ON24

WEBCAST ELITE ANNUAL SUBSCRIPTION AGREEMENT

Name:	**AppDynamics LLC** ("Client")	**ON24, Inc.** ("ON24")
Mailing Address:	303 2nd St FL 8 San Francisco, CA 94107-1366	50 Beale Street, 8th Floor San Francisco, CA 94105
Country:	United States	United States

Contact Person:	Alyssa Sarmiento	Jason Lau
Title:	Email & Webinar Programs Manager	Sr. Account Manager
Telephone:	(415) 580-4143	(415) 369-3869
Email:	alyssa.sarmiento@appdynamics.com	jason.lau@on24.com

Client and ON24 enter into this WEBCAST ELITE ANNUAL SUBSCRIPTION Agreement, which includes this page and all schedules hereto (this "Agreement"), shall become effective when executed by both parties. The Universal Terms and Conditions Agreement, having an Effective Date of September 22, 2014, shall hereby be incorporated by reference and shall govern this Agreement (the "Terms"). Capitalized terms used in this Agreement that are not defined herein shall take their definition from the Terms.

The Webcast Elite Subscription ordered herein was activated in a prior agreement between the parties. The 12 month period starting on September 20, 2019 (the "Subscription Start Date") shall be considered the "Subscription Term." Any Services or subscription fees that are not used by Client during the Subscription Term cannot be rolled over to any subsequent term or other agreement. Any additional Services ordered by Client shall be billed monthly at the rate set forth herein. If Client orders Services that are not listed herein, Client shall be invoiced at ON24's then current price. The on-demand access period for an Event shall cease at the expiration or termination of this Agreement.

This Agreement will not be subject to any implied or automatic renewals, and any relationship between the parties after the term hereof will be the subject of a new agreement. The parties may extend the term or any subsequent term of this Agreement by executing a separate written agreement of extension.

Ordered by:

AppDynamics LLC
July 1, 2019
Date
George Karamanos
EADD3AC1FF6B486...
Signature

George Karamanos, VP and Deputy General Counsel

Print Name of Person Signing

Accepted by:

ON24, Inc.
July 1, 2019
Date
Steven Vattuone
A7E442E99E554BB...
Sharat Sharan, CEO / Steven Vattuone, VP - Finance

Schedule 1 - Billing

This schedule sets forth the Services ordered by Client pursuant to this Agreement, and the fees for those Services:

Subscription Fee	**USD 53,850.00**

Webcast Elite Annual Subscription includes the following:
- Platform Access during Subscription Term
-Single Master Account and two Webcast Producer Logins which allow Client to run a single Concurrent Live Webcast Elite Event at a time*
- Up to 1 ON24 Engagement Hub with 2 Contributor / Editor Logins (up to 50 Video Contents)
- Up to 1 CRM Integration Subscription (Includes Integration)
- Up to 1 Additional Producer Login(s) (Adds Live Event Capacity)
- Up to 10 Production Services - (audio/video recording, editing, conversion, and encoding)
- Up to 1 Event Management Package(s)
- Up to 8 Express Monitoring Package(s)

* Master Account ordered herein is solely for the creation and delivery of Events (i) by the business unit of Client's Contact Person, (ii) in the geographic region(s) (North America, EMEA, or APAC) of Client's Mailing Address (the "Client Region"), (iii) that are intended to be used and/or viewed by Attendees in the Client Region, and (iv) for Client's internal business purposes. Client agrees that use of the Master Account or Services (a) for any other purpose, (b) by any third party or other business unit of Client, or (c) in a region other than the Client Region would require the purchase of a separate Master Account. Client agrees that a Webcast Producer Login may only be used by the person to which it is issued and the sharing of a Webcast Producer Login shall be considered a material breach of this agreement.

Billing Terms

Client shall be billed USD 53,850.00 upon execution of the Agreement. Client shall pay all fees within 60 days of receipt of invoice.

Client Billing

Bill to Address:	303 Second Street Suite 800 North Tower San Francisco CA 94107 United States
Billing Contact:	Attention: Accounts Payable
Telephone:	
Bill to Email:	accountspayable@appdynamics.com; alyssa.sarmiento@appdynamics.com

Client Ship To

Address:	303 Second Street Suite 800 North Tower San Francisco CA 94107 United States

The Subscription Fee for identical Services will not increase by more than three percent (3%) of the prices set forth herein. To receive the foregoing pricing, such renewal must occur prior to the expiration of the Subscription Term.

