

This agreement is between the Organizers of the DevOps Days - Rockies Event (hereafter “DevOps Days - Rockies”) and the organization identified at the bottom of this document. This agreement provides the terms and conditions for sponsors of DevOps Days - Rockies 2015 held April 23<sup>rd</sup> & 24th in Denver, Colorado.

## Description of benefits and sponsor obligations

**Complimentary registration.** Gold sponsors will receive six (6) complimentary general conference registration valued at \$900 USD. Silver sponsors will receive four (4) complimentary general conference registration valued at \$600 USD. Bronze sponsors will receive two (2) complimentary general conference registration valued at \$300 USD.

**Exhibit space.** Gold sponsors are entitled to an exhibit space to display company-marketing materials, provide demos and to allow conference participants to interact with company representatives. Silver sponsors are entitled to an exhibit space to display company-marketing materials. Copper sponsors are entitled to a shared space (i.e. table) to display company marketing materials.

**Logo in marketing materials, signage and email.** Gold and Silver sponsors will also be included in organizing emails. Signage at the event will include sponsor logos.

**Website and event listing.** All sponsors may have their company logo and link to their company site posted on the DevOps Days - Rockies Event web page. Logos for Gold and Silver will be displayed on their own slide in between speakers. Copper sponsors will be displayed on a shared slide in between presenters.

**Promotional Presentation.** Gold sponsors may present for 2 minutes on the topic of their choice. Normally, the presentation will take place before one of the talks, however, the conference organizers will have to use their judgment during the event. Silver and Copper sponsors do not get a promotional presentation spot.

**Sponsor payment.** Sponsors agree to pay the full sponsorship fee within 15 days of signing this agreement. Sponsorship fees are non-refundable with the exception of unforeseen circumstances that force a cancellation of the entire event.

**Sponsor personnel.** Please keep in mind that all sponsor attendees are representing the sponsor. Therefore, professional dress is suggested.

**Intellectual property.** Any conference content, including but not limited to photos, videos, slides, or papers, are considered property of DevOps Days - Rockies and shall not be posted or disseminated by Sponsor without express written approval of DevOps Days - Rockies.

**Indemnification.** Both DevOps Days - Rockies and Sponsor (the "Indemnifying Party") shall indemnify the other party (the "Indemnified Party") against and save each other harmless from any and all suits, proceedings at law or in

equity, claims, liabilities, damages, costs, payments and expenses, including reasonable attorney's fees, asserted against or incurred by the Indemnified Party, arising out of or in connection with the negligence or willful misconduct of the Indemnifying Party in the performance of this Agreement including, but not limited to, any claim for damages to property or injuries to persons, to the extent that such damages or injuries shall have been caused by, or shall have resulted from the willful or negligent acts or omissions of the Indemnifying Party, or its employees or agents.

**Conference Services.** The conference facilities and certain conference services are being provided by Fortrust Data Center. DevOps Days - Rockies is not responsible for the actions or inactions of Fortrust or any of its employees, agents, or contractors.

**Complete agreement.** This Agreement contains the entire understanding between the parties with respect to the conference sponsorship benefits and obligations and supersedes all prior oral and written understandings, arrangements and agreements between the parties.

**Sponsor**

**Sponsor Company Name:** \_\_\_\_\_

**Signatory (full printed name):** \_\_\_\_\_

**Signature:** \_\_\_\_\_