

**WeRockIT Technology Conference**  
**Huntsville, AL | May 3-4, 2019**

**WE**  **2019**  
**ROCKIT**

**Your Invitation to Sponsor**  
**WeRockIT Conf 2019**

# Welcome to WeRockIT Conf 2019

## Board of Directors

### **Chairman**

Lacey Reinoehl

### **Co-Chair**

Angelina Uno-Antonison

### **Treasurer**

Marissa Jones

### **Secretary**

Marcia Ensley

Please consider this your **Save the Date** and join us in Huntsville, AL **May 3-4** for WeRockIT Conf 2019. It will be a truly inspirational, educational, and fun celebration of the diverse group of contributors to technology in the Huntsville and surrounding community.

This will be the first annual WeRockIT Conference held in Huntsville, AL. Our mission is to highlight diverse voices in all disciplines of technology. It will be two action packed days filled with hands-on-training, speaker sessions from industry leaders and contributors, and networking with a diverse crowd of technology leaders and drivers.

As a trusted and active business in the technology industry, we hope to see you at WeRockIT 2019 as a sponsor. We've worked diligently to offer WeRockIT 2019 sponsors with a wide variety of marketing opportunities, each designed to provide unparalleled access to a diverse community of talent and technology leaders and contributors.

Should you have any questions or concerns, please don't hesitate to reach out to one of us. We look forward to seeing you in Huntsville, AL for WeRockIT 2019.

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## Event Details

### General Information

WeRockIT Conf 2019  
 Huntsville, AL  
 May 3-4, 2019  
<https://werockitconf.com>

### Venue Information

ADTRAN  
 901 Explorer Blvd  
 Huntsville, AL 35806  
<http://www.adtran.com/>

Thursday, May 2	
6:00pm - 8:00pm	Speaker and Sponsor Party
Friday May 3	
8:00am - 9:00am	Registration Open - High Expo Traffic
10:00am - 10:30am	Morning Break - High Expo Traffic
11:15am - 12:45pm	Lunch - High Expo Traffic
2:30pm - 3:00pm	Afternoon Break - High Expo Traffic
Saturday, May 4	
10:00am - 10:30am	Morning Break - High Expo Traffic
11:15am - 12:45pm	Lunch - High Expo Traffic
2:30 - 3:00pm	Afternoon Break - High Expo Traffic
The expo hall will be open all day on conference days closing only during keynotes. High traffic times will include registration, immediately following the keynotes, breaks, and lunches.	

\*Notice schedule is tentative and subject to change at the discretion of conference organizers and board of directors.

## What is WeRockIT Conf?

WeRockIT Conf is a premier technology conference held in Huntsville, Alabama designed to highlight diverse voices in all areas of technology. This conference will bring together hundreds of active technology users, producers, and leaders. Today's modern teams want to work better, smarter, and faster and they come to conferences such as WeRockIT to learn how.

The first annual WeRockIT Conf will take place at Adtran's state of the art conference facility in the heart of Research Park. It will feature two speaker tracks, breakout sessions, workshops, and much more! It will be the ideal event for technology enthusiasts of all levels to come learn and grow.

## Why Sponsor?

Sponsoring shows the Huntsville, AL and surrounding communities that you are a dedicated partner in promoting diversity in the technology industry. It also shows that you are committed to growing and improving Huntsville's workforce for the betterment of our community as a whole.

On May 3-4, you'll be able to share your business solutions, expand your brand, and tap into WeRockIT Conf's extensive professional connections and drive new business.

With specially designed packages that allow for maximum visibility before, during, and after the event, there's not a space in Huntsville as unique as WeRockIT Conf to showcase your business and leave a lasting impression.

# Sponsor Packages

## Diamond Sponsorship

\$10,000 | 1 Opportunities Available

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### **Included with Diamond Sponsorship:**

#### **PRE-CONFERENCE MARKETING**

- Ongoing promotion via WeRockIT social media sites including Facebook, Twitter, and Instagram as prime sponsor
- Promotion to press and media outlets as prime sponsor
- Logo included on **all** pre-conference marketing material
- Logo on home page of WeRockIT conf website (including web link)
- Logo and/or Company Name included in press kits and pitching efforts

#### **ON-SITE MARKETING**

- Recognized as one of the opening keynote sponsors and opportunity to address and introduce the opening one of the keynotes.
- One (1) exhibit table (clothed table) with two (2) chairs
- Logo included in all on-site event materials including on-site Conference Program event signage
- Opportunity for small brochure inserts in delegate bags
- Opportunity to select 1 speaker or panel
- Five(5) complimentary exhibitor registrations and access to purchase additional discounted tickets

