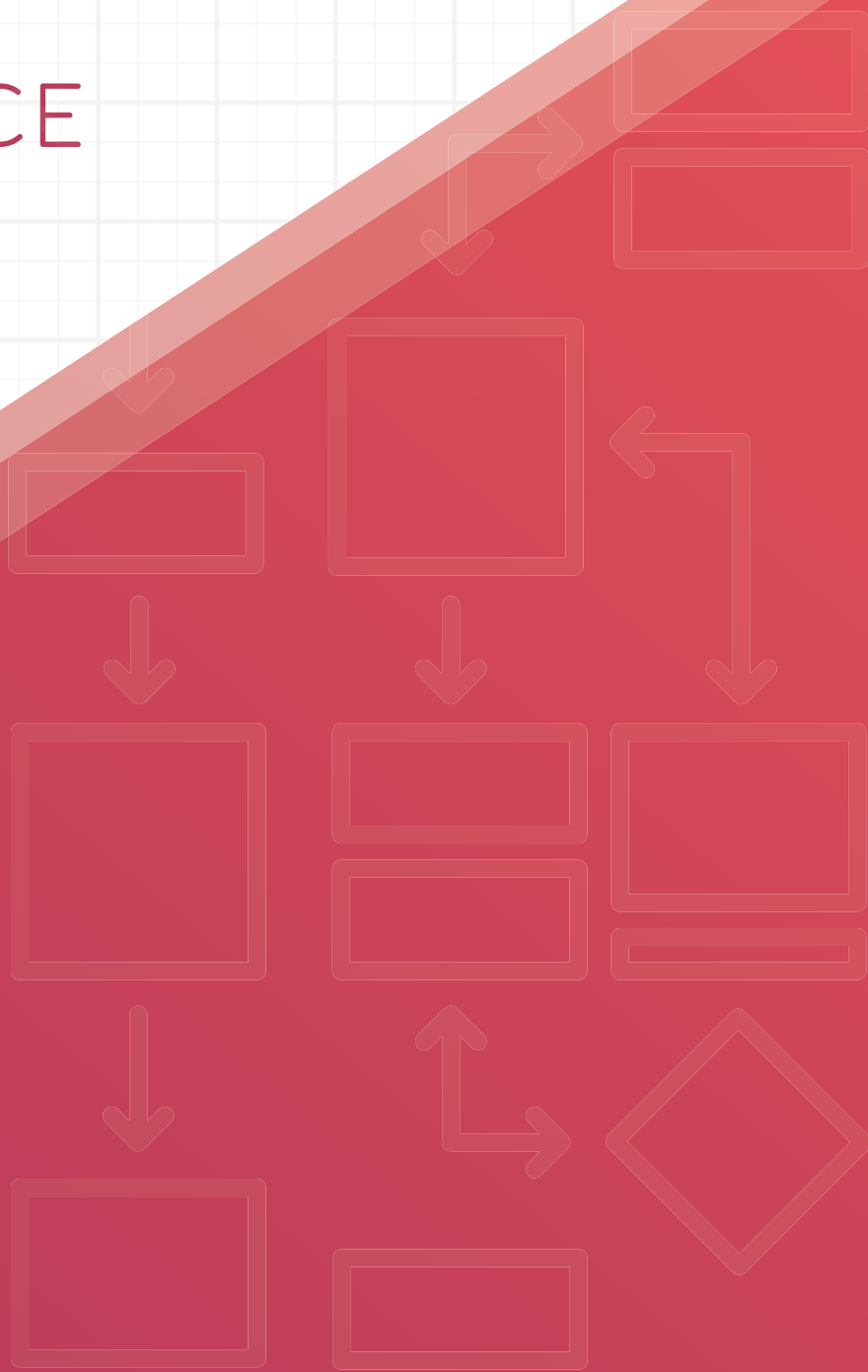


# VIEW SOURCE

PRESENTED BY **mozilla**



BERLIN • SEPTEMBER 12-14, 2016

## EVENT OVERVIEW

Let's come together to view the source of the modern Web, build a Web that works everywhere, and explore the best ways to apply Web technologies today.

