on attendee update/promotional emails | <ul style="list-style-type: none"> Half-page ad in the conference program Company logo printed in the conference program Pop-up banner ad during the event Premium logo placement on event website sponsor page identifying you as a Gold Sponsor Company logo on pre-session slideshow playing before General Sessions | <ul style="list-style-type: none"> One virtual booth Premium booth location in the virtual exhibit hall 1 Additional Conference Attendee Pass 4 tickets to the VIP reception* |

Virtual Silver Sponsor - \$3,500 (3 Remaining) 9 Sold – AVAYA | CrowdStrike | GDIT| Infoblox Federal | Zscaler | Sales Force | Sealing Technologies | 1901 Group | Babel Street

| Pre-Event Marketing | Onsite Marketing | Inclusions |
|--|--|---|
| <ul style="list-style-type: none"> Company logo on event website Banner ad on event website Logo and 100-word description in the mobile app Company name on attendee update/promotional emails | <ul style="list-style-type: none"> Quarter-page ad in the conference program Company logo printed in the conference program Premium logo placement on event website sponsor page identifying you as a Silver Sponsor One shared mobile push notification promoting your booth in the exhibit hall Company logo on pre-session slideshow playing before General Sessions | <ul style="list-style-type: none"> One virtual booth Premium booth location in the virtual exhibit hall 1 Additional Conference Attendee Pass 2 tickets to the VIP reception* |

SESSION SPONSORSHIPS

*Please note, the Session Sponsorship opportunities do **not** include a virtual exhibit booth.

Keynote Introduction Sponsor – \$2,500 (Sold Out) Sold Out – Duo Security | Accenture

| Pre-Event Marketing | Onsite Marketing | Inclusions |
|--|---|--|
| <ul style="list-style-type: none"> Company logo on event website Social media posts Company logo printed in the conference program Logo and 100-word description in the mobile app | <ul style="list-style-type: none"> Company logo on agenda session identifying you as the session sponsor (logo will link to your virtual booth page) Company logo on the banner along the top of the session page Company logo on the bottom of the session page Banner ad on the conference site | <ul style="list-style-type: none"> Two-minute prerecorded introduction of a keynote speaker 1 Conference Attendee Pass 1 ticket to the VIP reception* |



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Session Introduction Sponsor - \$1,500 (5 Remaining) 5 Sold – NetApp | Amentum | Accenture Federal Services | Frontier Technology | Alfresco

| | | |
|---|---|--|
| Pre-Event Marketing <ul style="list-style-type: none"> Company logo on event website Social media posts Company logo printed in the conference program Logo and 100-word description in the mobile app | Onsite Marketing <ul style="list-style-type: none"> Company logo on agenda session identifying you as the session sponsor (logo will link to your virtual booth page) Company logo on the banner along the top of the session page Company logo on the bottom of the session page | Inclusions <ul style="list-style-type: none"> Two-minute prerecorded introduction of a keynote speaker 1 Conference Attendee Pass 1 ticket to the VIP reception* |
|---|---|--|

Prerecorded Session Sponsor - \$1,500 (Bundles available: 3 video runs for \$3,500 | 5 video runs for \$6,000 | etc.) (15 Remaining)

| | | |
|---|---|---|
| Pre-Event Marketing <ul style="list-style-type: none"> Company logo on event website Social media posts Company logo printed in the conference program Logo and 100-word description in the mobile app | Onsite Marketing <ul style="list-style-type: none"> Company logo on on-demand agenda session identifying you as the session sponsor (logo will link to your virtual booth page) Company logo on the banner along the top of the on-demand session page Company logo on the bottom of the on-demand session page | Inclusions <ul style="list-style-type: none"> 1 prerecorded video, up to two minutes in length, played right before or after a session(s) - up to the number of video runs purchased Video will be made available for on-demand viewing for 30 days following the event 1 Total Conference Attendee Pass (no matter how many videos runs purchased) |
|---|---|---|