#### **POST-EVENT MARKETING**

- Logo will remain on home page of WeRockIT conf until promotion of next year's conference begins
- Additional social media promotion and recognition as prime sponsor after the conference conclusion
- Included on future marketing material as past sponsor

## Platinum Sponsorship

\$5,000

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### Included with Platinum Sponsorship:

#### PRE-CONFERENCE MARKETING

- Multiple WeRockIT social media promotions via Facebook, Twitter, Instagram, and any others
- Logo included on some pre-conference marketing material
- Logo on sponsors page of WeRockIT Conf website (including web link)
- Logo and/or Company Name included in press kits and pitching efforts

#### ON-SITE MARKETING

- One (1) exhibit table (clothed table) with two (2) chairs
- Logo included on on signage in coffee break and breakfast areas
- Logo included in all on-site event materials including on-site Conference Program event signage
- Four(4) complimentary exhibitor registrations

#### POST-EVENT MARKETING

- Logo will remain on sponsors page of WeRockIT conf until promotion of next year's conference begins
- Additional social media promotion and recognition after the conference conclusion
- Included on future marketing material as past sponsor

## Gold Sponsorship

\$3,000

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### Included with Gold Sponsorship:

#### PRE-CONFERENCE MARKETING

- One time promotion via social media promotions via Facebook, Twitter, Instagram, and any others
- Logo on sponsors page of WeRockIT Conf website (including web link)

#### ON-SITE MARKETING

- One (1) exhibit table (clothed table) with two (2) chairs
- Logo included in most on-site event materials including on-site Conference Program event signage
- Two (2) complimentary exhibitor registrations

#### POST-EVENT MARKETING

- Logo will remain on sponsors page of WeRockIT conf until promotion of next year's conference begins
- Logo included in post-conference social media posts



## Silver Sponsorship

\$1,000

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### Included with Silver Sponsorship:

#### PRE-CONFERENCE MARKETING

- One time promotion via social media promotions via Facebook, Twitter, Instagram, and any others
- Logo on sponsors page of WeRockIT Conf website (including web link)

#### ON-SITE MARKETING

- Logo included in some on-site event materials including on-site Conference Program event signage
- One (1) complementary exhibitor registration

#### POST-EVENT MARKETING

- Logo will remain on sponsors page of WeRockIT conf until promotion of next year's conference begins
- Logo included in post-conference social media posts

## Additional Marketing Opportunities

### Bronze Sponsor

- Logo on sponsors page of WeRockIT Conf website (including web link)
- Logo included in event materials including on-site Conference Program event signage
- Logo included in some social media posts
- \$500

### Table Only Sponsorship

- One (1) exhibit table (clothed table) with two (2) chairs
- One (1) complimentary exhibitor registrations
- Logo on sponsors page of WeRockIT Conf website (including web link)
- \$1,500

### Lunch Sponsorship

- Exclusive branding of one lunch: signage on buffet tables and announcements immediately before the lunch
- 2 Opportunities Available
- \*Price TBD

## Lanyard Sponsorship

- A Conference name badge will be worn by every attendee, with the lanyard (neck string/strap). Lanyard will feature conference logo and sponsor logo
- 1 Opportunity Available
- \*Price TBD

## Tote Sponsorship

- Every Conference attendee will be given a high-quality delegate bag upon arrival at registration with important conference documentation, branded with sponsor logo.
- 1 Opportunity Available
- \*Price TBD

## Badge Sponsorship

- A conference name badge which will be worn by every attendee. Badge will feature conference logo and sponsor logo.
- 1 Opportunity Available
- \*Price TBD

Don't see what you are looking for? [Contact us](#) and we'll be happy to speak with you!

## Ready to Sponsor?

If you wish to take advantage of any of the available sponsorship opportunities, please complete, print or scan the below form and send to [werockitconf@gmail.com](mailto:werockitconf@gmail.com).

If you didn't see the sponsorship opportunity that you were looking for or one that meets your need contact us and we'll be happy to speak with you about customizing a Sponsorship Package!

*Note: Sponsorship opportunities are available on a first-come, first-serve basis. Send your sponsorship registration form early to ensure that you get your top choice!*

# WeRockIT Conf 2019 Sponsor Agreement

## **Sponsor Application Agreement**

The undersigned applicant agrees to be a Sponsor (as defined below) of WeRockIT Conf 2019. To secure a sponsorship, an applicant must (a) submit a completed and signed copy of this Application and Sponsorship Agreement (the “**Agreement**”) and (b) pay the Sponsorship Fees set forth below. Sponsors of WeRockIT 2019 will be entitled to the Sponsorship Opportunities described in **Exhibit A**. WeRockIT Conf 2019 will be held on May 3-4, 2019 at the Adtran Corporate Headquarters in Huntsville, Alabama USA.

