



Secure360 Wisconsin Sponsor Terms and Agreement

The Wisconsin Center, Milwaukee, WI

March 14-15, 2018

The following document outlines the terms and conditions for sponsorship of the 2018 Secure360 Conference hosted by the Upper Midwest Security Alliance (UMSA). UMSA, a nonprofit organization, is an alliance of security and risk-related organizations with the following affiliates: Advance IT Minnesota, ASIS Minnesota, BCPA, ISACA-MN, ISSA-MN, InfraGard Minnesota Members Alliance, ISC2-Twin Cities, MISC and OWASP. Sponsors of the Secure360 Wisconsin 2018 event agree to abide by the following:

Booth Description and Regulations: All booth sizes will be assigned in 8' or 10' width increments. Booth height may not exceed 13 feet. Furthermore, any portions of your booth that extend past 8' high must have a constructed back so as not to diminish the booth that shares the back draped wall of the exhibit. Items can be placed along the sides or on tables as long as they do not obstruct a view of the adjacent booth. Booth depth is 10' or 20'. Be aware that your entire booth must remain within the 10-foot or 20-foot depth as to be fire code compliant in accordance to aisle width.

Use: The use of space is subject to the rules of UMSA and the Secure360 Conference as outlined in this document.

Signs: No signs or identification items may be rigged or flown from the ceiling.

Tradeshow Period: Tradeshow set-up hours will be 8am-12pm Wednesday, March 14, 2018. **All booths must** be set up by 12 p.m. (start of pre-conference) on Wednesday, March 14, 2018. The tradeshow opens at 12:00 p.m. on Wednesday, March 14, 2018 and may not be dismantled until 4:00pm on Thursday, March 15, 2018. An inspection of booths will be made by the Secure360 Conference manager and/or selected committee members. No work on booths will be permitted on the opening day of the tradeshow unless authorized by the conference manager in advance. It is the responsibility of the sponsors to ensure that booths are ready for the opening of the conference.

Liability and Insurance: Sponsors must insure their own exhibits including public liability. Neither UMSA, UMSA Board of Directors, UMSA committee members, UMSA affiliates, Secure360 Conference management and/or committees, Wisconsin Center nor the employees or representatives of any of these organizations will be responsible for any injury, loss or damage that might occur to the exhibit, the sponsor or to the sponsor's employees, prior to, during, or subsequent to the period covered by the exhibitor's contract.

Giveaways, Promotional Items, and Prizes: We encourage the use of giveaways in your booth. All drawings must be conducted within the confines of your booth space and you are responsible for distribution of prizes.

Attendee Information: A lead retrieval app is an available option for all sponsors (additional cost for some). These lead retrievals may only be used in the tradeshow area. No lead retrievals will be allowed outside the tradeshow floor.

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Badging: Conference badges are required for attending keynotes, education sessions, and other conference events.

Misrepresentation: Any misrepresentation, material omissions, false or misleading statements by the sponsor or any of its agents or employees or persons acting on its behalf shall be grounds for cancellation of this agreement, regardless of when discovered. In such event, sponsor shall not be entitled to a refund of any money paid or any other remedy. UMSA and the Secure360 Conference reserves the right to decline or prohibit any exhibit, sponsor, or items included in the exhibit. This covers persons, things, conduct, printed matter, souvenirs, emblems and all things that affect the character of the exhibition.

Cancellation: Once booth space has been applied for and assigned by UMSA and the Secure360 Conference, any cancellation of a booth or sponsorship will result in forfeiture of payments as follows:

- 50% of total cost of booth or sponsorship if cancellation occurs before January 1, 2018

UMSA reserves the right to cancel the event at any time. Should this occur, sponsors will be given written notice and a full refund if the event is cancelled by UMSA. This information will also be posted on the Secure360 website and the UMSA and Secure360 social media channels.

Agreements: Sponsor agrees to adhere to the following with regard to their exhibit:

- All decoration must be flameproof and pass inspection by all designated authorities.
- There will be no use of microphones, loudspeakers, or other amplifying public address devices unless approved by show management.
- All displays, distribution of literature, and lectures will be made inside the leased exhibit space.
- Helium-filled balloons are not allowed.
- Sponsor may not affix advertising or promotional materials to any surfaces other than the space occupied by their exhibit.

The exhibit will not be dismantled until designated time. Early dismantlement is discourteous and disruptive to attendees as well as other exhibitors and will not be permitted. Early dismantlement of your booth will be taken into consideration when we are selecting exhibitors for future conferences.

If booth space is not **paid in full by February 23, 2018**, your space will not be guaranteed and may be sold, unless previous arrangements for payment have been made in advance.

Booth Sharing: Only one sponsoring company is allowed per booth. Booth sharing will not be tolerated on premises, if a company is found to be abusing this policy, the following fee structure will be in place:

- 1st offense: 20% of sponsorship package price paid
- 2nd offense: 50% of sponsorship package price paid
- 3rd offense: prohibited from sponsoring UMSA related events for 1 full calendar year

Nondiscrimination: Sponsor agrees that during the term of this agreement, it will not discriminate against any employee or applicant for employment because of race, color, creed, national origin, ancestry, affectionate or sexual preference, age or disability.

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Photo Release: Candid photos may be taken during the Secure360 Conference. UMSA and the conference reserves the right to use these photos in future communication efforts. Your agreeing to these terms releases ownership of any candid photo taken.