View Source is an event by developers, for developers, with emphasis on exposing best practices and practical development techniques. Sessions will dive into the code, analyze the web experience across browsers and devices, explore ready-to-use new technologies, and share best practices for improving how modern websites and applications are built.

Since people talking to each other encourages innovation — and makes things more fun — facilitated, interactive discussions will encourage group conversations between attendees, speakers, and subject matter experts on a range of topics.

Showcased demos will focus on products that help developers create powerful, convenient and easy-to-use apps and websites with a minimum of frustration and headache. Sponsorships, depending on level, can include a branded discussion (to be staffed by sponsor) or demo.



## EVENT DETAILS

- Berlin, Germany September 12-14, 2016
- 3 Days, single-track conference for 400 attendees
- Ignite Talks and Welcome Reception on opening evening
- 16 Keynotes and speakers
- Breakouts: discussion sessions and panels, selected spotlight demos
- Conference Social and Closing Social

## VENUE

RADIALSYSTEM

Holzmarktstr. 33

10243 Berlin, Germany

Formerly a turn of the century pumping station for the Berlin Wasserwerke (Berlin Water Services), RADIALSYSTEM V – situated in the urban centre of Berlin between Friedrichshain, Mitte and Kreuzberg – currently functions as a cultural centre where new ideas ‘radiate’ out in all directions, attracting artists and the public from within as well as beyond the city limits of Berlin.

## ABOUT US

Founded in 1998, Mozilla is best known for the Firefox browser, used by hundreds of millions of Internet citizens globally, across various devices and platforms.

As a non-profit, Mozilla works to empower all Internet consumers to also be producers, equipping them with tools, platforms, documentation, community and other resources. We also care deeply about open standards and platforms that are accessible to everyone, no matter where they are or what browser they choose.

Read our [Manifesto](#) to learn more about the principles that guide our mission.

## CONTACT INFO

[viewsource-sponsorships@mozilla.com](mailto:viewsource-sponsorships@mozilla.com)

<http://viewsourceconf.org>

@viewsourceconf

Sandra Persing, Executive Producer, View Source. [spersing@mozilla.com](mailto:spersing@mozilla.com)

Ali Spivak, Head of Developer Marketing, Mozilla. [aspivak@mozilla.com](mailto:aspivak@mozilla.com)

SPONSORSHIP OPPORTUNITIES

PARTNERSHIP	BENEFITS	COST
Premier Platinum	<div>Includes both Berlin and Seattle Events</div> <ul style="list-style-type: none"><li>Announcement partner (pending timing)</li><li>Presence on stage (verbal mentions + slides)</li><li>Logo on website and event signage</li><li>Demo and Discussion session</li><li>Opportunity for signage and collateral at event</li><li>10 complimentary conference tickets (including all social events and Ignite talks)</li><li>1 Custom Ask (what else can we do together?)</li></ul>	€91,000 (\$100,000 USD)
Platinum	<ul style="list-style-type: none"><li>Announcement partner (pending timing)</li><li>Presence on stage (verbal mentions + slides)</li><li>Logo on website and event signage</li><li>Demo and Discussion session</li><li>Opportunity for signage and collateral at event</li><li>10 complimentary conference tickets (including all social events and Ignite talks)</li></ul>	€45,000 (\$50,000 USD)
Gold	<ul style="list-style-type: none"><li>Presence on stage (verbal mentions + slides)</li><li>Logo on website</li><li>Demo or Discussion session</li><li>Opportunity for signage and collateral at event</li><li>5 complimentary conference tickets (including all social events and Ignite talks)</li></ul>	€22,500 (\$25,000 USD)
Silver	<ul style="list-style-type: none"><li>Logo on website</li><li>Discussion session</li><li>Opportunity for signage and collateral at event</li><li>2 complimentary conference tickets (including all social events and Ignite talks)</li></ul>	€13,400 (\$15,000 USD)
Start-up	<ul style="list-style-type: none"><li>Demo</li><li>1 complimentary conference ticket (including all social events and Ignite talks)</li></ul>	€3,500 (\$5,000 USD)
Custom (Select One)	<ul style="list-style-type: none"><li>Diversity in Tech Scholarships</li><li>Social Events</li><li>Welcome reception (main sponsor)</li><li>Live captioning</li><li>Childcare</li></ul>	€3,000- €13,000



VIEW SOURCE  
PRESENTED BY mozilla

SPONSORSHIP AGREEMENT  
BERLIN, GERMANY    SEPTEMBER 12-14, 2016

Applicant company name

(“Sponsor”)

(as it should appear in all marketing and promotional materials for the event)

Name

Email

Phone

Mailing Address

City

State/Prov

ZIP/Postal Code

Country

Sponsorship Level: There are several levels of sponsorship available. Please check the box next to the level of support you wish to apply for.

