

FME USER CONFERENCE

2020 SPONSORSHIP PROSPECTUS

JUNE 16-19, 2020 | VANCOUVER CONVENTION CENTRE | VANCOUVER, CANADA

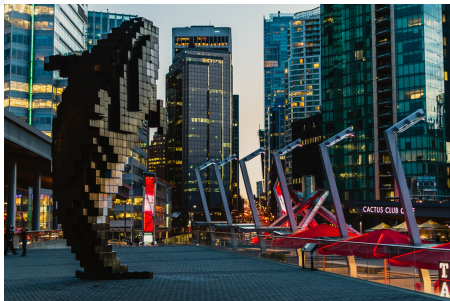


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A WELCOME MESSAGE

Over the past 26 years, Safe Software has had the pleasure of working closely with its partner network and has watched many establish themselves as industry experts in spatial data integration. The market is increasingly recognizing the need for spatial data in business decision making, and is gaining more awareness of its value than ever before.

We are excited to welcome 800+ data professionals from around the world to the biggest and best FME User Conference (FMEUC) yet. With over 150 breakout sessions, dedicated networking events, and instructor-led training, attendees are sure to make meaningful connections and leave with new ideas of how they can further leverage the integration power of FME throughout their business.

Sponsors of FMEUC 2020 will have an opportunity to leave a unique and lasting impression on attendees while also building relationships that translate into new partnerships and sales. We encourage you to review this prospectus and find a package that best suits your business. Each opportunity features a different level of exposure, visibility, and space.

On behalf of the Safe Software team, we hope you will choose to partner with us on this event, and we can't wait to see you in June 2020.

Don Murray & Dale Lutz





AN INTRODUCTION

WHO

The FME International User Conference (FME UC) is where hundreds of the world's top data professionals gather for three days of informative and inspirational sessions on data transformation and FME.

WHAT

Packed with over one hundred technical and networking sessions, the FME UC is designed to help conference attendees get the most out of their data. Sessions feature presentations from international thought leaders, the latest info about FME, and a chance to mingle with other data experts at the leading edge of data transformation technology.

WHERE

The FME UC is happening in beautiful Vancouver, Canada and attracts attendees from around the world.