ITEM & BRANDING SPONSORSHIPS

Event Mobile App Sponsor - \$7,500 (Exclusive)

| | |
|--|---|
| Pre-Event Marketing <ul style="list-style-type: none"> Company logo on event mobile app splash screen Logo and 100-word description in the mobile app Half-page ad in the conference program | Onsite Marketing <ul style="list-style-type: none"> One virtual booth 2 Additional Conference Attendee Passes Company logo on event website sponsor page Mobile application push notification 2 tickets to the VIP reception* |
|--|---|

Swag in a Bag Sponsor – \$8,500 (Exclusive) Sold out – Intelligent Waves

| | |
|--|---|
| Pre-Event Marketing <ul style="list-style-type: none"> Company logo on event website Logo and 100-word description in the mobile app Recognition in the conference program Company name on attendee update/promotional emails Social media posts | Onsite Marketing <ul style="list-style-type: none"> Company logo on all conference bags included in the Swag in a Bag sent to all attendees A one-page company profile sheet included in the Swag in a Bag 1 ticket to the VIP reception* |
|--|---|



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Lanyard Sponsor – \$7,500 (Exclusive) Sold Out - SMS

| Pre-Event Marketing | Onsite Marketing |
|---|--|
| <ul style="list-style-type: none"> Company logo on event website Logo and 100-word description in the mobile app Recognition in the conference program Social media posts | <ul style="list-style-type: none"> Company logo on all lanyards included in the Swag in a Bag sent to all attendees A one-page company profile sheet included in the Swag in a Bag 1 ticket to the VIP reception* |

Notebook Sponsor – \$6,000 (Exclusive) Sold Out – Axiologic Solutions

| Pre-Event Marketing | Onsite Marketing |
|---|---|
| <ul style="list-style-type: none"> Company logo on event website Logo and 100-word description in the mobile app Recognition in the conference program Social media posts | <ul style="list-style-type: none"> Company logo on all notebooks included in the Swag in a Bag sent to all attendees A one-page company profile sheet included in the Swag in a Bag 1 ticket to the VIP reception* |

Pen Sponsor – \$2,000 (2 Available) Sold Out - Om Group, Inc. | Array

| Pre-Event Marketing | Onsite Marketing |
|---|--|
| <ul style="list-style-type: none"> Company logo on event website Logo and 100-word description in the mobile app Recognition in the conference program Social media posts | <ul style="list-style-type: none"> Company logo on all pens included in the Swag in a Bag sent to all attendees A one-page company profile sheet included in the Swag in a Bag 1 ticket to the VIP reception* |

ADDITIONAL SPONSORSHIPS

Registration Sponsor – \$2,500 (3 Available) Sold Out - NCI

| Pre-Event Marketing | Onsite Marketing | Inclusions |
|---|--|--|
| <ul style="list-style-type: none"> Logo on conference website Logo and 100-word description in the mobile app | <ul style="list-style-type: none"> Company branding on the attendee registration page Company logo on event website sponsor page | <ul style="list-style-type: none"> A one-page company profile sheet included in the Swag in a Bag sent to all attendees |

Event & Ft. Belvoir Elementary School Support Sponsor - \$1,000

| Pre-Event Marketing | Onsite Marketing |
|---|---|
| <ul style="list-style-type: none"> Logo on conference website Logo and 100-word description in the mobile app | <ul style="list-style-type: none"> Company logo on event website |

AFCEA Belvoir Scholarship Donation - \$500

| Pre-Event Marketing | Onsite Marketing |
|---|---|
| <ul style="list-style-type: none"> Logo on conference website Logo and 100-word description in the mobile app | <ul style="list-style-type: none"> Company logo on event website |

Swag in a Bag Product – Price varies

| Pre-Event Marketing | Onsite Marketing |
|---|--|
| <ul style="list-style-type: none"> Logo on marketing materials | <ul style="list-style-type: none"> Branded item/info sheet included in the Swag in a Bag. |



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MARKETING SERVICE PACKAGES

- Standard Marketing Service Package - \$2,495
- AFCEA Belvoir Corporate Sponsor Standard Marketing Service Package - \$1,895

Included in the Standard Virtual Marketing Service Package:

