



2018 SPONSORSHIP PROSPECTUS

APRIL 15-17, 2018/NEW ORLEANS/HYATT REGENCY

THE NIAGARA SUMMIT CAN TAKE YOUR BUSINESS TO THE NEXT LEVEL.

First of all, thank you for being a part of the Niagara Community. You have stood at the helm of our framework as we've blazed a trail through the Internet-enabled enterprise solutions category for the past 20 years. Your insight has made us smarter, more agile and more responsive to the challenges and opportunities our industry presents.

The Niagara Summit is where we come together to exchange ideas, make connections, determine the direction to take moving forward and have a lot of fun along the way. It's a chance for unbelievable exposure to your market, and an opportunity to gain insight into emerging trends and technologies. Think about it — three days of face-to-face interaction with developers and integrators, influencers and prospects. Nowhere will you find a more engaged, more galvanized community of Niagara devotees. They are ready to listen. Are you ready to be heard?

Take advantage of our Premier, Gold, Silver and Bronze sponsorship opportunities now and get ready for an amazing networking event.



WHAT PEOPLE ARE SAYING ABOUT THE LAST NIAGARA SUMMIT

“The vendor **show was great**. I learned a lot about what people were doing with **Niagara**.”

“The summit brought the correct audience and the show/events were **top notch**. Enjoyable from start to finish.”

“**Very satisfied** with the breakout sessions. The ones I attended were all very relevant to current and future trends.”

“From the food and drink to the speakers, to the entertainment, to being able to approach different manufacturers about their products and on and on. **Everything was great**.”

“The keynotes, breakouts and dinners were **spectacular**. It was very energizing.”

“I was very impressed by the vast array of attendees, exhibitors, workshops and presentations. The hotel was excellent and food was very **excellent!**”

“This is my second time to the event and both times were satisfying. It's good to see what the **community** is doing and how we fit in.”

NS NIAGARA SUMMIT
18 CONNECTING THE WORLD



2018 NIAGARA SUMMIT SPONSORSHIP PACKAGES AT-A-GLANCE

Sponsorship Level	Premier	Gold	Silver	Bronze
Price	\$40,000	\$20,000	\$11,000	\$7,000
Exhibit Space				
Booth Size	10' x 20'	10' x 20'	10' x 10'	10' x 10'
Pre-Event Marketing				
Logo prominently displayed on event homepage with link to sponsor's website	✓	✓		
Logo & link on Summit sponsor page on event website	✓	✓	✓	
Access to the Summit promo kit	✓	✓		
Company description on event website	250 words	150 words	75 words	50 words
Inclusion in event press kit	✓	✓	✓	
Mention in sponsorship press release	✓	✓		
Logo inclusion in email campaign to Niagara Community	✓	✓	✓	
On-Site Marketing				
Logo and URL on event mobile app	✓	✓	✓	✓
Company description on event mobile app	200 words	150 words	75 words	50 words
Insert in registration bag	✓	✓		
Recognition on sponsor spotlight banner & event signage	✓	✓		
Promotion on social media during event	✓	✓		
General session room branding	✓			
Gala bar sponsorship	✓			
Gala dessert sponsorship	✓			
Gala VIP-level access	✓			
Conference Access				
Full-conference passes	4	4	2	1
Opportunity to purchase additional full-conference passes	✓	✓	✓	✓



PREMIER

4 SPONSORSHIPS AVAILABLE AT \$40,000

There's no better way to be seen at the Niagara Summit than with a Premier sponsorship. For \$40,000 you get it all – the biggest exhibit booth available, shout-outs on the Niagara Summit event homepage, your name associated with the meals and more. Much, much more.

In addition to the tremendous branding opportunity, a Premier sponsorship gets you full-conference passes and VIP access. Take advantage of everything the Niagara Summit has to offer, from fascinating speakers to relevant breakout sessions and helpful workshops.

Ready to increase brand awareness? Drive some serious lead generation? Make powerful connections with influencers? Then Premier is the only way to go.

Exhibit Space

10' x 20'

Pre-Event Marketing

Logo prominently displayed on event homepage with link to sponsor's website

Logo & link on Summit sponsor page on event website

Access to the Summit promo kit

250-word company description on event website

Inclusion in event press kit

Mention in sponsorship press release

Logo inclusion in email campaign to Niagara Community

On-Site Marketing

Logo and URL on event mobile app

200-word company description on event mobile app

Insert in registration bag

Recognition on sponsor spotlight banner & event signage

Promotion on social media during event

General session room branding

Gala bar sponsorship

Gala dessert sponsorship

Gala VIP-level access

Conference Access

4 full-conference passes with opportunity to purchase additional full-conference passes



GOLD

\$20,000

Do you want to get noticed? A Gold-level sponsorship for \$20,000 puts the spotlight on your business. Before the Summit, you'll have your company logo, description and link displayed on our event website, and inclusion in our press kit.