<input type="checkbox"/> By check, delivered to Mozilla Corporation, 331 E. Evelyn Ave, Mountain View, CA 94041	<input type="checkbox"/> By wire transfer to: Mozilla Corporation, 331 E Evelyn Ave, Mountain View, CA 94041 650-903-0800	<input type="checkbox"/> Bank Name: Silicon Valley Bank Bank Address: 3003 Tasman Drive, Santa Clara, CA 95050 Account Number: 3300492761 Routing Number: 121140399 Swift Code: SVBKUS6S
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PARTNERSHIP	BENEFITS	COST
Premier Platinum	<ul style="list-style-type: none"><li>Includes both Berlin and Seattle Events</li><li>Announcement partner (pending timing)</li><li>Presence on stage (verbal mentions + slides)</li><li>Logo on website and event signage</li><li>Demo and Discussion session</li></ul> <ul style="list-style-type: none"><li>Opportunity for signage and collateral at event</li><li>10 complimentary conference tickets (including all social events and Ignite talks)</li><li>1 Custom Ask (what else can we do together?)</li></ul>	\$100,000 USD
Platinum	<ul style="list-style-type: none"><li>Announcement partner (pending timing)</li><li>Presence on stage (verbal mentions + slides)</li><li>Logo on website and event signage</li><li>Demo and Discussion session</li></ul> <ul style="list-style-type: none"><li>Opportunity for signage and collateral at event</li><li>10 complimentary conference tickets (including all social events and Ignite talks)</li></ul>	\$50,000 USD
Gold	<ul style="list-style-type: none"><li>Presence on stage (verbal mentions + slides)</li><li>Logo on website</li><li>1 Demo or Discussion session</li></ul> <ul style="list-style-type: none"><li>Opportunity for signage and collateral at event</li><li>5 complimentary conference tickets (including all social events and Ignite talks)</li></ul>	\$25,000 USD
Silver	<ul style="list-style-type: none"><li>Logo on website</li><li>Demo or Discussion session</li><li>Opportunity for signage and collateral at event</li><li>2 complimentary conference tickets (including all social events and Ignite talks)</li></ul>	\$15,000 USD
Start-up	<ul style="list-style-type: none"><li>Demo</li><li>1 complimentary conference ticket (including all social events and Ignite talks)</li></ul>	\$5,000 USD
Custom (select one)	<ul style="list-style-type: none"><li>Diversity in Tech Scholarships</li><li>Social Events</li><li>Welcome reception (main sponsor)</li><li>Live captioning</li><li>Childcare</li></ul>	\$5,000 - 15,000 USD

By signing this application, Mozilla and Sponsor agree to the attached terms and conditions.

Mozilla Corporation:	Sponsor:
Signature	Signature
Name	Name
Title	Title

# EVENT SPONSORSHIP TERMS AND CONDITIONS

Mozilla Corporation, located at 331 E. Evelyn Ave, Mountain View, CA 94041 (“Mozilla”), and the Sponsor identified above (“Sponsor”), are entering into this Mozilla Event Sponsorship Agreement (the “Agreement”) as of \_\_\_\_\_, 2016 (the “Effective Date”).

Mozilla is hosting the event identified above (the “Event”) and Sponsor wishes to sponsor the Event at the Sponsorship Level identified above, in accordance with the following terms and conditions.