KEY STATISTICS AND DEMOGRAPHICS

FME UC 17

Attendees: **550**

ASIA: **2.5%**

CANADA: **42%**

EUROPE: **23%**

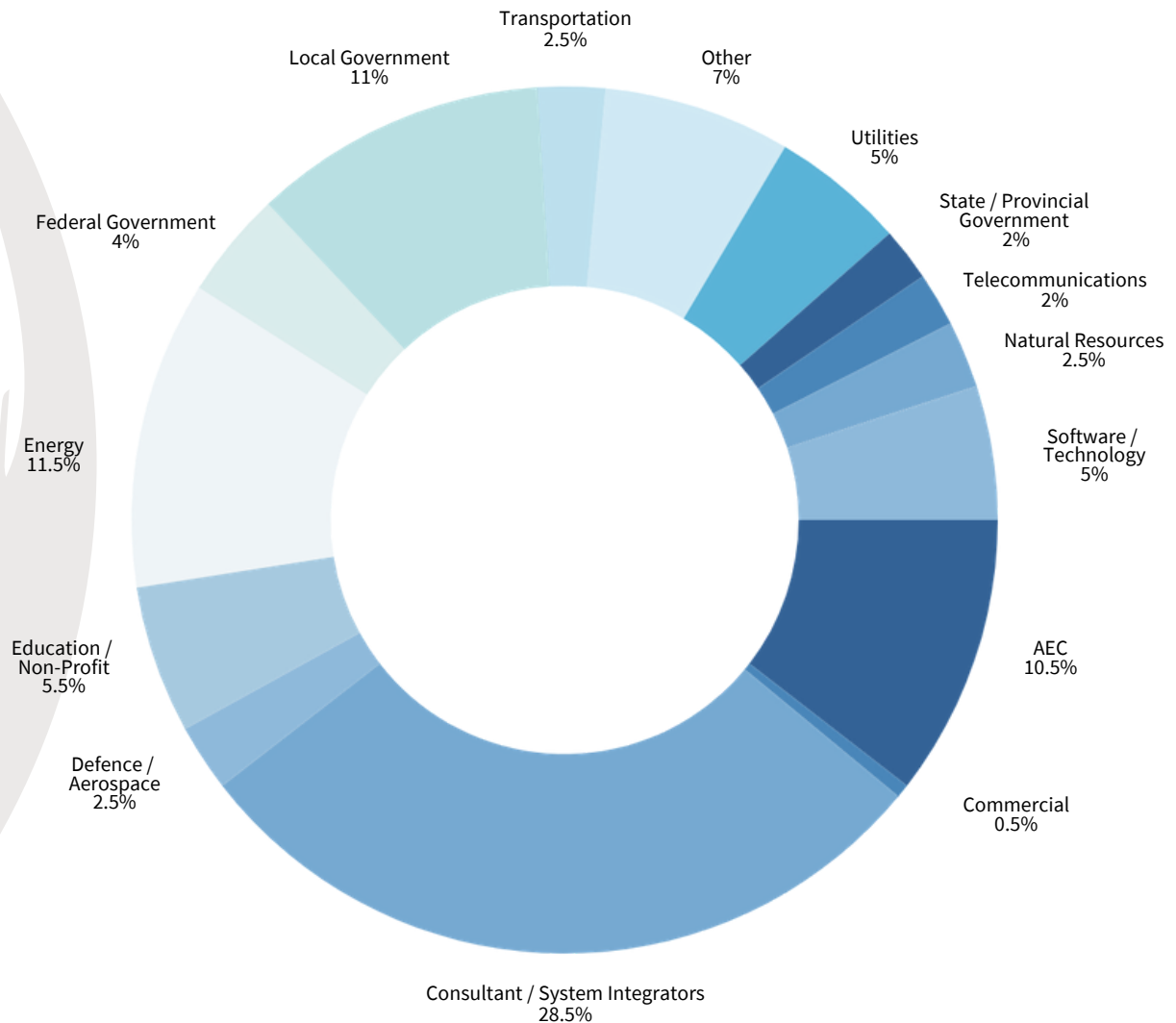
OCEANIA: **3.5%**

S. AMERICA: **0.5%**

USA: **28.5%**

Average Conference Rating

4.8/5



800+ Projected Attendees in **2020**

SPONSORSHIPS OVERVIEW

TIERED, A LA CARTE, AND EXHIBIT-ONLY OPTIONS

We are happy to introduce tiered, a la carte and exhibit only sponsorship options for the FME UC 2020. There is a wide range of opportunities, including: food, beverage, digital, networking and entertainment options to promote your brand and services and engage attendees at the FME UC. Sponsorships start from \$2,000 and are available on a first-come, first-served basis. All prices are in CAD and taxes are not included.

CUSTOMIZATION

In addition to the sponsorship opportunities listed in this prospectus, we would be happy to work with you to customize an option that meets your interests and budget.



