

## Secure360 2021 Sponsor Terms and Conditions Agreement

Mystic Lake Center  
2400 Mystic Lake Blvd  
Prior Lake, MN 55372

Tuesday, May 11 and Wednesday May 12, 2021

The following document outlines the terms and conditions for sponsorship of the 2021 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 members: Cloud Security Alliance, Minnesota IT Center of Excellence, ASIS Minnesota, BCPA, ISACA-MN, ISSA- MN, InfraGard Minnesota Members Alliance, ISC2-Twin Cities, WiCyS-MN and OWASP.

Sponsors of Secure360 2021 agree to abide by the following:

**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.

**Attendee Information:** A lead scanner and/or retrieval app is an available option for all sponsors (additional cost depending on sponsor level). These lead retrievals may only be used in the exhibit booth area. No lead retrievals will be allowed outside the tradeshow floor.

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

**Booth Description and Regulations:** All booth sizes will be assigned in 10' or 20' 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 6'. Be aware that your entire booth must remain within the depth as to be fire code compliant in accordance to aisle width.

**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

**Cancellation:** All sponsorship registrations receive a 48-hour grace period to cancel without penalty. After the 48-hour grace period has ended, the following cancellation dates will apply:

- 50% refund if cancellation occurs on or before **January 15, 2021 @ 5:00 pm** CST
- 25% refund if cancellations occurs between January 15, 2021 5:00 pm CST and **Thursday April 15, 2021 @ 5:00 pm** CST
- No refund if cancellation occurs on or after **Thursday April 15 @ 5:00 pm** CST

UMSA reserves the right to make the virtual event at any time. Should this occur, sponsors will be given written notice. This information will also be posted on the Secure360 website.

Neither Party shall be liable for the non-performance of its obligation under this Agreement if such performance is caused by weather, natural disasters, strikes, war, terrorism, utility outages, communication outages, or any other circumstances which could not have been reasonably foreseen and avoided by commercially reasonable action or are beyond the reasonable control of a Party ("Force Majeure"). A Party shall be excused from performance under this Agreement for the duration of the effects of such Force Majeure circumstances.

**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.

**Liability and Insurance:** Sponsors must insure their own exhibits including public liability. Neither UMSA, UMSA Board of Directors, UMSA committee members, UMSA members, Secure360 Conference management and/or committees, Mystic Lake 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.

**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.

**Non-sanctioned Events:** Non-sanctioned events will not be tolerated on premises, if a company is found to be abusing this policy, they will be prohibited from sponsoring UMSA related events for 1 full calendar year or as UMSA deems necessary.

**Nondiscrimination:** In compliance with the Minnesota Human Rights Act (MN Statute 363A), exhibitor/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.

**Payments:** Payment in full is due within 60 days of registration or by **April 15, 2021**, whichever comes first. If not paid in full by April 15, 2021, a 1.5% monthly interest fee will be charged, and your space will not be guaranteed and may be sold, unless previous arrangements for payment have been made in advance.

Registrations received after April 15, are due with full payment by **May 10, 2021**. If payments are not received by their due date, then a 1.5% monthly interest fee will be charged unless previous arrangements for payment have been made in advance.

**Photo Release:** Candid photos and/or video 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.

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

**Tradeshow Period:** An inspection of booths may be made by the Secure360 Conference director and/or selected committee members. No work on booths will be permitted on the opening day of the tradeshow (Tuesday May x) unless authorized by the conference director in advance. It is the responsibility of the sponsors to ensure that booths are ready for the opening of the conference. Booth set-up & tear down and tradeshow hall hours are listed below.

- Monday May 10 @ 1:00-5:00pm – booth set-up
- Tuesday May 11 @ 8:30am-5:00pm – tradeshow open
- Wednesday May 12 @ 8:30am-3:30pm – tradeshow open
- Wednesday May 12 @ 4:00pm-7:00pm – booth tear-down

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