## **APPLICANT CONTACT INFORMATION**

Sponsor (Published Company Name):

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Marketing Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

## **SPONSORSHIP INFORMATION**

Sponsorship Package:

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Additional Marketing Opportunities:

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Sponsorship Fees:

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By signing below and returning this Agreement to WeRockIT the undersigned signatory agrees that (1) he/she has the legal authority to execute this Agreement and bind the Sponsor, and (2) the Sponsor will be bound by the Terms and Conditions and **Exhibit A** attached hereto, and pay the Sponsorship Fees as described above.

Sponsor Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

**WeRockIT Acceptance:**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

**WeRockIT Conf Event Terms**

This Agreement is made between WeRockIT Conf (“**WeRockIT**”), and the sponsor identified on the cover page to this Agreement (“**Sponsor**”) and shall be effective on the date this Agreement is signed by Sponsor and countersigned by WeRockIT (the “**Effective Date**”). This Agreement sets forth the terms and conditions under which Sponsor will participate as a sponsor of the Conference (as defined below). In consideration of the mutual promises contained herein, WeRockIT and Sponsor agree as follows:

**1. Conference Sponsorship, Location, and Date**

Sponsor agrees to participate as a sponsor at WeRockIT Conf 2019 (the “**Conference**”), which will be held May 3–4, 2019 at Adtran, Huntsville, Alabama USA (the “**Venue**”). For the purposes of this Agreement May 3, 2019 shall be the Conference start date (the “**Conference Start Date**”). Atlassian reserves the right, in its sole discretion, to change the site, hours, or dates of the Conference. WeRockIT will attempt to notify Sponsor of any such changes as far in advance as possible. In connection with the Conference, WeRockIT agrees to provide Sponsor with the Sponsorship Opportunities that Sponsor has selected on **Exhibit A** and Sponsor agrees to pay the Sponsorship Fees as indicated on the Sponsor Application and Agreement.

**2. Conference Rights**

Sponsor acknowledges that (i) all profiles, speaker nominations, presenter nominations, guest passes, gifts/giveaways, and other matters pertaining to the Conference shall be within the sole judgement, discretion, and control of WeRockIT; (ii) Sponsor shall have no right in or to the Conference or any revenue derived by WeRockIT or its agents therefrom; (iii) Sponsor shall have no right in or to, and no interest in, any logo, trade name, trademark, service mark, copyright or other intellectual property relating to WeRockIT or arising from the Conference. All sponsorship opportunities are predicated upon WeRockIT’s receipt of required copy, logos, signage, etc (“**Materials**”) on or before the deadline dates specified by

WeRockIT. Sponsor shall not display or present any Materials that are not approved by WeRockIT. WeRockIT in its sole discretion may edit or reject any Materials proposed by Sponsor for presentation at any time after receipt. Sponsor will ensure that all Materials are accurate, correct, and complete and do not contain any information which may cause offense to any person or which is defamatory to any person. Sponsor will ensure that the content of all Materials complies with all applicable laws. Sponsor warrants that the Materials do not infringe the intellectual property rights of any third party and that it is the owner or duly authorized licensee of the Materials. Sponsor hereby grants WeRockIT a non-exclusive, royalty free license to use the Materials in connection with the Conference. While WeRockIT will take all reasonable care in relation to the production of material and information incorporating the Material, WeRockIT will not in any event be responsible o Sponsor for any omissions, misquotations, or other errors which may occur. WeRockIT reserves the right to refuse any Material in relation to the Conference and may remove or delete such Material without liability to WeRockIT.

### **3. Limitation of Liability**

NEITHER WEROCKIT NORE THE VENUE SHALL BE HELD LIABLE FOR ANY DAMAGE, INJURY OR LOSS TO SPONSORS PROPERTIES OR REPRESENTATIVES PARTICIPATING IN THE CONFERENCE WHERE SUCH DAMAGE, INJURY, OR LOSS DOES NOT ARISE SOLELY FROM THE GROSS NEGLIGENCE OR INTENTIONAL MISCONDUCT OF WEROCKIT. IN NO EVENT AND UNDER NO LEGAL THEORY SHALL WEROCKIT OR ITS SUPPLIERS BE LIABLE TO SPONSOR FOR ANY INDIRECT, CONSEQUENTIAL, SPECIAL, INCIDENTAL OR PUNITIVE DAMAGES OF ANY KIND ARISING OUT OF OR RELATED TO THIS AGREEMENT, TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW. IN NO EVENT SHALL WEROCKIT'S TOTAL LIABILITY IN CONNECTION WITH OR ARISING OUT OF THIS AGREEMENT EXCEED THE SPONSORSHIP FEES PAID BY SPONSOR.