Schedule 2 - Services Descriptions

The following standard features and functionality are included with Platform Access:

Webcast Elite Edition
Account Setup and Training: - Setup of client account with templates and user logins - On Demand Training Library - Online Help, Best Practices and Quick Start Guide - Access to Technical Support Annual Commitment and Contract Terms Unlimited usage during the term of a valid contract subject to ON24 Terms and Conditions including: 1. Not for resale. For use by direct end user 2. Organizer Account is for production of internal and external webcasts and presentations. 3. Presenters are limited to 10 per webcast Account Features: Features and Functionality - Record and Distribute On-Demand Presentations for unlimited viewing - Live Presenters using any combination of Webcam, PC-Mic, Dial-in, and Screenshare - Automated Archive Creation and Publishing - Synchronized Slides, Audience Polls, Recorded Video Clips, and URL Pushes - Registration, Email, and Audience Console Templates - Real-Time Reporting, Analytics and Benchmarking - Seamless Registration, Campaign Tracking, and XML Data Feed included - Complete Suite of Webcast Platform 10 Widgets for Console Design Including: Slide Area, Media Player, Q&A, Transcript, Speaker Bio, Resource List, Twitter, Facebook, LinkedIn, Chapters, Idea, URL, Survey, Test, Group Chat, Contact Us, Refer a Colleague, Content, Text, Image, and Certification. - All Webcasts are Available for On Demand Access during the Subscription Term

The following standard features and functionality are included in all Webcast Elite Webcasts:

Webcast Elite Live Webcast
- Present Live or Simu-Live up to 1000 viewers (USD 400.00 per additional 250 viewers)

The following standard features and functionality are included in all ON24 Engagement Hub

ON24 Engagement Hub
- Webinar, Video and PDF Aggregation - Integrated Registration and SSO - Boost SEO from all of your content

The following standard features and functionality are included in all CRM Integration Subscription

CRM Integration Subscription (Includes Integration)
CRM / Marketing Automation Integration Service: for over 50 webcasts

The following standard features and functionality are included in all Additional Producer Login(s) (Adds Live Event Capacity)

Additional Producer Login(s) (Adds Live Event Capacity)
- Requires Existing Master Account/Contract - 1 Concurrent Live Event per Producer Login - Flexible Deployment *Additional Producer Login(s) (Adds Live Event Capacity) are USD 12,500.00 each.*

The following standard features and functionality are included in all Production Services - (audio/video recording, editing, conversion, and encoding)

Production Services - (audio/video recording, editing, conversion, and encoding)

The following standard features and functionality are included in all Event Management Package(s)

Event Management Package(s)
Available for Webcast Elite, Webcast Pro, and WCC Enterprise Up to 6 Hours of Service: - Project Kick-Off Call and Project Plan - Event Setup using ON24 platform -- Standard Registration Page: includes branded graphic, descriptive text, and standard registration fields -- Standard Lobby Page: includes branded graphic, descriptive text, standard ON24 help page link, standard ON24 Test-Your-System link, media player selection options, and media player download links (Lobby customization available for WCC Enterprise only) -- Standard Event Console Page: includes branded graphic, choice of background color, standard slide area, Q&A area, speaker bio/info area, and other Platform 10 widgets as applicable - Event email(s) setup - Optional audio bridge setup - Presentation Manager setup - Presenter orientation & training - Live event monitoring (up to 90 minutes) - Archive creation and publishing *Additional Event Management Package(s) are USD 1,750.00 each.*

The following standard features and functionality are included in all Express Monitoring Package(s)

Express Monitoring Package(s)
Available for Webcast Elite, Webcast Pro, and WCC Enterprise Up to 2.5 Hours of Service: - Best Practices documentation - Online support before the live event - Presenter orientation (up to 30 minutes before live event start) - Live event monitoring (up to 90 minutes) *Additional Express Monitoring Package(s) are USD 750.00 each.*

Schedule 3 - Optional Additional Services

The following additional services may be purchased separately at the rates listed below:

ON24 Engagement Hub to Target Upgrade	USD 12,000.00
- Deliver Micro-Campaigns to target by Role, Account, or Campaign - Re-Purpose and Re-Use Content Across the Buyer Journey - Requires ON24 Engagement Hub	

Additional ON24 Engagement Hub(s)	USD 20,000.00
- Webinar, Video and PDF Aggregation - Integrated Registration and SSO - Boost SEO from all of your content	

Additional Gateway Contributor/Editor Login(s)	USD 1,500.00
- Requires ON24 Gateway - Unlimited contributor access to content and Content Gateway management tools	

Additional 50 Content Capacity for Content Gateway	USD 3,000.00
- Additional 50 published content items	

Advanced Prospect and Account Analytics	USD 6,000.00
- Prospect Engagement Profile - Account Engagement Cloud - Funnel Analytics	

SAML Integration Implementation	USD 3,500.00
Setup and implementation of SAML Single-Sign-On to single authentication source using IP or SP initiated page flow.	