## MOZILLA AND SPONSOR AGREE AS FOLLOWS:

- 1. MOZILLA’S RESPONSIBILITIES.** Mozilla is responsible for all aspects of planning, arranging, hosting, staffing, managing, and promoting the Event. In addition, Mozilla is responsible for providing the Sponsorship Benefits.
- 2. SPONSORSHIP BENEFITS.** Provided Sponsor pays the Sponsorship Fee, Sponsor will receive the benefits identified above for the Sponsorship Level Sponsor has selected. Details of each benefit are described in Attachment A.
- 3. SPONSOR’S OBLIGATIONS.**
  - a. Sponsor will pay to Mozilla the Sponsorship Fee for the selected Sponsorship Level within thirty (30) days following execution of this Agreement. Payment will be made via the method selected above.
  - b. Sponsor will submit a company logo and a 50-word company/product description for use in the Event program, related marketing materials, and Event related websites. The Sponsor description and logo should be submitted via email to [viewsource-sponsorships@mozilla.com](mailto:viewsource-sponsorships@mozilla.com) and the logo should comply with one of the following specs:
    - i. Vector file - EPS, AI, SVG - with fonts outlined (this is very important: Mozilla is not responsible for providing fonts for printing sponsor-submitted logos ) or
    - ii. 300dpi PDF, TIFF or JPEG raster file of your non-animated logo
  - c. Sponsor will not schedule or sponsor any event in connection with the Event, including without limitation evening events, during a time that overlaps or conflicts with any Event activities published in Mozilla’s Conference schedule.

- d. Sponsor will not conduct any drawings, contests or other promotions at the Event without Mozilla’s prior written consent.

## 4. USE OF TRADEMARKS.

- a. Sponsor grants Mozilla a nonexclusive, nontransferable license to use Sponsor’s logo and other trademarks provided to Mozilla solely in the form provided by Sponsor and solely in connection with promoting and marketing Sponsor’s sponsorship of the Event.
- b. During the term of this Agreement, Sponsor may identify itself as a sponsor of the Event in advertising and marketing. Mozilla will provide Sponsor with an official Event logo, images, and/or phrases to use on advertising, websites, and other avenues as approved by Mozilla. Sponsor may not use any other Mozilla trademarks for any purpose without prior written permission.

**5. NO EXCHANGE OF PERSONAL INFORMATION.** Notwithstanding anything else in this Agreement, neither party will provide the other with contact information for Event attendees, unless such attendees have specifically provided written permission.

**6. TERM OF THE AGREEMENT.** This Agreement will commence on the Effective Date and continue through the end of the Event, unless terminated earlier as permitted herein. Should Mozilla learn of facts regarding Sponsor such that Mozilla’s continued association with Sponsor could tarnish Mozilla’s reputation, Mozilla may terminate this Agreement upon five (5) days’ notice and will refund to Sponsor all amounts paid. The following Sections shall survive any termination or expiration of this Agreement: 6, 7, 8, 9 and 10.

## 7. CANCELLATION.

- a. By Mozilla. If for any reason beyond its reasonable control, including without limitation fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, or act of God (“Force Majeure”), Mozilla shall determine that the Event or any part cannot be held, Mozilla may cancel the Event or any part thereof. In that event, the liability of Mozilla is limited to the amount of fees paid, and Mozilla shall determine and refund to the Sponsor its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by Mozilla. In the event, however, that Mozilla cancels the Event for any reason other than Force Majeure, Mozilla shall refund to Sponsor the full amount of the fees paid by Sponsor.
- b. By Sponsor. If Sponsor cancels its sponsorship more than 5 months prior to the Event start date, it will receive a 50% refund of fees paid. If it cancels its sponsorship less than 5 months prior to the Event start date, it will receive no refund.

**8. WARRANTIES.** Each party represents and warrants that: (i) it has the full right and power to enter into and perform this Agreement without the consent of any third party; (ii) its performance under this Agreement will not conflict with any other obligation it may have to any other party; and (iii) it will comply with all applicable laws. Mozilla further represents and warrants that it has obtained all necessary permits and authorizations required for the Event.

**9. INDEMNITY.** Each party indemnifies, defends, and holds harmless the other party, and its parent and subsidiaries, and the officers, directors, volunteers, employees, representatives, and agents of each of the foregoing, from and against any and all third party liabilities, damages, injuries, claims, suits, judgments, causes of action, and expenses (including reasonable attorneys' fees, court costs and out-of-pocket expenses) arising out of or resulting from its gross negligence or willful misconduct.