SPONSORSHIPS OVERVIEW

	Sponsors' Page (Web)	Sponsors' Page (Event App)	UC20 Emails	WT20 Slides	UC20 Social Media	UC20 Passes	Name Badge Recognition	Expo Social	Exclusive Meeting Room	UC20 Presentation	UC20 Signage (Entrance)	UC20 Signage (Digital)	Plenary Announcement	Reserved Plenary Seats
Gold \$30,000	<ul style="list-style-type: none"> Company logo Link 200-word bio 1 video 1 downloadable brochure 	<ul style="list-style-type: none"> Company logo 	<ul style="list-style-type: none"> 2 pre-UC20 1 post-UC20 	<ul style="list-style-type: none"> Company logo Company bio 	Pre-UC20 <ul style="list-style-type: none"> 3 tweets At UC20 <ul style="list-style-type: none"> 1 live stream 2 IG story shoutouts Post UC20 <ul style="list-style-type: none"> 1 tweet 	<ul style="list-style-type: none"> 8 UC20 passes 5 Training passes 5 UC20 social guest passes SEB rate for any add'l reg. 	✓	<ul style="list-style-type: none"> 10x10 raw exhibition space 	✓	✓	<ul style="list-style-type: none"> Custom graphic ad 	✓	✓	<ul style="list-style-type: none"> 8 seats
Silver \$20,000	<ul style="list-style-type: none"> Company logo Link 100-word bio 	<ul style="list-style-type: none"> Company logo 	<ul style="list-style-type: none"> 2 pre-UC20 1 post-UC20 	<ul style="list-style-type: none"> Company logo Company bio 	Pre-UC20 <ul style="list-style-type: none"> 2 tweets At UC20 <ul style="list-style-type: none"> 1 IG story shoutout Post UC20 <ul style="list-style-type: none"> 1 tweet 	<ul style="list-style-type: none"> 5 UC20 passes 3 Training passes 3 UC20 social guest passes SEB rate for any add'l reg. 	✓	<ul style="list-style-type: none"> 10x10 raw exhibition space 		✓	<ul style="list-style-type: none"> Custom graphic ad 	✓	✓	<ul style="list-style-type: none"> 5 seats
Bronze \$15,000	<ul style="list-style-type: none"> Company logo Link 50-word bio 	<ul style="list-style-type: none"> Company logo 	<ul style="list-style-type: none"> 2 pre-UC20 1 post-UC20 	<ul style="list-style-type: none"> Company logo Company bio 	Pre-UC20 <ul style="list-style-type: none"> 1 tweets At UC20 <ul style="list-style-type: none"> 1 IG story shoutout Post UC20 <ul style="list-style-type: none"> 1 tweet 	<ul style="list-style-type: none"> 3 UC20 passes 2 Training passes 2 UC20 social guest passes SEB rate for any add'l reg. 	✓	<ul style="list-style-type: none"> 10x10 raw exhibition space 		✓	<ul style="list-style-type: none"> Custom graphic ad 	✓	✓	<ul style="list-style-type: none"> 3 seats
A La Carte \$1,500 - \$15,000	<ul style="list-style-type: none"> Company logo Link 	<ul style="list-style-type: none"> Company logo 		<ul style="list-style-type: none"> Company logo 	Post UC20 <ul style="list-style-type: none"> 1 tweet 			<ul style="list-style-type: none"> Tabletop display 			<ul style="list-style-type: none"> Company logo 	✓		
Exhibitor \$3,000	<ul style="list-style-type: none"> Company logo Link 	<ul style="list-style-type: none"> Company logo 						<ul style="list-style-type: none"> 10x10 raw exhibition space 						

TIERED SPONSORSHIPS

GOLD
\$30,000
1 Available

Branding & Communications

Pre-Event

- Company logo, link, and 200-word description in the sponsor page on the website
- Link to 1 branded video and 1 downloadable brochure in the sponsor page on the website
- Mobile app recognition in the sponsor section
- Company logo featured in the footer of 2 pre-conference emails
- 3 Sponsor tweets from the @SafeSoftware Twitter account
- Access to social media promotional kit
- Company logo and bio on FME World Tour 2020 slides

During the FME UC

- Special sponsor recognition on name badges
- Custom graphic ad on registration signage (artwork to be provided by sponsor)
- Company logo displayed on digital signage throughout the FME UC
- 1 Live Instagram story
- 2 Instagram story shoutouts

Post-Event

- Company logo featured on sponsor recognition post on social media
- Company logo featured in the footer of 1 post-conference email

Conference Passes

- 8 Full conference passes
- 5 Training passes
- 5 Social night guest passes
- Super early bird pricing for any additional registrations