SAML Integration Subscription	USD 5,000.00
Usage for SAML Single-Sign-On	

Video Conference Unit (VCU) Module(up to 3 modules)	USD 3,000.00
- Enable customers to leverage ON24 Cloud Presenter Bridge to manage multiple concurrent VCU connections	

Rush Fees: Service Requests* with less than 24 hours notice	USD 250.00

Gateway Management Service	USD 4,200.00
- Up to 4.5 hours of following per quarter (may not rollover unused hours to other quarters or other agreements) - Initial Content Gateway Setup .Format design and category creation .Ensure existing content is correctly published .Confirm Content Gateway is launch-ready - Monthly Content Updates .Categorize and publish any new webinars, videos and PDFs .Remove any obsolete content - Quarterly Content Gateway Review .Performance analysis and recommendations .Implement best practices - Requirements: ON24 Content Gateway subscription - Excludes: Custom development, Creative services, Production services, Webcast console editing, Event Set up	

Rush Fees: Service Requests with less than 48 hours notice	USD 200.00

Audio capture session using Sound Forge (60 minute duration) - includes one hour of edits (heads & tails)	**USD 500.00**

Custom Reporting Module	**USD 1,000.00**
- Access to custom reports using existing login(s) - Report development costs are quoted separately.	

On Demand Email Based Audience Support during Event Archive Period	**USD 175.00**

Additional Reporting Login(s)	**USD 1,000.00**
- Easily view all analytics dashboards and reports - Provides read only access only	

Creative Services - (branding, logos, graphics production, design)	**USD 200.00**

Broadcast Video Module(s)	**USD 20,000.00**
Webcast Pro/ Elite Broadcast Video Module	

Engineering Services (account/event customization, custom development)	**USD 250.00**

Express Training Package(s)	**USD 500.00**
This 90-minute live, online training session is based on your event requirements, and will be custom designed to cover exactly what you need to know.	

Professional Services - (event management, support, training, consulting) Hourly Rate	**USD 200.00**

Standard Training Package(s)	**USD 750.00**
This live, online training program, comprised of three one-hour sessions, includes a complete review of all Webcast Pro and Webcast Elite features for both creating and presenting a webcast.	

Live Event Audience Support by Telephone (up to 2,500 registrants)	**USD 250.00**

Conference Bridge Service for Non-Streaming Event Audio	**USD 0.25**
Add dial in access to any live webcast for audience members. Per user, per minute fees apply.	

Transcription & Closed Captioning Service (On-Demand and Simulive Events)(s)	**USD 750.00**
- The Transcription & Closed Captioning service provides the services and setup of transcription and closed captioning for On-Demand and Simulive webinars to assist in providing accessibility for those who are hearing impaired. - This service provides support up to a 90 minute event duration.	

Webinar Quality Assurance Package(s)	**USD 500.00**
- The Webinar Quality Assurance Package provides a webinerd expert to review the setup of the webinar and confirm the technical aspects of the event are setup correctly. - ON24 will provide an Event Quality Assurance report with any feedback based on the setup of the event.	

Webinar Speaker Training & Dry Run(s)	**USD 600.00**
- The Webinar Speaker Training and Dry Run service provides training and guidance to the presenter(s) prior to the live webinar day. - The ON24 Trainer will spend up to one hour with the presenters and moderator to review the ON24 Presenter tool and discuss key best practices to ensure the delivery of a successful event. - This package provides support up to 1 hour for the training and dry run.	

Additional Included 1000 Viewers	**USD 15,000.00**
- Additional Included 1000 Viewers for all events	

Webinar World 2020	USD 550.00
- Webinar World	

Signal Operations Service for Elite	USD 1,500.00
Encoding for Elite events that use 3rd party audio or video services like VYVX, Satellite, etc. The service includes :- - Monitoring and operating the event, the pre-event work prior to the connection during the event-day, the scheduling and the tear-down of the encoders, routers, and backup devices. - Posting the event for the on-demand archive (if required). - This is a per event service for events up to 90 minutes long.	