A Gold sponsorship also lands you four full-conference passes and your name on much more than just your booth.

Be a major contributor while staying on budget. A Gold sponsorship gives you full exposure to your market and opens up amazing opportunities to advance your business.

Exhibit Space

10' x 20'

Pre-Event Marketing

Logo prominently displayed on event homepage with link to sponsor's website

Logo & link on Summit sponsor page on event website

Access to the Summit promo kit

150-word company description on event website

Inclusion in event press kit

Mention in sponsorship press release

Logo inclusion in email campaign to Niagara Community

On-Site Marketing

Logo and URL on event mobile app

150-word company description on event mobile app

Insert in registration bag

Recognition on sponsor spotlight banner & event signage

Promotion on social media during event

Conference Access

4 full-conference passes with opportunity to purchase additional full-conference passes



SILVER

\$11,000

Promote your brand before the conference begins with the Silver sponsorship for \$11,000. With your name on our event website, sponsor page and press kit, your business-building will launch before the Summit does.

And, the promotion continues on-site. Your company logo, description and website will be in front of attendees as they're using the event mobile app while they're on the go.

Exhibit Space

10' x 10'

Pre-Event Marketing

Logo & link on Summit sponsor page on event website

75-word company description on event website

Inclusion in event press kit

Logo inclusion in email campaign to Niagara Community

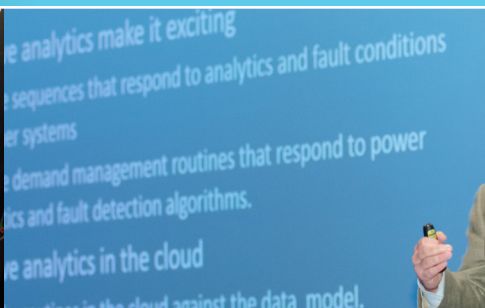
On-Site Marketing

Logo and URL on event mobile app

75-word company description on event mobile app

Conference Access

2 full-conference passes with the opportunity to purchase additional full-conference passes



BRONZE

\$7,000

Capitalize on this promotional opportunity with a Bronze sponsorship for \$7,000. With company descriptions dedicated to you on our event website and mobile app, you'll be growing your brand name in more ways than just your booth.

Exhibit Space

10' x 10'

Pre-Event Marketing

50-word company description on event website

On-Site Marketing

Logo and URL on event mobile app

50-word company description on event mobile app

Conference Access

1 full-conference pass with the opportunity to purchase additional full-conference



IoT TECH PARTNER

\$75,000

Looking for additional creative ways to reach the Niagara Community? This is the sponsorship for you. You'll receive all the benefits of a Gold Sponsorship plus the ability for us to create a customized marketing package just for your business. We'll work with you to design a program that will help spotlight your brand and give you high visibility throughout the event.

With the IoT Technology Partner sponsorship you'll receive 8 full-conference passes with opportunity to purchase additional passes.

Turn the spotlight on your brand with this unique opportunity.

Exhibit Space

10' x 20'

Pre-Event Marketing

Logo prominently displayed on event homepage with link to sponsor's website

Logo & link on Summit sponsor page on event website

Access to the Summit promo kit

150-word company description on event website

Inclusion in event press kit

Mention in sponsorship press release

Logo inclusion in email campaign to Niagara Community

On-Site Marketing

Logo and URL on event mobile app

150-word company description on event mobile app

Insert in registration bag

Recognition on sponsor spotlight banner & event signage

Promotion on social media during event

Conference Access

8 full-conference passes with opportunity to purchase additional full-conference passes



CONNECTING
THE WORLD

An enthusiastic community. Powerful programming. Industry-leading partners. Awesome activities. Fantastic food. If you sponsor only one marketing event this year, make it the Niagara Summit.

If you have questions, comments or wish to request a customized sponsorship package that fits your needs, email us at niagarasummit@tridium.com.

niagarasummit.com

TRIDIUM

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2017-XXXX

The agreement to participate as a Sponsor or Exhibitor at the Niagara Summit will become a contract upon submission based on the rates, rules governing the event and general information in this package. Sponsor and Exhibitor agree to be bound by the terms of this Agreement.

Assignment of Exhibit Space

All sponsorships and exhibitor spaces are assigned on a first-come, first-served basis determined by the date of the agreement, level of participation and when payment is received. Exhibit space includes drapery background, drapery side rails and sign.