- Pre-event promotional activity by FBC including emails, website marketing, printed flyers, etc.
- Increased brand awareness through face-to-face interaction with attendees
- Two company rep passes. Passes provide access to the exhibit/networking area as well as presentation sessions and participation in Q&A portions of presentations. Passes include 30 days of post event access to the content and exhibit areas.
- One virtual booth
 - Ability to break out into different rooms
 - Live chat and Q&A ability
 - Whiteboard functionality
 - Ability to add documents or files that are downloadable from the live presentation
 - Post a recorded video or slide show presentation if you are not able to man the booth live
 - Conduct a live meeting with attendees that visit your booth during the exhibit hours
 - Company logo and overview
 - Contact Information
 - Social Media Links
 - Resource center that can include white papers, product brochure, or any other information typically provided to attendees at a traditional event
 - Unlimited support from your designated FBC Virtual Success Representative
- Opt-in attendee demographic information shared with you
- Analytics shared with you about visitors to your virtual display portal
- Company description in downloadable conference program
- Company logo and description in event mobile app
- Guaranteed exhibit space in ABID 2021 at the 2020 pricing levels*
- Inclusion in gamification opportunities to drive traffic throughout the virtual exhibit hall
- Access to community networking portal which provides networking and collaboration opportunities for government and industry attendee

DETAILS

- All documents, videos, etc. for your virtual booth must be received by **November 2, 2020**.
- All artwork (logos and ads) must be received by November 2, 2020.
 - Logos to be placed on an item (i.e. bag) must be submitted in a high-resolution EPS or PNG format.
 - Logos submitted for other print (programs and signage) must be in a high-resolution EPS, PNG or JPEG format.
- All ads for the conference program must be received by November 2, 2020.
 - Full page ads are 8.5"(W) x 11"(H) | Half page ads are 8.5"(W) x 5.5"(H) | Quarter page ads are 4.25"(W) x 5.5"(H)
- Please send the best quality ads that you have, as we will not be able to manipulate them. The exhibit list will be printed in color (CMYK). *File size not to exceed 10
- Any changes to these sponsorships or details must be approved by Robert Jeffers at the Federal Business Council in writing



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CONTACT INFORMATION

COMPANY NAME: _____

Contact Name: _____ Phone: _____ Email: _____

Your signature indicates you have read and agree to the **TERMS and CONDITIONS** listed on this agreement.

Authorized Signature: _____

PAYMENT INFORMATION

Please charge this credit card \$ _____ for the _____ Sponsorship.

Type: **MC** **VISA** **AMEX** Expiration: ____ / ____ CSC/Security Code: _____

Credit Card #: _____ Card Holder Signature: _____

CC Billing Address: _____
Street City State Zip

AP Contact Name: _____ AP Phone: _____ Email: _____

FBC TERMS AND CONDITIONS

Marketing Services Package (MSP)/Sponsorship Agreement

The Participant when making an application to participate, accepts and agrees to comply with the conditions of this contract and agrees that this contract is binding on all parties and can be amended only in writing.

All contracted fees, including MSP and sponsorship fees, are due and payable at the time of registration. By registering, the Participant is committing to their involvement in the event. It is agreed that once an MSP or sponsorship is contracted, reserved and allocated on behalf of the Participant, it is taken out of inventory by FBC, which will effectively prevent future selling of the allocated inventory. Participant further acknowledges and agrees that cancellation, regardless of the reason, will be subject to the pro-rated refund schedule* described within this agreement.

*Participant understands and agrees that a variety of lead-up marketing services will be provided by FBC on behalf of Participant in exchange for fees covered by the MSP. These activities may include pre-event marketing design, government agency promotion, email promotion, direct mail, event strategies & advisory services related to the event, web services, logo placement, positioning of participant with government sponsors and partners, access to event related marketing tools, apps, websites, and other activities designed to enhance the participant's visibility and marketability to the selected audience. The full purchase price will be credited for cancellations submitted 120 days prior to the event start date. For the period 119 days through 45 days prior to the event date, 50% of all registration fees paid or contracted for by Participant will be considered earned by FBC, regardless of the reason for cancellation. For the period of 44 days through 15 days prior to the event, 70% of all registration fees paid or contracted for by Participant will be considered earned by FBC. For the period of 14 days until the event day, all registration fees paid or contracted for by Participant will be considered earned in full by FBC.