Exhibit Space

- 10x10 Booth space during the Expo Social (includes one 6ft table and power)

Conference Engagement

- 1 Guaranteed presentation during breakout sessions*
- 1 Exclusive meeting room through UC20
- Thank you announcement during opening plenary
- 8 Reserved seats during opening plenary

* 30 minute presentation including Q&A, attendance not guaranteed, limit 1 per company

TIERED SPONSORSHIPS

SILVER
\$20,000
2 Available

Branding & Communications

Pre-Event

- Company logo, link, and 100-word description in the sponsor page on the website
- Mobile app recognition in the sponsor section
- Company logo featured in the footer of 2 pre-conference emails
- 2 Sponsor tweets from the @SafeSoftware Twitter account
- Access to social media promotional kit
- Company logo on FME World Tour 2020 slides

During the FME UC

- Special sponsor recognition on name badges
- Custom graphic ad on registration signage (artwork to be provided by sponsor)
- Company logo displayed on digital signage throughout the FME UC
- 1 Instagram story shoutout

Post-Event

- Company logo featured on sponsor recognition post on social media
- Company logo featured in the footer of 1 post-conference email

Conference Passes

- 5 Full conference passes
- 3 Training passes
- 3 Social night guest passes
- Super early bird pricing for any additional registrations

Exhibit Space

- 10x10 Booth space during the Expo Social (includes one 6ft table and power)

Conference Engagement

- 1 Guaranteed presentation during breakout sessions*
- Thank you announcement during opening plenary
- 5 Reserved seats during opening plenary

* 30 minute presentation including Q&A, attendance not guaranteed, limit 1 per company

TIERED SPONSORSHIPS

BRONZE
\$15,000

~~3 Available~~
2 Available

Branding & Communications

Pre-Event

- Company logo, link, and 50-word description in the sponsor page on the website
- Mobile app recognition in the sponsor section
- Company logo featured in the footer of 2 pre-conference emails
- 1 Sponsor tweet from the @SafeSoftware Twitter account
- Access to social media promotional kit
- Company name on FME World Tour 2020 slides

During the FME UC

- Special sponsor recognition on name badges
- Custom graphic ad on registration signage (artwork to be provided by sponsor)
- Company logo displayed on digital signage throughout the FME UC
- 1 Instagram story shoutout

Post-Event

- Company logo featured on sponsor recognition social media post
- Company logo featured in the footer of 1 post-conference email

Conference Passes

- 3 Full conference passes
- 2 Training passes
- 2 Social night guest passes
- Super early bird pricing for any additional registrations

Exhibit Space

- 10x10 Booth space during the Expo Social (includes one 6ft table and power)

Conference Engagement

- 1 Guaranteed presentation during breakout sessions*
- Thank you announcement during opening plenary
- 3 Reserved seats during opening plenary

* 30 minute presentation including Q&A, attendance not guaranteed, limit 1 per company

A LA CARTE INCLUSIONS

All sponsorships include:

Branding & Communications

Pre-Event

- Company logo and link in the sponsor page on the website
- Mobile app recognition in the sponsor section
- Access to social media promotional kit

During the FME UC

- Company logo displayed on registration signage
- Company logo displayed on digital signage through the FME UC

Post-Event

- Company logo featured on sponsor recognition post on social media

Exhibit Space

- Tabletop display during the Expo Social
(includes one cocktail table, power, and option to bring one roll-up banner)

**Upgrade your tabletop display to a 10x10 raw exhibit space for an additional \$1,500.*



A LA CARTE: FOOD & BEVERAGE

CornPopper | \$1,500 | 1 available

Sponsor a fun afternoon snack for the conference attendees.

ThirstQuencher | \$2,000 | 1-3 available

Sponsor a hydration station offering refreshing fruit infused water to minimize single-use plastic bottles.

* \$2,000/day or \$5,000 for all 3 days

Caffeinator | \$3,000 | 1-3 available

Help attendees refuel their energy with individual specialty coffees.