Exhibit Space Detail

Booths will have a 10' color background drapery and 42" color side divider drapery. A 7" x 44" ID sign will also be provided. Electric service, phone connections, Internet service and other services and equipment can be ordered and paid for by the Exhibitor by filling out the appropriate forms in the Exhibitor Service Kit. Since the hall is carpeted, booth carpeting is not required. Placement of exhibit materials must not block the visibility of neighboring exhibits.

Cancellation or Refunds

In the event of cancellation by an Exhibitor or Sponsor, a refund of 50% of the sponsorship/exhibitor level will be granted if the request is received 100 days prior to the start of the event. Any cancellations received thereafter are not subject to any refunds.

Installation and Dismantling of Exhibits

Installation of exhibits at the Hyatt Regency New Orleans is scheduled for Sunday, April 15, from 1:00 p.m. – 5:00 p.m. Exhibitors are responsible for their own setup installation. Installation and dismantling services are available upon request from the general contractor.

Removal of Exhibits

Exhibit teardown will commence at 2:00 p.m., Tuesday, April 17. All exhibit material must be dismantled and removed from the building by 6:00 p.m., Tuesday, April 17.

Liability

Exhibitor hereby releases Tridium and the Hyatt Regency New Orleans, their employees and agents from any and all claims, demands, causes of action or liability of any kind for injury or damages to persons or property that may now or in the future arise directly or indirectly out of attendance or participation in the Niagara Summit.

Fire Regulations and Local Law

All fabrics used for drapery, decoration or floor carpeting and all materials such as woven-wood, fiber or flexible plastic used in display construction must be flame proofed prior to installation. Exhibitor must comply with all Louisiana and/or local New Orleans safety and fire codes. All electrical installations and equipment must comply with the latest national and local codes.

Security and Insurance

Guard service will be provided during non-exhibit hours in the exhibition area. However, such service shall not make Tridium or the Hyatt Regency New Orleans, their employees and agents liable for any loss or damages. Security for individual booth spaces can be arranged at an additional cost to the Exhibitor. Each Exhibitor is responsible for the loss or damage of its goods, materials, equipment and displays. Exhibitors who desire insurance on their exhibits must make arrangements and placement at their own expense. Each exhibiting company shall maintain for the duration of the Niagara Summit: (1) workers' compensation insurance as required by state law; (2) commercial general liability insurance covering all operations; and (3) automobile liability insurance including coverage for all owned, hired and non-owned vehicles. All policies shall be in a minimum amount of two million dollars, (\$2,000,000), except for workers' compensation insurance, which shall be in the amount required by law. Upon request, the exhibiting company shall provide a copy of a Certificate of Insurance to Tridium.



SPONSOR/EXHIBITOR AGREEMENT

APRIL 15-17, 2018/HYATT REGENCY/NEW ORLEANS

Contact Information

Company Name: _____
(As it will appear at the conference and in the promotional materials)

Principal Contact: _____ Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Mobile: _____ Fax: _____

Company URL: _____ Email: _____

Accounts Payable Contact: _____

Accepted By: _____ Date: _____
(Authorized Signature/Name/Title)

Sponsorship Packages

- Premier (\$40,000) Gold (\$20,000) Silver (\$11,000) Bronze (\$7,000)
 Conversation Lounge (\$3,000) Interested in IoT Technology Partner sponsorship opportunity

Exhibit Detail Required

Please list and describe the products you will be promoting in your booth if approved to participate in the tradeshow:

Please note: Tridium reserves the right to approve all products displayed and demonstrated at this event.

Payment Method

(Payment must accompany this form)

Credit Card
(You will be contacted for credit card information by phone)

Check Enclosed
(Please reference Niagara Summit)

Name: _____

Phone Number: _____

Form Submission

Email this completed Sponsor/Exhibitor Agreement to:
niagarasummit@tridium.com

Mail this completed form with payment if paying by check to:
Tridium Inc.
ATTN: Niagara Summit
3951 Westerre Parkway, Suite 350
Richmond, VA 23233

Sponsor/Exhibitor Sign-up

- Completed sign-up form indicating level of participation
- Payment made
- Emailed/Mailed to Tridium

Post-Sign-up Tasks

- Emailed JPG or PNG of corporate logo to niagarasummit@tridium.com
- Emailed company description to niagarasummit@tridium.com for inclusion on event website and event app

Pre-Show Tasks

- Registered comped exhibit staff (1 for Bronze, 2 for Silver, 4 for Gold and Premier)
- Registered additional personnel
- Ordered show services
 - Internet
 - Electric
 - AV
 - Labor
 - Furniture
 - Rental carpet if desired
 - Lead retrieval
 - Booth cleaning
- Booked rooms for staff at the Hyatt Regency New Orleans
- Signed up for pre-conference social activities

Post-Show Tasks

- Followed up with attendees