If the government or FBC cancels or postpones an event for which the Participant is registered, Participant shall be credited any eligible fees to the rescheduled event or other future FBC event. If FBC or the Sponsoring agency decides to move an in-person event to a virtual/digital platform for public health reasons (including COVID-19 concerns), government regulations or other restrictions, FBC will transfer the registration to the replacement virtual event at no additional cost to the Participant.

Marketing Services Package (MSP) Terms



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1. Cancellation requests must be submitted in writing. Any applicable credits will be applied based on the MSP agreement stated above.
2. Any credit balances on account from past events may be applied to any outstanding current invoices at FBC's discretion without written authorization from Participant. Credit balances will be assessed an account maintenance fee of 50% per year for any unused balances. Credit balances may be applied to future MSP's as selected by the participant, in writing, to FBC. Any credit balance must be used within two years. Participant waives all future claims to credits after this period has expired.
3. If credit card information is provided as payment, it will be processed upon receipt of the reservation.
4. Specific advertising and promotions are at the discretion of FBC.
5. The Participant, when making application to participate, accepts and agrees to comply with the conditions of this contract governing the conduct of and participation in the event(s) contracted. Participant further agrees that this contract is binding on all parties and can be amended only in writing by both parties hereto.
6. FBC does not approve, endorse or recommend the use of any specific commercial product or services. The Participant may not, therefore, imply either verbally or in printed literature, that his/her products or services are approved, endorsed, or recommended by FBC by virtue of this contract.
7. FBC will not be liable for fulfillment of this contract due to any of the following causes: by reason of the venue being destroyed by fire, acts of God, strikes, the authority of the law, or for any other causes beyond FBC control.
8. If FBC agrees to accept a Purchase Order, payment must be received within 30 days of the reservation. Reservations will not be held if payment is not made within 30 days. Reservations are taken on a first-come, first-served basis. Reservations are not transferable.
9. Participant will be liable for ANY collection expenses, including reasonable attorney's fees and credit card fees associated with charge backs. Participant also forfeits any discounts and/or credits associated with a show(s) when an account is sent to Collections
10. FBC reserves the right to cancel or change the date of any component of the MSP at any time.
11. FBC reserves the right to determine availability of attendee information. Some government locations are extremely secure, and government groups may specifically disallow collection of attendee identification information. Therefore, not all shows will have attendee information available.
12. FBC reserves the right to rescind all or part of any discounts extended to Participant if Participant cancels any components of the MSP referred to in this contract or accompanying documentation. FBC also reserves the right to back-bill any fees/costs should the above circumstances occur.
13. FBC has the right to determine the eligibility of any company for inclusion in an MSP based on event or host requirements.

Additional In-Person/Hybrid Event Terms

1. Participants who fail to comply with the security requirements may be denied access to the selected site by the hosting agency and/or FBC. FBC will not be responsible and will not provide refunds or credits to Participants who are denied admission to the event site due to failure to comply with these security instructions.
2. Participant agrees to hold FBC harmless, and to reimburse the same for any judgments, settlements, costs or other expenses (including legal fees) to which it may be subject, for any injury, damage, loss, or harm resulting or occurring to anyone (including, but not limited to, visitors) which may result directly or indirectly from or in connection with any FBC MSP by the Participant, its employees or representatives.
3. Inclement Weather. FBC will hold all MSP activities as scheduled during times of inclement weather, unless the Federal Government is closed. FBC will not honor requests for refunds, credits, etc. for companies who choose not to participate.
4. The Participant agrees not to assign or sublet any portion of the space, nor permit individuals other than employees and/or their representatives to use the facilities provided. Participant further agrees not to display products or literature that are not regularly sold or distributed to him/her, except as may be necessary to illustrate the applications of his/her product.
5. Participant agrees not to accept any form of funds (credit card, checks, cash or other funds) while participating in MSP activities.
6. Demonstrations and Interviews. All activities during delivery of the MSP must be conducted in such a way as not to infringe on the rights of other Participants or offend visitors. Interviews, discussions or other business conversation must be confined to the Participant's area only. Independent 'hospitality suites' or other activities which are not an official function of the event or official agenda are prohibited and will not be supported nor promoted.
7. The Participant agrees to comply with local fire and safety regulations and furnish any permits required by authorities.
8. Neither FBC nor the Federal Government assumes responsibility or liability for any theft, damage or loss by any cause of property to the Participant, his/her agents, or employees, nor for any injury that may occur to Participant, his her agents or employees.