* \$3,000/day or \$8,000 for all 3 days

SmoothieWelcomer | \$3,500 | 1 available

To promote a healthy environment, provide attendees with a smoothie when they first arrive to the conference on Wednesday.

TastebudExploder | \$4,500 | 1 available

Leave a memorable impression with attendees by sponsoring ice-cream bars at the end of the conference.





A LA CARTE: NETWORKING & ENTERTAINMENT

NoteTaker | \$2,000 | 1 available

Sponsor notebooks and pens for attendees to bring the FME UC home.

FunSeeker | \$6,000 | 1 available

Sponsor an activity zone for attendees to relax, network and have fun. Games like foosball, Dance Dance Revolution, and Pac-Man will be provided.

MuscleLoosener | \$6,000 | 1 available

Treat attendees to a relaxing chair massage in between sessions.

ConnectionSeeder | \$12,000 | 1 available

Sponsor a professional yet intimate space for attendees to hold meetings, network, and take a break.

EveningInteractor | \$15,000 | 1 available

Sponsor the evening hackathon where food and beverages will be served. Door prizes will also be provided.

A LA CARTE: DIGITAL

SocialStreamer | \$3,000 | 1 available

Sponsor an 80 inch social media wall displaying the latest social media content and allow attendees to feel connected online.

MemoriesCapturer | \$4,000 | 1 available

Allow attendees to capture the best FME UC moments at a photo booth filled with fun props.

SessionLocator | \$5,000 | 1 available

Help attendees find their way around the FME UC and locate their next session with digital agendas.

ElectricityFinder | \$6,000 | 1 available

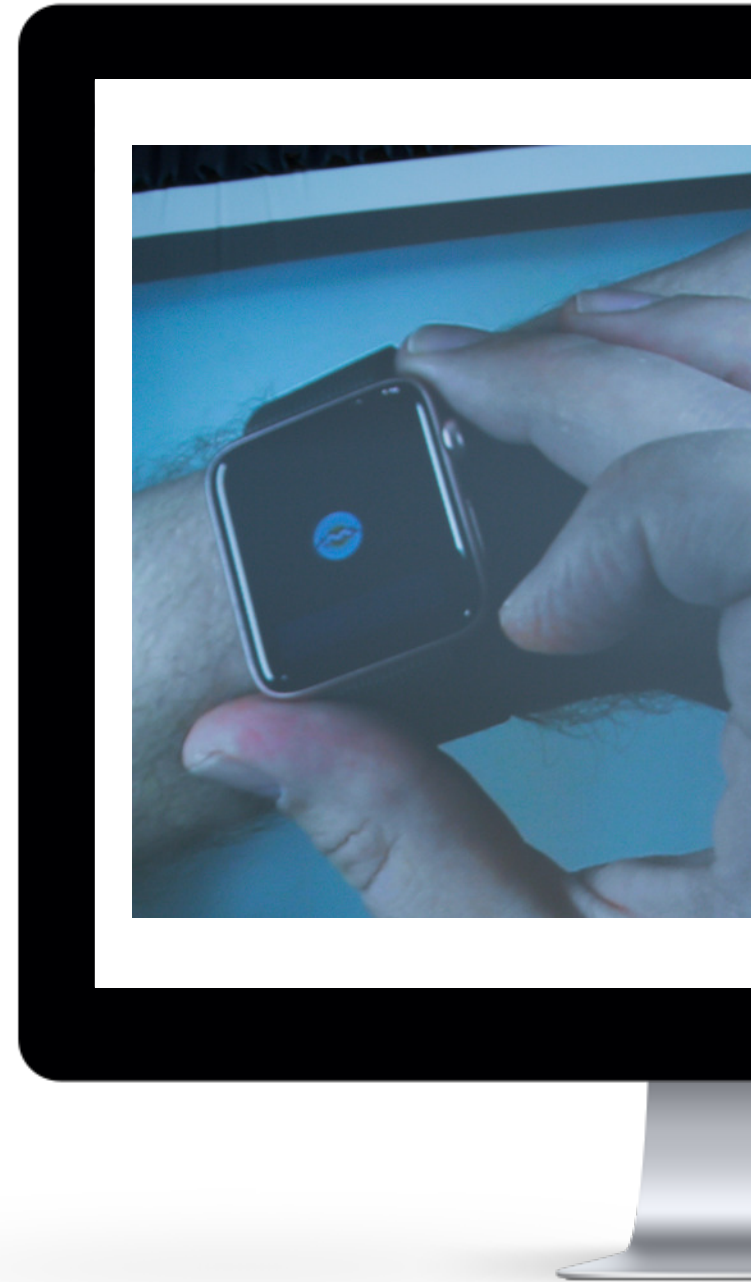
For the convenience of attendees, sponsor multiple branded charging stations that will be placed around the venue.

