

FME WORLD FAIR 2021

SPONSORSHIP PROSPECTUS

MAY 4 - 14 | VIRTUAL EVENT



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AN INTRODUCTION

WHO

A target of more than **6,000** FME users of all levels and future users alike across the globe

WHY

To learn how to maximize the value of data with FME workflows and integration.

WHAT

100+ Technical and customer story based sessions, interactive and social networking opportunities, our signature Doctor's Office meetings and coffee chats, and opportunities to meet and interact with sponsors and co-hosts. Attendees will compete for exclusive World Fair swag by completing activities around the fair grounds, such as visiting sponsor pages, a virtual escape room, and carnival photo booth.

WHERE

The FME World Fair will take place through the virtual platform Hubb and will include live Q&A opportunities through Zoom following track sessions.



SPONSORSHIP INCLUSIONS

Showcase your company to thousands of data professionals from all over the world. For \$500, you will receive:

- Two pre & one post-event social media shout outs with your company logo
- Logo featured in Safe plenary slides
- Two pre & one post-event email recognition
- Logo featured on sponsors page and sponsor listing to include company name, logo, description, social handles, 5 minute “about us” video, and option to ‘schedule a meeting with the team’
- Post-event opt-in sponsor listing visitor analytics, to include:
 - Number of attendees who visited your page
 - Attendee name, email, company, title,
 - Attendee time of first & last visit



KEY DATES & DEADLINES



SPONSORSHIP APPLICATIONS OPEN

To apply for a sponsorship opportunity, please contact sponsorships@safe.com.

February 23, 2021

SPONSORSHIP APPLICATIONS & PAYMENT DUE

No application will be processed without remittance of full payment.

March 23, 2021

SPONSOR ACCESS TO THE EVENT PLATFORM

Sponsors will receive backend access and instructions for the event platform Hubb by this date in order to upload their sponsorship listing assets.

March 26, 2021

COMPANY LOGO & SOCIAL LINKS DUE

All sponsors must upload a high resolution logo (300 dpi) in one of the following file formats: PNG and/or.EPS in addition to social links.

March 29, 2021

COMPANY DESCRIPTION, "ABOUT US" VIDEO AND REPRESENTATIVES DUE

A company description of 150 words or less, 5 minute maximum video, and representatives available for meeting with attendees during the event must be uploaded by this deadline.

April 5, 2021

SPONSORSHIP FAQs

How do I apply for a sponsorship?

To apply for a sponsorship, please complete and return the application form to sponsorships@safe.com.

How much are sponsorships?

The cost of sponsoring the FME World Fair is \$500.

Do sponsor company representatives need to register separately for the World Fair?

No, company representatives do not need to register separately for the World Fair. If other members of your company wish to join the event beyond your representatives, they are welcome to register separately - the FME World Fair is free for all to attend!

Where does our company's sponsorship contribution go?

Your company's contribution will support the production and operations of the FME World Fair 2021, primarily the cost of the event platform.

Do sponsors receive the attendee mailing list?

Sponsors will not be receiving the full FME World Fair attendee list, however sponsors will receive the full mailing list of opt-in attendees who visit their sponsorship listing during the event.

What is the cancellation policy?

Sponsorship fees are refundable, less a 50% administration fee, provided that cancellation notice is received in writing by March 29, 2021. Cancellations received after this date will not be entitled to refunds.



FME World Fair 2021 Sponsorship Terms & Conditions

By applying to be a sponsor of the FME World Fair 2021 (the “FME Fair”), you agree to the following terms:

1. You are an authorized representative of your organization (the “Applicant”) and you are agreeing to these terms on the Applicant’s behalf.
2. Deadline for sponsorship applications is March 23, 2021. A completed application with full payment and all requested information must be submitted by email to sponsorships@safe.com by this deadline. No application will be processed without remittance of full payment. Safe Software reserves the right to refuse any sponsorship application in its sole discretion.
3. Upon acceptance of a sponsorship application, the Applicant grants Safe Software a non-exclusive right to use the Applicant’s logo and other brand features to promote the Applicant’s sponsorship of the FME Fair. Applicant’s logos and social media handles must be submitted by March 29, 2021. Applicant’s company description, company representatives, and a 5-minute “About Us” video must be submitted by April 5, 2021.
4. A sponsorship application does not constitute an attendee registration. Every attendee (even those entitled to complimentary registrations) must register by completing the relevant form.
5. Sponsorship fees are refundable, less a 50% administration fee, provided that cancellation notice is received in writing by March 29, 2021. Cancellations received after this date will not be entitled to refunds.
6. Sponsorship is not assignable and may not be shared with third parties without the express written consent of Safe Software.
7. Other than the “About Us” video, Safe Software will be responsible for managing the digital conference platform and creating all digital media, website materials, and social media announcements. The “About Us” video and any other promotional materials created by Applicant must be reviewed and approved by Safe Software’s Event Manager before being shared with FME Fair attendees.
8. The Applicant agrees to observe all FME Fair and digital platform policies as communicated to the Applicant from time to time. In particular, all representatives of the Applicant must agree to abide by Safe’s Event Code of Conduct.
9. Due to privacy reasons, Safe Software will only share attendee information with the Applicant if the attendee has opted-in to share their information and has visited your sponsor listing page.
10. Neither party shall be liable to the other for direct, indirect, special, incidental, punitive, exemplary, or consequential damages, or loss of profits, revenue, or business opportunity arising out of or in connection with the FME Fair or this sponsorship application, whether or not such loss or damage is reasonably foreseeable. Notwithstanding the above, the Applicant agrees to indemnify and hold Safe harmless from any demands, loss, liability, claims, proceedings or expenses (including attorney's fees), made against Safe Software arising from the Applicant’s negligence or wilful misconduct.
11. In the event of internet outages, earthquake, fire, strikes or other unavoidable events of force majeure which may disrupt the FME Fair, Safe Software may make reasonable adjustments to the schedule. If, in Safe Software’s opinion, no reasonable adjustments can be made, then Safe Software will refund 50% of the sponsorship fees paid by the Applicant.
12. This agreement shall be governed by and enforced in accordance with the laws of the Province of British Columbia.
13. If there is any inconsistency between these terms and any other terms posted online, contained in printed materials, or disclosed verbally, these terms shall prevail. Any disputes or matters not covered by these terms are subject to the decision and control of Safe Software’s Event Manager, in their sole discretion.

FME World Fair Sponsorship Application Form

Contact Name _____ Company Name _____
Address _____
City _____ Province/State _____ Postal/Zip Code _____ Country _____
Telephone _____ Email _____

Agreement/Authorization

We have read and agree to the FME World Fair 2021 Sponsorship Terms & Conditions.

Signature: _____ Date: _____

Payment Options

- Cheque
- ACH Payment or Wire Transfer
- Credit Card

Type of Card: Mastercard Visa American Express

Name on Card: _____ Credit Card Number: _____

Security Code: _____ Expiration Date: _____ Billing Address: _____

City: _____ Province/State: _____ Postal/Zip Code: _____ Country: _____

Total Sponsorship Cost: \$500

Signature: _____ Date: _____

Please complete and return this form using the following method below:

EMAIL: sponsorships@safe.com



SEE YOU SOON!

Thank you for your interest in sponsoring the FME World Fair!
Your support allows our attendees to gather, learn, and build together.