### **4. Indemnification**

Sponsor agrees to indemnify and hold harmless WeRockIT, as well as officers, directors, employees, agents, and consultants from any and all claims, losses, damage, liabilities, judgements, or settlements, including attorney's fees, costs, and other expenses in connection with the Conference that are related to (i) the Sponsor's negligent acts or omissions or (ii) a breach of this Agreement.

### **5. Waiver**

Sponsor expressly (i) waives all rights, if any, to assert any claims against WeRockIT, the Venue and their parents, subsidiaries,

affiliates, members, successors, employees, representatives, and (ii) releases such parties from all liability for (a) property damage of any kind and for any reason and (b) any personal injury, including death or other loss, for any reason provided, however, such damage or injury is not due to the gross negligence or willful misconduct of WeRockIT, the Venue and their parents, subsidiaries, affiliates, members, or employees. Sponsor accepts all responsibility for any injury or public liability incurred as a direct result of or relating to the Conference, except to the extent caused by the gross negligence or willful misconduct of WeRockIT or the Venue.

## **6. Cancellation/Termination**

**a. Cancellation.** WeRockIT may cancel the Event for convenience upon written notice to Sponsor and Sponsor's sole and exclusive remedy shall be to obtain a full refund of the Sponsorship Fee paid to WeRockIT under the Agreement. WeRockIT may also cancel the Event due to any Force Majeure Event, and Sponsor's sole and exclusive remedy shall be to obtain a pro rata portion of the Sponsorship Fee paid to WeRockIT under the Agreement based on the time remaining prior to the scheduled date of the Event. A change in the name, date, hours or venue of the Event shall not be deemed a cancellation of the Event. For the purposes of the Agreement, a "Force Majeure Event" means any event beyond WeRockIT's reasonable control, including but not limited to fire, flood, epidemic, earthquake, explosion, act of God or public enemy, riot or civil disturbance, strike, lockout or labor dispute, war (declared or undeclared), terrorist threat or activity, or any federal state or local government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within WeRockIT's control.

**b. Termination by Sponsor.** Sponsor may terminate the Agreement and its participation as a Sponsor of the Event upon written notice to WeRockIT at least ninety (90) days prior to the Event, in which case WeRockIT will work with Sponsor to provide a partial fund of its sponsor fee. If Sponsor cancels fewer than 90 days prior to the Event, Sponsor shall not be entitled to any refund of, and WeRockIT shall be entitled to retain, the Sponsorship Fee paid to WeRockIT under the Agreement ("**Liquidated Damages Amount**"). Sponsor acknowledges that the actual damages likely to result from termination of the Agreement and cancellation of sponsorship are difficult to estimate on the date of the Agreement and would be difficult for WeRockIT to prove. The parties intend that the Liquidated Damages Amount would serve to compensate WeRockIT for such termination and cancellation, and they do



not intend for it to serve as a forfeiture or penalty for any such termination and cancellation by Sponsor.

**c. Termination by WeRockIT.** WeRockIT may terminate Sponsor's participation in the Event and take possession of the Space assigned to Sponsor if Sponsor fails to meet any of its obligations under the Agreement, including but not limited to maintaining all exhibited Sponsor Products in good working order, staffing the Space in a timely manner, and exhibiting professional conduct, and no refund of any Sponsorship Fee shall be due.

## **7. On-Site Space and Restrictions**

For those sponsorships that include exhibit space, the following terms shall apply:

- a. WeRockIT shall provide exhibit space at the Event ("**Space**") for Sponsor to display its products and services ("**Sponsor Products**"). WeRockIT shall assign the Space to Sponsor according to sponsorship level. Space assignments may be revised, or the Event layout or venue modified, at any time prior to commencement of the Event by WeRockIT, in its sole discretion. The Space is for Sponsor's use only and may not be shared in any manner without WeRockIT's prior written consent.
- b. All Sponsor Products must be assembled before and removed after the Event by Sponsor in accordance with WeRockIT's schedule. WeRockIT may refuse to grant consent for use by Sponsor of any Sponsor Products that WeRockIT deems unsuitable, objectionable or inconsistent with the Event purpose and goals. At the Event, Sponsor may not assist any other party in soliciting business, or exchange money or goods, in each case, without WeRockIT's prior written consent.