AppLauncher | \$7,000 | 1 available

Help attendees stay on track at the FME UC. Your company logo will be displayed each time the conference app launches.

InternetConnector | \$10,000 | 1 available

Connect attendees to wifi and provide networking opportunities.





LOOKING FOR MORE OPTIONS?

Exhibitor
\$3,000

First come first serve

Showcase your company at our Expo Social on **Thursday, June 18**. Reach decision makers and influencers and network with attendees while they enjoy drinks and hors d'oeuvres.

- 10x10 Raw exhibit space during the Expo Social (includes one 6ft table and power)
- Company logo and link in the sponsor page on the website
- Mobile app recognition in the sponsor section
- Access to social media promotional kit

For a la carte sponsors, you may upgrade your tabletop display to a 10x10 raw exhibit space for an additional **\$1,500**.

KEY DATES & DEADLINES

SPONSORSHIP APPLICATIONS OPEN

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

October 23, 2019

SPONSORSHIP APPLICATIONS & PAYMENT DUE

No application will be processed without remittance of full payment.

March 13, 2020

COMPANY LOGO & BIO DEADLINE

All sponsors must provide us with a high resolution logo (300 dpi) in one of the following file formats: PNG and/or EPS and a bio.

March 13, 2020

CANCELLATION DATE

Sponsorship fees are refundable, less a 50% administration fee, prior to April 30, 2020.
After May 1, 2020, the fee is non-refundable.

April 30, 2020



2020
INTERNATIONAL
USER CONFERENCE
VANCOUVER, B.C.
CANADA

SPONSORSHIP FAQs

What does each sponsorship include?

Please refer to specific sponsorship opportunities as each one offers a different level of exposure, visibility, and space.

How do I apply for a sponsorship?

To apply for a sponsorship, please complete and return the application form to events@safe.com. Please note that sponsorships are available on a first-come, first-served basis.

How much are sponsorships?

The cost of each sponsorship depends on the different tiers, levels of exposure, visibility and space.

Do I still have to pay to register for the conference if I become a sponsor?

A sponsorship application does not constitute any complimentary attendee registrations (unless stated in the sponsorship). Online registration for the FME UC 2020 is available at www.fmeuc.com.

Where does our company's sponsorship contribution go?

Your company's contribution will support the production and operations of the FME UC 2020.

Do sponsors receive the attendee mailing list?

Sponsors will not be receiving the FME UC 2020 attendee list.

Promotional items for attendee bags?

Sponsors may only give out promotional items during the Expo Social.

What is the cancellation policy?

Sponsorship fees are refundable, less a 50% administration fee, provided that cancellation notice is received in writing by April 30, 2020. Cancellations received after May 1, 2020 will not be entitled to refunds.