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- Participant agrees to setup / break down any exhibits, posters or other materials used during the MSP within designated times for each event. Distribution of souvenirs and samples of products is permitted provided there is not interference with other Participants.
- FBC reserves the right to reject, in whole or in part, and at any time, any individual or material which in its opinion is objectionable to Participants or others. No liabilities or damages whatsoever against FBC or any of their representatives, agents, or members shall be incurred because of such rejections.
- FBC is not responsible or financially liable for the coordination of any shipped materials to or from an event site. This includes contacting shipping companies, cost of lost items, and packaging of materials. The shipment, packaging, and tracking of materials are the responsibility of the participating Participant.
- FBC retains the exclusive right to revise the exhibition hall floor plan and/or move assigned Participants as necessary.

Additional Virtual Event Terms

- Participant represents that: (a) its use of the FBC Virtual Platform, including the transfer of documents, videos, images and any other data ("Participant Information") to FBC for inclusion of a virtual MSP, will not contravene any rule, law or regulation, and (b) it will not knowingly and intentionally transmit, introduce or allow to be introduced, either through it, or any third party, any malicious code, virus, or similar contaminating/destructive feature.
- Participant acknowledges that FBC will not be reviewing for legality any Participant Information, but will merely be providing and enabling the transmission of Participant Information. Participant further warrants that FBC may remove or reject any data it deems to be libelous, offensive or otherwise objectionable.
- Participant acknowledges that FBC shall have no obligation to store data or recordings for an Event beyond any time period specifically set forth and that FBC shall have every right, but no obligation, to erase and otherwise destroy all data after the end of the Event's on-demand term.
- FBC or any suppliers provided in connection with this Agreement are provided "AS IS" and "AS AVAILABLE" without any representation or warranty of any kind, and Participant's use of the Platform/Services is at Participant's own risk. FBC nor any of its suppliers warrant that the Services will be provided error-free or uninterrupted. FBC shall have no liability whatsoever for the accuracy, completeness or timeliness of any Participant Information.
- FBC cannot guarantee that a Participant, in using the FBC Platform/Services, will obtain the results that the Participant intends nor that the services will be fitting for the business purposes and requirements of Participant.
- Except for the indemnification obligations, disclosure of Confidential Information, and infringement by Participant of technology and intellectual property rights of FBC, neither party shall be liable for any indirect, incidental, special, consequential or punitive damages or damages arising from lost data, interrupted communications, lost revenue, lost profits, lost technology, loss of rights or costs of procuring substitute services or any other substitution or solution, however arising, even if the party against which the claim is made has been advised of the possibility of such damages.
- FBC retains the exclusive right to revise the agenda or virtual exhibition hall as necessary.
- Any matters not specifically covered by the preceding terms shall be subject solely to the decision of FBC.

Additional Sponsorship Terms (these are in addition to the MSP terms)

- Sponsorships with imprinted materials are nonrefundable once the product has been ordered.
- All Sponsor fees are due and payable in advance. FBC will only invoice for Sponsor contracts that are received more than 90 days from the event date. Otherwise, the company must pay for the fees of the Sponsor by credit card.
- FBC will coordinate all of the administrative, catering, purchasing of materials and other details dealing with the contracted Sponsor item. Sponsor agrees to coordinate any activities, including but not limited to, social events, special seminars, hospitality suites, etc. relating to the event, its participants or any personnel connected with the event, exclusively with FBC. FBC works under agreements with both the hosting agency and the hotel/site. In order to facilitate the event in the best manner and avoid scheduling conflicts, FBC has been directed to coordinate all social functions and receptions that are held on site at the host venue/hotel involving attendees from the particular conference. Therefore any planned social involving industry and conference attendees must be agreed upon and coordinated with FBC. Please speak directly with FBC for further direction and guidance on this area. Failure to comply with this requirement may result in exclusion from the event.