## **8. Sponsor Trademarks/Sponsor Materials**

Subject to the terms and conditions of this Agreement, Sponsor grants to WeRockIT a non-exclusive non-transferable right to use Sponsor's trademarks, trade names, logo designs and company description as prepared and delivered to WeRockIT by Sponsor solely in connection with promotion of the Event. Term Subject to the terms and conditions herein, this Agreement shall be effective upon the Effective Date and shall continue through the last day of the Event, unless earlier terminated as otherwise provided in this Agreement (the "**Term**").

## **9. Release**

Sponsor acknowledges that the Event may be recorded and reproduced in any form (including but not limited to digital formats), and hereby authorizes WeRockIT and its designees to record, transcribe, modify,

reproduce, publicly perform, display, distribute, redistribute, and transmit in any form and for any purpose any such recording of the Event, and agrees to execute any additional release presented by WeRockIT, its licensees, or permittees, in connection with such activity or to give effect to this provision. Sponsor hereby releases WeRockIT and its designees from and waives all claims it or its employees or agents may possess, now or in the future, in connection with such activities, and specifically waives any statutory restriction on waivers of future claims or moral rights.

#### **10. Completed Agreement**

All completed Agreements should be sent to [werockitconf@gmail.com](mailto:werockitconf@gmail.com) for processing. An authorized representative for WeRockIT will return a countersigned copy to Sponsor upon WeRockIT acceptance of the Agreement. WeRockIT reserves the right, in its sole discretion, to decline to accept any Application.

#### **11. Force Majeure**

Neither WeRockIT nor the Venue shall have any liability for any failure to perform its obligations hereunder where such failure to perform was due to any riot, strike, civil disorder, act of war, act of God or any other cause of any kind whatsoever not within WeRockIT's reasonable control.

#### **Miscellaneous**

Sponsor shall comply with all laws, ordinances, Rules and Regulations in the Exhibitor Resource Center through the duration of the Conference. WeRockIT reserves the right to refuse any person entry to the Conference or to remove any person from the Conference at any time. By signing this Agreement, Sponsor authorizes WeRockIT to provide contact information including Sponsors address, phone number, email address, and contact name to any service vendor contracted to conduct work at the Conference. This Agreement constitutes the complete agreement between the parties and supersedes all prior or contemporaneous agreements or representations concerning the subject matter hereof. This Agreement shall be governed by the laws of the State of Alabama and the United States without regard to conflicts of laws provisions thereof. Unless waived by WeRockIT in its sole discretion, the jurisdiction and venue for any action arising out of or relating to the subject matter of this Agreement shall be the Alabama state and United States federal courts located in Huntsville, Alabama and both parties hereby submit to the personal jurisdiction of such courts. Sponsor may not assign or transfer this Agreement. If any

provision of this Agreement is ruled invalid, such invalidity shall not affect the validity of the remaining portions of this Agreement. This Agreement can only be modified in a written document signed by WeRockIT and Sponsor. No failure by either party in exercising any right, power, or remedy shall operate as a waiver of the same. Sections 3 through 11 hereof and any accrued rights to payment and remedies for breach of this Agreement shall survive, in accordance with their terms, the completion of the Conference or the expiration or termination of this Agreement.

## Exhibit A

**Sponsorship Opportunities:** means the benefits offered to Sponsors at each Sponsorship Package level or Additional Marketing Opportunity level, as further described in this document, as may be updated from time to time.

**Payment Terms:** All Sponsorship Fees are due and payable thirty(30) days after the WeRockIT invoice date. WeRockIT will produce one(1) invoice for Sponsorship Fees. All Sponsorship Fees should be settled and sent in USDs. If Sponsor transfers payment in currency other than USDs, Sponsor will be responsible for any shortage of funds received, as calculated using the spot rate on the date that funds are received in addition to any additional bank fees charged. If such payment is not received within thirty(30) days prior to the Conference Start Date, WeRockIT (i) may withhold any and all sponsorship marketing benefits, (ii) shall be relieved of its obligations under this Agreement and/or, (iii) may terminate this Agreement pursuant to Section 6. If this Agreement is terminated pursuant to this paragraph, Sponsor shall not be entitled to any refunds from WeRockIT for any payments made under this Agreement.

Sponsor may purchase additional sponsorship and/or marketing benefits upon written approval by WeRockIT and payment therefor by Sponsor. Such purchase of additional sponsorship benefits shall be governed by the terms of this Agreement. Additional Packages & AMOs may be added at WeRockIT's discretion. Sponsors must obtain the Venue's prior approval before selling or offering gratis food or drink at its booths or in AMOs during the Conference. Sponsor is responsible for payment or all taxes.