CONTACT US

To apply for a sponsorship, or if you have any questions about the prospectus, please contact:

The FME UC Team

events@safe.com

604-501-9985 (ext. 489)



SAFE SOFTWARE™

Suite 1200, 9639 - 137A Street
Surrey, BC V3T 0M1
604-501-9985

FME User Conference 2020 (“FME UC 2020”) Sponsorship Terms & Conditions

1. The Applicant agrees to comply with all the terms of this agreement.
2. 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.
3. Deadline for sponsorship applications is February 28, 2020. A completed application with full payment and all requested information must be submitted by mail, facsimile, or email 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. Any late applications accepted after this deadline will not be guaranteed inclusion in promotional FME UC materials.
4. 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 UC. Applicant’s logos and company bio information must be submitted by March 13, 2020 to be included in promotional materials.
5. A sponsorship application does not constitute an attendee registration. Every attendee (even those entitled to complimentary registrations) must register by completing the relevant form.
6. The Applicant agrees to accept the sponsorship space and/or dedicated tables as assigned. Safe Software reserves the right to modify the sponsorship space with reasonable notice to the Applicant.
7. Sponsorship fees are refundable, less a 50% administration fee, provided that cancellation notice is received in writing by April 30, 2020. Cancellations received after May 1, 2020 will not be entitled to refunds.
8. Sponsorship is not assignable and may not be shared with third parties without the express written consent of Safe Software.
9. Safe Software will be responsible for creating all signage, website materials and social media announcements. Any other promotional materials created by Applicant including, but not limited to, presentations, digital displays, handouts, etc. must be reviewed and approved by Safe Software’s Event Manager. No promotional materials may be affixed to any wall or other surface at the conference venue.
10. The Applicant agrees to observe all FME UC and venue policies as communicated to the Applicant from time to time.
11. Insurance coverage is the responsibility of the Applicant. Neither Safe Software nor the venue assumes any responsibility for property loss or damage. Applicants are advised and encouraged to carry insurance to cover their property against damage or loss, and public liability insurance for third party claims of personal injury or property damage.
12. Due to privacy reasons, Safe Software is not able to provide attendee lists or contact information.
13. 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 UC 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.
14. In the event of earthquake, fire, strikes or other unavoidable events of force majeure which may disrupt the FME UC, Safe Software may make reasonable adjustments to schedule or location. 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.
15. This agreement shall be governed by and enforced in accordance with the laws of the Province of British Columbia.

FME UC 2020 Sponsorship Application Form

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

TIERED

- Gold | \$30,000
 Silver | \$20,000
 Bronze | \$15,000

FOOD & BEVERAGE

- CornPopper | \$1,500
 ThirstQuencher | \$2,000 (Please specify which day: _____)
 ThirstQuencher | \$5,000
 Caffeinator | \$3,000 (Please specify which day: _____)
 Caffeinator | \$8,000
 SmoothieWelcomer | \$3,500
 TastebudExploder | \$4,500

NETWORKING & ENTERTAINMENT

- NoteTaker | \$2,000
 FunSeeker | \$6,000
 MuscleLoosener | \$6,000
 ConnectionSeeder | \$12,000
 EveningInteractor | \$15,000

DIGITAL

- SocialStreamer | \$3,000
 MemoriesCapturer | \$4,000
 SessionLocator | \$5,000
 ElectricityFinder | \$6,000
 AppLauncher | \$7,000
 InternetConnector | \$10,000

Total cost of sponsorship(s) selected: _____

Please note that sponsorships are available on a first come first served basis. We will contact you to confirm availability of your selected option(s) prior to finalizing your application and processing payment.

Agreement/Authorization

We have read and agree to the FME UC 2020 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: _____

Signature: _____ Date: _____

Please complete and return this form using any of the following methods below:

EMAIL: events@safe.com

MAIL: Safe Software

1200 - 9639 137A Street

Surrey, BC V3T 0M1 Canada

SEE YOU IN VANCOUVER



Thank you for your interest in sponsoring the FME User Conference!
Your support allows our users to gather, learn, and build together.



2020
INTERNATIONAL
USER CONFERENCE
VANCOUVER, B.C.
CANADA