**10. LIMITATION OF LIABILITY.** NEITHER PARTY WILL BE LIABLE TO THE OTHER OR ANY THIRD PARTY FOR ANY SPECIAL, CONSEQUENTIAL, EXEMPLARY OR INCIDENTAL DAMAGES, ARISING FROM ANY CLAIM RELATING TO THIS AGREEMENT OR THE SUBJECT MATTER HEREOF, WHETHER SUCH CLAIM IS BASED ON CONTRACT, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, EVEN IF AN AUTHORIZED REPRESENTATIVE OF SUCH PARTY IS ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. NEITHER PARTY'S AGGREGATE LIABILITY WITH RESPECT TO ANY AND ALL CLAIMS ARISING OUT OF OR RELATED TO THE SUBJECT MATTER OF THIS AGREEMENT WILL EXCEED THE SPONSORSHIP FEE PAID OR PAYABLE BY SPONSOR HEREUNDER.

**11. GENERAL PROVISIONS.** This Agreement constitutes the entire Agreement between the parties related to this subject matter, and any change to its terms must be in writing and signed by the parties. This Agreement supersedes any prior agreements or understandings between the parties. This Agreement shall be governed by and construed in accordance with the laws of the State of California (excluding its conflict of laws principles), and the exclusive venue for any related dispute is Santa Clara County, California. The failure of either party to enforce any right or provision in this Agreement will not constitute a waiver of such right or provision. If any provision of this Agreement is held to be invalid or unenforceable, the other provisions of this Agreement will remain enforceable and the invalid or unenforceable provision will be deemed modified so that it is valid and enforceable to the maximum extent permitted by law. The relationship between the parties is that of independent contractors, and neither party is an agent or partner of the other. Neither party shall be liable for the acts of the other in carrying out this Agreement and, specifically, but not by way of limitation, neither party shall be responsible for the legal, financial or any other obligation entered into by the other in performing this Agreement. The parties will be entitled to rely upon a signed copy of this Agreement transmitted via facsimile or email as if it were an original signed counterpart.

## EXHIBIT A

### SPONSORSHIP BENEFITS:

- a. **ANNOUNCEMENT PARTNER:** Pending timing, we will partner with a major sponsor as an Announcement Partner by issuing a joint press release for broad announcement purposes.
- b. **BRAND PRESENCE ON STAGE:** This will either a banner, display of sponsor logo on slides that display between speakers, and/ or verbal mention(s).
- c. **INCLUSION ON WEBSITE & IN EMAILS:** We will display sponsor logos on website and email updates. The logos of Sponsors whose Sponsorship level includes this benefit will be displayed on the official website of the Event in a section for sponsors, as well as in Event emails. All sponsor logos will be the same size, and the Sponsorship level of each Sponsor will be identified in association with the logo.
- d. **ASSIGNMENT OF SPACE:** Mozilla shall assign the booth, display and/or tabletop space as agreed to under this Agreement for the period of the display and such assignment will generally be made no later than four weeks before the Event. Location assignments will be on a first-come, first-served basis, may be modified by Mozilla due to changes in Event layout, venue or other factors, and will be made solely at the discretion of Mozilla.

**USE OF SPACE:** Sponsor is allowed to distribute literature and run demonstrations within the boundaries of the Sponsor's assigned space. Sponsor's product demonstration, placement or handing out of literature, signage, all booth furnishings and lighting must be well within the confines of the assigned space at all times and may in no way interfere with adjacent space. Demonstrations using audio must use headsets to demonstrate audio capabilities. All booth furnishings, equipment and displays are the responsibility of Sponsor, must be approved by Mozilla prior to installation, must be constructed safely, and must be installed, occupied and dismantled in accordance with Mozilla's schedule. Mozilla may refuse permission to exhibit any products or services Mozilla deems objectionable or unsuitable for the Event. Sponsor shall not assign to a third party its space or any portion of that space without the prior written consent of Mozilla, which Mozilla may grant or withhold at its sole discretion. If such permission is given, Sponsor assumes full responsibility for the conduct of the assignee and all its representatives.

- e. **LOGO EXPOSURE:** Depending on sponsor level, sponsor's logo will appear on slides on main stage, website and/or conference accessories e.g. t-shirts, conference website and emails.